



# *Invitation to Exhibit*

***April 12th - 15th  
2012***

***2012 Annual Meeting***



## ***JW MARRIOTT HILL COUNTRY RESORT AND SPA, SAN ANTONIO, TEXAS***

The Southwest Society of Oral and Maxillofacial Surgeons (SWSOMS) and The Texas Society of Oral and Maxillofacial Surgeons (TSOMS) invite you to showcase your products and services at the 2012 Annual Meeting to be held at the JW Marriott Hill Country Resort & Spa in San Antonio, Texas. Your participation provides attendees with an up-close look at the latest professional technology and services in delivering optimal patient care. Exhibiting at the SWSOMS/TSOMS Annual Meeting allows you to connect face-to-face with your target audience in an intimate and relaxed atmosphere. Many sponsorship opportunities are available for additional exposure. Join us and be accessible to new and existing customers all in one place.

Please note that all exhibitors are cordially invited to attend the SWSOMS/TSOMS general meeting sessions!

This prospectus contains important information related to your participation. Please review the prospectus and submit your Exhibitor Contract today. The deadline to contract for exhibit space is **December 31, 2011**.

**Accommodations:**

**JW Marriott Hill Country  
Resort and Spa**

For reservations call: **866-882-4420**

<https://resweb.passkey.com/go/SWSOMS>

Group Name: **SWSOMS**

Group rates starting at \$285

**Included in Your Contract:**

- 6' Table with draped top, 2 chairs
- Admission to Evening Receptions Thursday and Friday
- Listing in the Annual Meeting Program Guide, including company logo and description
- Listing on the SW Society and Texas Society Websites as 2012 Exhibitor
- Invitation to join in ancillary activities (*separate fees apply*)

**Golf Tournament:  
AT&T Canyons Course**

**Friday, April 13, 2012**

**1:00pm—5:00pm**

**Tickets available**

**\$220 per person**

*(includes Green fee and Cart Fee)*

**\$76 Club Rentals**

*(choice of Callaway, Titleist or Taylor Made Clubs)*

**Special Events:** Exhibit Personnel are invited to participate in all special events for meeting attendees including a Welcome Reception on Thursday in the Exhibit Hall, Friday evening reception, Friday afternoon Golf Tournament and Saturday Evening President’s Event. *NOTE: Tickets to the Saturday evening event, golf tournament must be purchased separately.*

**Thursday, April 12<sup>th</sup>**

Exhibitor Setup 11:00am -4:00pm

General Session 1:00pm-3:00pm

**Exhibit Hall Open** 5:30pm – 7:00pm  
For Welcome Reception

**Friday, April 13<sup>th</sup>**

**Exhibit Hall Open 7:00am – 1:00pm**

Continental Breakfast 7:00am–8:30am

Byrd-Tilson Residents Day 8:00am-12:00pm

Meeting Break in Exhibit Hall 10:00am-10:30am

Golf Tournament 1:00pm-5:00pm

Reception 5:30pm – 7:00pm

**Saturday, April 14<sup>th</sup>**

**Exhibit Hall Open 7:00am –12:00pm**

Continental Breakfast 7:00am –8:30am

General Session 8:00am-12:00pm

Meeting Break 10:00am – 10:30am

SWSOMS/TSOMS Membership Meetings 1:30pm-3:00pm

Exhibitor Tear Down 12:00pm

**High Traffic for Exhibits**

The exhibits will be tabletop style, placed near the meeting space area. The exhibit tables will be assigned based on level of sponsorship and time of receipt. To assist with bringing traffic into the exhibition area, breakfast and breaks will take place in the exhibit area as well as the Welcome Reception on Thursday evening. .

**Contract Agreement:**

The exhibitor agrees that neither SWSOMS/TSOMS, JW Marriott Hill Country Resort & Spa nor any of their officers, directors, members, agents and employees shall be held liable to any damage, loss, harm or injury to the person or property of the exhibitor or any of its officers, directors, agents or employees, resulting from theft, fire, water, accident or any other cause. The exhibitor shall indemnify, defend and hold harmless SWSOMS/TSOMS, JW Marriot Hill Country and their officers, directors, members, agents and employees from and against any and all claims, demands, suits, liability, damages, losses, costs, attorney fees and expenses of whatever kind or nature, which might result from or arise out of any action or failure to act on the part of the exhibitor or any of its officers, directors, agents or employees.

**Program Listing:**

Please email company logo and 3 sentence company description to [kellyannshy@alamoOMS.com](mailto:kellyannshy@alamoOMS.com) at the same time contract is sent. GIF or TIF images preferred. Jpeg images saved from website will result in poor image quality.

## New for 2012:

**Online Registration:** Log on to <http://www.regonline.com/SWSOMS12-exhibit>.

**Special Recognition:** Exhibitors who have supported our Annual Meeting consecutively over the last five years will receive special recognition during the general session. Without the support of our Exhibitors we would not be as successful as we are today.

**Exhibit Hall Drawings:** Should you wish to donate a corporate gift to be awarded to a meeting attendee during our Exhibit Hall Drawing, please indicate this on your registration form. We are asking that our exhibitors provide one gift to donate for the drawing taking place. After the drawing, winners will proceed to exhibitor's booth to pick up the gift from you personally.

**Rolling Presentation:** Exhibitors who elect to sponsor our meeting will be part of a rolling presentation featuring their company preceding and immediately following all general sessions and meeting breaks. For this presentation we'll need the following items with your contract by December 31, 2011:

- Corporate Logo
- Contact information
- Three bullet points describing your company

**Sponsorship Opportunities:** We are pleased to offer several levels of sponsorship opportunities that will provide the chance to showcase your company and products/services during the general meeting sessions. Please consider additional support of the Southwest and Texas Societies by electing to contribute:

**Platinum Sponsorship: \$ 7,500.00** includes premium placement in Exhibit Hall, full page ad in program guide (sponsor has ability to create), recognition in general meeting sessions, signage at evening receptions, breakfast and meeting breaks, placement of materials (provided by sponsor) in registration packets, 2 Saturday evening tickets

**Gold Sponsorship: \$5,000.00** includes premium placement in Exhibit Hall, half-page ad in program guide, recognition in general meeting sessions, signage at breakfast and meeting breaks , 2 Saturday evening tickets

**Silver Sponsorship: \$3,000.00** includes optimal placement in Exhibit Hall, quarter-page ad in program guide, recognition in general meeting sessions, 1 Saturday evening ticket

**Bronze Sponsorship: \$1,500.00** includes separate listing in program guide in addition to Exhibitor list, recognition in general meeting sessions, 1 Saturday evening ticket.

### **Items to Include with your Contract:**

- |   |  |
|---|--|
| <input type="checkbox"/> Payment for Exhibit Fee  | <input type="checkbox"/> Contact information for Booth Personnel |
| <input type="checkbox"/> Payment for Sponsorship  | <input type="checkbox"/> Optional gift for Exhibit Hall Drawing  |
| <input type="checkbox"/> Logo (for presentation and program guide)                      | <input type="checkbox"/> Corporate Contact Information           |
| <input type="checkbox"/> Three sentence description (for program guide)                 |  |
| <input type="checkbox"/> Three bullet points describing your company (for presentation) |  |

**Exhibitor Contract:** Complete and return this contract to reserve and hold your space. Remember, table location assignments are made on a first come first served basis in the general exhibit area. Premium placement is available for Meeting Sponsors. For faster processing, visit <http://www.regonline.com/SWSOMS12-exhibit>. Contracts can also be submitted via fax (210-614-5234) or email ([kellyannshy@alamoOMS.com](mailto:kellyannshy@alamoOMS.com)). Payment for this contract is due within four weeks of receipt of the contract. With the execution of this agreement, the exhibitor agrees to lease space at the SWSOMS/TSOMS Annual Meeting April 12-15, 2012. Cancellations received in writing by January 15, 2012 will receive a full refund.

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State/Zip \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

**Booth Personnel:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Golf? \_\_\_\_\_ Sat Evening? \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Golf? \_\_\_\_\_ Sat Evening? \_\_\_\_\_

**Sign up:**

**Early Bird Registration Ends December 31, 2011**

\_\_\_\_\_ \$1,250.00 / \$1,500.00- (after 12/31/2011) \$ \_\_\_\_\_  
basic tabletop exhibit

\_\_\_\_\_ \$85.00 electricity for exhibit \$ \_\_\_\_\_

\_\_\_\_\_ \$300.00 wireless internet access \$ \_\_\_\_\_

\_\_\_ X \_\_\_ \$220.00/person, TPC San Antonio \$ \_\_\_\_\_

\_\_\_ X \_\_\_ \$76.00 Golf Club Rental \$ \_\_\_\_\_

Please choose preference list amount needed of each

\_\_\_ Men's \_\_\_\_\_ Woman's

\_\_\_ Right \_\_\_\_\_ Left Handed

\_\_\_ Callaway \_\_\_\_\_ Titleist \_\_\_\_\_ Taylor

\_\_\_ X \_\_\_ \$150.00/person, Saturday Evening \$ \_\_\_\_\_

President's Event

**Subtotal** \$ \_\_\_\_\_

**Sponsorship Opportunities:**

\_\_\_ \$ 7,500.00 Platinum Level \$ \_\_\_\_\_

\_\_\_ \$ 5,000.00 Gold Level \$ \_\_\_\_\_

\_\_\_ \$ 3,000.00 Silver Level \$ \_\_\_\_\_

\_\_\_ \$ 1,500.00 Bronze Level \$ \_\_\_\_\_

**Subtotal** \$ \_\_\_\_\_

**Total Amount Due: \$ \_\_\_\_\_**

Checks Payable to: **SWSOMS, 4499 Medical Drive, Suite #190, San Antonio, Texas 78229, 210-614-3915, 210-614-5234 fax**  
If Paying by Visa / Mastercard / Discover / American Express, please complete the following:

Card Number \_\_\_\_\_ Expiration \_\_\_\_\_ CVV2/CVC2/CID Code \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State/Zip \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_