



American College of Legal Medicine
51ST Annual Meeting
February 24 – 27, 2011
Planet Hollywood Hotel & Casino in Las Vegas
Las Vegas, Nevada

“Ethical and Legal Aspects of Dentistry Conference”
February 25, 2011

2011

Industry Partnership and Exhibitor
Prospectus



AMERICAN COLLEGE OF LEGAL MEDICINE

Executive Office • Two Woodfield Lake • 1100 E Woodfield Road, Suite 520 • Schaumburg, IL 60173

Phone: (847) 969-0283 • Fax: (847) 517-7229

Website: www.aclm.org • Email: info@aclm.org

2010 - 2011

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April 27, 2010

Re: 3rd Annual "Legal Aspects of Dentistry" Conference

Dear Director of Sales and Marketing:

Greetings! As a Past President of the American College of Legal Medicine and past organizer of the first and second annual Legal Aspects of Dentistry Conference in Houston, Texas in 2008 and Orlando, Florida in 2009, I am excited to announce the **Third Annual ACLM "Ethical and Legal Aspects of Dentistry Conference" to be held in conjunction with our 51st Annual Meeting**. I will be Chairman once again for this forum and it will be held on *Friday, February 25, 2011* in Las Vegas, Nevada at the Planet Hollywood Hotel and Casino. I would like to extend an invitation to participate and sponsor dentistry, the conference, and other ancillary opportunities.

Your support can be provided in various capacities and will be used solely to foster increased understanding of scientific, clinical, and health care issues as they relate to the law and dental patient care. Scheduled topics include ethics in dentistry, patient relations, practice management, technology and equipment, and other clinically related and relevant subjects. We are anticipating total attendance of 350 dental, medical and legal professionals at this ACLM event in Las Vegas, with approximately 100+ dentists attending the dental conference.

Industry Partners and technical exhibits are an important part of our meetings success enhancing the overall educational experience of our attendees and providing an excellent forum for networking. This detailed sponsorship prospectus will outline the various levels of participation and inclusions. Please review this carefully and upon determining your sponsorship level, submit the registration form provided to the ACLM Industry Relations department at the address, fax, or email included on this letterhead. Please make checks payable to the *American College of Legal Medicine* FIN# 36-2552873. **Any participation of your choosing will be greatly appreciated, however, I would strongly encourage you to participate as an Industry Partner to achieve the optimum visibility with the legal-dental community.**

Should you have any additional questions about sponsorships or would like to discuss other ideas on how your company can support the ACLM Legal Aspects of Dentistry Conference, please contact Donna Kelly, Executive Director of Industry Relations or Michelle Hoyt, Manager of Industry Relations at the ACLM office at 847-969-0283 or by email donna@wjweiser.com and michelle@wjweiser.com.

I look forward to your response and seeing you in Las Vegas next year! Thank you for your consideration.

Very truly yours,

Bruce H. Seidberg, DDS, MScD, JD, FCLM
Past President, American College of Legal Medicine
Chairman, Third Annual Ethical and Legal Aspects of Dentistry Conference



2011 Annual Meeting Ethical and Legal Aspects of Dentistry Conference

GENERAL INFORMATION

The American College of Legal Medicine is accredited by the Accreditation Council for Continuing Medical Education (ACCME).

The American College of Legal Medicine is a professional community of physicians, attorneys, dentists, healthcare professionals, administrators, scientists, and others with a sustained interest in medical-dental-legal affairs.

Official Meeting Dates: February 24 – 27, 2011
Official Dental Conference: February 25, 2011

Hotel & Meeting Location: **Planet Hollywood Hotel & Casino**
3667 Las Vegas Boulevard South
Las Vegas, NV 89109
(702) 731-9236

SUPPORTING THE AMERICAN COLLEGE OF LEGAL MEDICINE

Deliver your message in a professional, focused, and educational environment. The American College of Legal Medicine presents you with networking opportunities to build relationships with new and existing customers. Choose a standard exhibit booth or an Industry Partnership package, which provides extended promotional visibility for your company beyond the annual meeting.

EXHIBITING

The expected 50 attendees want to meet you face-to-face and examine your products and services first-hand. By exhibiting at the meeting, your company will be listed in promotional materials and the program book. Space is limited, so act quickly!

INDUSTRY PARTNERSHIP PACKAGES

Secure prime exhibit location and optimum visibility with a Benefactor, Platinum, or Gold Industry Partnership package. In addition to your exhibit, participation in this program includes the pre-attendee registration list, Board of Governors' participation with ACLM Board of Directors, your company logo and recognition in annual meeting program book and signage, welcome reception refreshments at your exhibit area, a full page ad in the ACLM post-meeting newsletter, and discounts on other advertising opportunities. Please refer to the Industry Partnership details in this prospectus for a complete list of benefits.

CORPORATE FUNCTIONS MAY NOT BE HELD CONCURRENT WITH OFFICIAL ACLM SCIENTIFIC OR SOCIAL FUNCTIONS. ANY FUNCTION, REGARDLESS OF SIZE AND LOCATION, MUST BE APPROVED BY THE ACLM INDUSTRY RELATIONS DEPARTMENT.

IMPORTANT EXHIBIT INFORMATION AND DATES

Exhibit Description: 6 foot table with (1) one table, (2) two chairs and (1) wastebasket. Additional service information will be made available approximately three to four weeks prior to the meeting.

Payment Options: Payment is due no later than January 15, 2011.
Acceptable payment method is by check, Visa, Master Card, or American Express.

Please make checks payable to:
American College of Legal Medicine
1100 E. Woodfield Rd, Ste. 520
Schaumburg, IL 60173
FIN #36-2552873

Cancellations & Refunds: The American College of Legal Medicine requires that all cancellations must be in writing. The following refund schedule applies:

- Cancellation on or prior to January 15, 2011, exhibit fee will be refunded less \$250 administration fee.
- Cancellation after January 15, 2011, no portion of the original exhibit fee will be refunded.

Assignment of Space:

Exhibit space will be assigned at the sole discretion of the American College of Legal Medicine. Factors affecting exhibit location include support level, the date the registration form was received by the ACLM office, the number of exhibits, and proximity of competitors.

EXHIBIT SCHEDULE

(Times are for Dentistry Conference exhibits only and are subject to change without notice)

Exhibit Set Up: *Thursday, February 24, 2011
3:00 p.m. to 6:00 p.m.*

Exhibit Hours: *Friday, February 25, 2011
7:30 a.m. to 5:00 p.m.*

Exhibit Teardown: *Friday, February 25, 2011
After 5:00 p.m.*

Registration:

To pre-register your staff members, please list the names of those representative(s) working in the booth on the Exhibitor Registration Form. Only employees of the exhibiting company, or its agents, will be issued a badge. Booths must be manned the entire time the exhibit area is open.

For more information about exhibits, sponsorships, or advertising options or to support the American College of Legal Medicine through an educational grant, please contact the Industry Relations team at the ACLM office:

American College of Legal Medicine, Two Woodfield Lake, 1100 E Woodfield Road, Suite 520, Schaumburg, IL 60173
Phone: (847) 969-0283 Fax: (847) 517-7229
www.aclm.org

Donna Kelly
Director, Industry Relations
donna@wjweiser.com

Michelle Hoyt
Manager, Industry Relations
michelle@wjweiser.com

Mary Tully
Development Coordinator, Industry Relations
mary@wjweiser.com

2011 American College of Legal Medicine 3rd Annual Ethical and Legal Aspects of Dentistry Conference INDUSTRY PARTNERSHIP PACKAGES	Platinum \$7,600 or More	Gold \$4,000- \$7,599	Silver \$1,501- \$3,999	Exhibit Only \$1,500
SELECT ANOTHER ITEM BASED ON FROM MENU ON NEXT PAGE				
ADS AND MAILINGS				
Door Drop	X			
Full Page B&W Ad In The Exhibit Guide	X			
Full Page B&W Ad In Newsletter	X			
Pre-Registration & Post Conference Attendee List/Labels	X	X		
Pre-Registration List/Labels Received Upon Arrival	X	X	X	X
One Set Membership Mailing Labels	X	X		
½ Page B&W Ad In Exhibit Guide		X		
½ Page B&W Ad In Newsletter		X		
RECOGNITION				
Company Logo Displayed On Screen	X	X		
Company Logo Displayed On Website	X	X		
Company Logo Displayed On Signage	X	X		
Company Logo Displayed In Annual Meeting & Mid-Year Syllabus	X	X		
Company Logo Displayed In Exhibit Guide	X	X		
Company Logo Displayed In Newsletter	X	X		
Company Sponsorship Recognized On Website	X	X	X	X
Company Sponsorship Recognized On Signage	X	X	X	X
Company Sponsorship Recognized In Annual Meeting & Mid-Year Syllabus	X	X	X	X
Company Sponsorship Recognized In Exhibit Guide	X	X	X	X
Company Sponsorship Recognized In Newsletter	X	X	X	X
Product Information Listed In Exhibit Guide	X	X	X	
Receive All Newsletters	X	X	X	
EXHIBIT SPACE AND BADGES				
8' x 30' Exhibit Space In Prime Location-----10 Exhibit Badges	X			
8' x 20' Exhibit Space In Featured Location-----8 Exhibit Badges		X		
8' x 10' Exhibit Space In Featured Location-----6 Exhibit Badges			X	
6' Tabletop Exhibit Space-----4 Exhibit Badges				X
BOARD OF GOVERNORS' MEETING				
(6) Six Attendees	X			
(4) Four Attendees		X		
(2) Two Attendees			X	
EDUCATIONAL SESSION PASSES				
(6) Six Tuition Passes	X			
(4) Four Tuition Passes		X		
(2) Six Tuition Passes			X	
ANNUAL BANQUET				
(8) Eight Tickets	X			
(6) Six Tickets		X		
(4) Four Tickets			X	

FRIENDS OF ACLM	CONTRIBUTION RANGE
For Individuals who wish to show their support for the ACLM Acknowledgement as Friends of ACLM in the Annual Meeting Syllabus	\$250 TO \$1,499

2011 American College of Legal Medicine Ethical and Legal Aspects in Dentistry Conference ADVERTISING AND SUPPORT OPPORTUNITIES		PRICES
SPONSORSHIPS		
Presidents Welcome Reception		\$10,000
Pre Banquet Reception		\$10,000
Annual Banquet Entertainment		\$5,000
Registration Partner sponsor badges and lanyards		\$5,000
Advertisement or Company Logo on Official ACLM Conference Notebooks		\$5,000
Advertisement or Company Logo on Official Conference Bags		\$5,000
Hotel Room Key Card Sponsor (Plus Production and Hotel Fees)		\$5,000
Break Sponsor		\$2,500
Poster Sessions		\$2,500
ADVERTISEMENTS		
Full Page COLOR Ad on Back Cover of Program Book		\$5,000
Full Page COLOR Inside Tab Ad In Program Book		\$2,500
Full Page B&W Ad In The Exhibit Guide		\$500
½ Page B&W Ad In Exhibit Guide		\$250

For more information, please contact Michelle Hoyt or Mary Tully in the ACLM Industry Relations Department at (847) 969-0283 or michelle@wjweiser.com or mary@wjweiser.com



Please complete and submit the exhibitor registration form on the next page and return to the Industry Relations Department:

**ACLM
Two Woodfield Lake
1100 E. Woodfield Road, Ste. 520
Schaumburg, IL 60173
847-517-8712 phone
847-517-7229 fax
www.aclm.org**

Thank you for supporting the ACLM in 2011!

EXHIBITOR AND INDUSTRY PARTNERSHIP REGISTRATION FORM

February 24 – 27, 2011---Las Vegas, NV

AMERICAN COLLEGE OF LEGAL MEDICINE---LEGAL ASPECTS IN DENTISTRY CONFERENCE

The ACLM offers additional opportunities for increased visibility and exhibit traffic, exceptional networking opportunities, advertising, and outreach beyond the meeting to our general membership through Industry Partnership promotional package and sponsorships. Please contact us for additional information on how to maximize your ACLM experience.

- My Company would like to become an Industry Partner.** (*Exhibit space in featured location included.*)
- Platinum (\$7,600 or higher) Amount** _____ **Gold (\$4,000-\$7,599) Amount** _____
- Silver Level (\$1,501-\$3,999) Amount** _____ **FRIENDS OF ACLM (\$250-\$1,499) Amount** _____
- My Company plans on EXHIBITING at the ACLM Annual Meeting**
My company would like _____ 8' x 10' exhibit space (s) at **\$1,500** each.
(*Table-top locations are 6' only and will be assigned in part on a first-come, first-serve basis*)

PLEASE NOTE:

This form must be returned to reserve exhibit space.

Corporate functions may not be held concurrent with official ACLM scientific or social functions. Any function, regardless of size or location, must be approved by the ACLM Industry Relations Department, (847) 969-0283.

FOR EXHIBIT FEE:

Please make checks payable to: **American College of Legal Medicine**
FIN #36-2552873

Check Visa Master Card American Express

Credit Card Number: _____

Expiration Date: _____

Signature: _____

QUESTIONS? Contact Michelle Hoyt or Mary Tully at The ACLM office
(847) 969-0283

CORPORATE OFFICE

Company: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Please list any competitors you do NOT want to exhibit near or next to: _____

EXHIBITOR CONTACT

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Company Product: _____

Product Application: _____

Agreement:

I am an authorized representative for this company with full power and authority to sign this application for exhibit space. The company agrees to comply with all of the rules and regulations stated in the Exhibitor Prospectus, as well as all policies added after the publication of the prospectus, which we accept as part of the agreement.

Authorized Signature: _____ Date: _____

Thank you for choosing to support the ACLM in 2011!

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