



August 5-7, 2010 ■ Walt Disney Swan & Dolphin Resort ■ Orlando, FL

Sponsorship & Exhibitor Prospectus

To Reserve Exhibit Space or Sponsorship Contact:

Key Accounts

Craig Dickson
Phone: 630-690-2472
Email: craigd@pennwell.com

Midwest Key Accounts

Auggie James
Phone: 562-434-1048
Email: auggiej@pennwell.com

East

David Hurlbrink
Phone: 717-244-3148
Email: davidh@pennwell.com

National Sales Manager

Christopher Page
Phone: 518-373-0622
Email: christopherp@pennwell.com

RDH Under One Roof 2010 has been designed to attract dental hygienists from across the country to an information-packed three-day seminar presented by *RDH* magazine. Up to 21 continuing-education credits are offered during the three-day program, which features an educational combination of conference sessions and workshops.

As a sponsor or exhibitor, you will gain exposure to a dynamic group of everyday practicing dental hygienists who are furthering their knowledge, improving patient care, and expanding their dental hygiene education. RDH Under One Roof is an excellent opportunity for you to showcase your products and services and to receive important feedback from leading dental hygienists.

SET-UP SCHEDULE

Thursday, August 5, 2010
8:00AM – 3:30PM

EXHIBIT SCHEDULE

Thursday, August 5, 2010
6:30PM – 8:00PM

Friday, August 6, 2010
10:00AM – 2:30PM
4:00PM – 6:30PM

Saturday, August 7, 2010
11:30AM – 2:00PM

TEAR DOWN SCHEDULE

Saturday, August 7, 2010
2:00PM – 6:00PM

Reserve Your Space Today!

BOOTH SPACE INFORMATION

Reserve your space today!

Booth Space: All standard booths are priced at \$2,575 and 10' x 10' in size (100 square feet).

Corner Booth Space: Upgrade to a corner booth space for an additional \$200

The price of booth space includes:

- Pipe and drape 8' tall in the back and 3' tall on each side
- 7" x 44" banner with company name
- Complimentary listing in the official RDH Under One Roof Show Guide
- One time use of the Post-conference attendee list sent by 3rd party mailhouse
- Discounted conference delegate registration

TO RESERVE EXHIBIT SPACE OR SPONSORSHIPS CONTACT

Key Accounts Craig Dickson Phone: 630-690-2472 Fax: 630-690-3108 craigd@pennwell.com	East David Hurlbrink Phone: 717-244-3148 Fax: 717-244-3149 davidh@pennwell.com	Midwest Key Accounts Auggie James Phone: 847-548-0409 Fax: 847-548-1108 ajames@pennwell.com	National Sales Manager Christopher Page Phone: 518-373-0622 Fax: 518-373-0623 christopherp@pennwell.com
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HOTEL RESERVATIONS

RDH Under One Roof 2010 will be held at the Walt Disney World Swan & Dolphin Resort. For hotel information and reservations contact the official housing contractor, Preferred Convention Services at 888-472-7462. *We recommend you make your reservations early to ensure availability.* The group rate cannot be guaranteed after Friday, July 5, 2010.

ADVERTISING OPPORTUNITIES

Conference Show Guide - \$1,200

- Specifications: 8 ½ x 11 – 4 color
- Conference show guide distributed to each attendee and exhibitor
- Materials due no later than Tuesday, June 1, 2010

Video Showcase - \$1,500

Make your message come to life with product and video marketing!

- Pre-show RDH Under One Roof product showcase email sent one week before event (Circulation 30,000 est.)
- 3-5 minute video interview conducted at company booth with all production work done by PennWell video staff
- Post-show video showcase email sent two weeks after the event showcasing your interview or video demonstration (Circulation 30,000 est.)
- 8 positions per deployment
- Video will be housed on RDH and Dentistry IQ websites and links available for company website

Event Site Banner Ad – 6 Positions Available

Event Site Leaderboard: \$3,600 for 10 months or \$400 monthly

- Banner ad will run through August 2010 – advertiser may update banners quarterly

Additional banner ad sizes are available – ask your RDH sales representative for further details

RDH Show Case Featured in July 2010 RDH Magazine

- Place a ½ page ad or larger in the July 2010 issue of RDH Magazine and receive a free ¼ page showcase ad in the RDH Under One Roof feature section

Pre-event or Post-event Attendee Direct Mail Advertisement

- One time use of the pre-conference or post-conference attendee list sent by 3rd party mailhouse

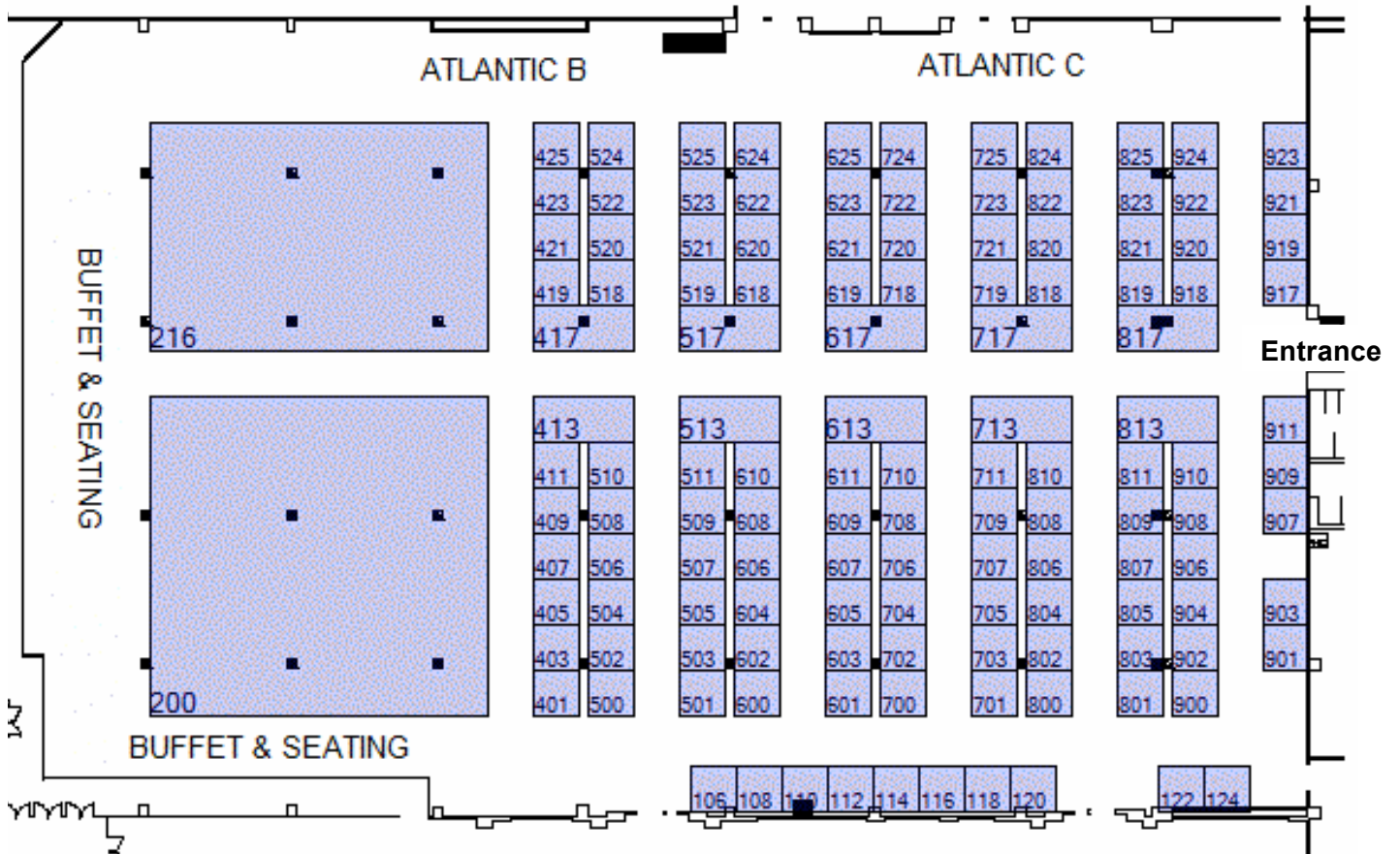
Sponsor Coupon Book

- Sign up for a sponsorship and have the opportunity to place up to 4 product coupons, drawing coupons for data collection or an advertisement in the RDH Under One Roof coupon booklet that is distributed to attendees.
- Specifications: Size 2 ½ x 7 / 1 Color / Accepted Formats: JPEG, TIFF, EPS, Word, PowerPoint
- Due Date: June 1, 2010

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2010 EXHIBIT HALL FLOOR PLAN



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SPONSORSHIP LEVELS

Sponsorship Levels

- \$20,000 and above – Platinum
- \$10,000 - \$19,999 – Diamond
- \$7,000 - \$9,999 – Emerald
- \$4,000 - \$6,999 – Ruby
- \$2,000 – 3,999 – Sapphire

WORKSHOP SPONSORSHIP OPPORTUNITIES

*Customized sponsorship opportunities are available.
Please consult your sales representative for details.*

2 Hour Workshop Sponsor - \$4,200*

PennWell will provide:

- Presentation of sponsor's 2-hour workshop program to include registration, advertising, PennWell room monitor, room set up, lcd projector, screen and microphone
- Opportunity to place company literature in the show bag and product coupon or advertisement in Under One Roof coupon booklet
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

4 Hour Workshop Sponsor - \$7,400*

PennWell will provide:

- Two presentations of sponsor's 2-hour workshop program or one 4-hour program to include registration, advertising, PennWell room monitor, room set up, lcd projector, screen and microphone
- Opportunity to place company literature in the show bag and product coupon or advertisement in Under One Roof coupon booklet
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

8 Hour Workshop Sponsor - \$12,600*

PennWell will provide:

- Four presentations of sponsor's 2-hour workshop program or two 4-hour presentations to include registration, advertising, PennWell room monitor, room set up, lcd projector, screen and microphone
- Opportunity to place company literature in the show bag and product coupon or advertisement in Under One Roof coupon booklet
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

All Workshop Sponsors will provide:

- Sponsor's logo for advertisements
- Course title and 25 word course description of workshop
- Sponsor's choice of speaker for workshop and speaker's associated expenses
- Shipping and handling of materials for workshop
- Any associated handouts for the participants

** Workshop course presentations must be educational in nature and taught by a qualified instructor. Data regarding the sponsor's products (or competing products) should be objectively selected and presented, with favorable and unfavorable information and balanced discussion or prevailing information on the product(s) and/or alternative treatments. Product advertisement must be limited to 10 minutes after the educational presentation. PennWell reserves all rights to refuse acceptance of a Workshop contract if the educational integrity is not met.*

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ADDITIONAL EDUCATIONAL OPPORTUNITIES

Breakfast Roundtables - \$1,500 (Open to 6 companies) – NEW FOR 2010

- Educate your attendees about your products or techniques in an intimate roundtable setting
- 6 tables seating 12 attendees each will be set up
- Each company host a new group of 12 attendees every 20 minutes
- Breakfast will be served
- Audio visual needs will be the responsibility of each represented company
- Company name in conference program associating you with the presentation

New Products Presentation - \$750 (Open to 20 companies) – NEW FOR 2010

- 10 minutes to present new information and products manufactured specifically for the dental hygiene profession in a special session.
- LCD projector and Elmo unit will be supplied

SPONSORSHIP OPPORTUNITIES

*Customized sponsorship opportunities are available.
Please consult your sales representative for details.*

Early Bird Gift Sponsor - \$12,000

- Logo on giveaway to be distributed to those attendees that register on or before May 31, 2010
- Opportunity to place company literature in the show bag
- Opportunity to place product coupon or advertisement in Under One Roof coupon booklet distributed to attendees
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

Lunch Sponsor - \$8,500

- Continuous Power Point presentation running during lunch (presentation provided by sponsor)
- Opportunity to distribute samples to attendees at lunch either at the table or upon entrance to the exhibit hall
- 1 color logo placed on lunch napkins and tent cards scattered throughout the lunch area
- Opportunity to place company literature in the show bag
- Opportunity to place product coupon or advertisement in Under One Roof coupon booklet distributed to attendees
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

Welcome Reception Sponsorship - \$8,500

- Continuous Power Point presentation running during reception (presentation provided by sponsor)
- Opportunity to distribute samples to attendees at reception either at the tables or upon entrance to the exhibit hall
- 1 color logo placed on beverage napkins and tent cards scattered throughout the exhibit hall
- Opportunity to place company literature in the show bag
- Opportunity to place product coupon or advertisement in Under One Roof coupon booklet distributed to attendees
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

Farewell Reception Sponsorship - \$8,500

- Continuous Power Point presentation running during reception (presentation provided by sponsor)
- Opportunity to distribute samples to attendees at reception either at the tables or upon entrance
- 1 color logo placed on beverage napkins and tent cards scattered throughout the exhibit hall
- Opportunity to place company literature in the show bag
- Opportunity to place product coupon or advertisement in Under One Roof coupon booklet distributed to attendees
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

Show Bag Sponsor - \$7,900

- 1 color logo on the show bag distributed to each RDH Under One Roof attendee upon registration
- Opportunity to place company literature in the show bag
- Opportunity to place product coupon or advertisement in Under One Roof coupon booklet distributed to attendees
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

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T-shirt Sponsor - \$7,500

- 1 color logo on back of RDH Under One Roof T-shirt that will be distributed to each attendee upon registration
- Opportunity to place company literature in the show bag
- Opportunity to place product coupon or advertisement in Under One Roof coupon booklet distributed to attendees
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

1-Hour Coffee Break Sponsor - \$6,800

- 1 color logo on beverage napkins at coffee station
- Signage at coffee station recognizing your company as a coffee break sponsor
- Opportunity to place company literature in the show bag
- Opportunity to place product coupon or advertisement in Under One Roof coupon booklet distributed to attendees
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

*(**For a reduced rate, a 30-minute Coffee Break Sponsorship is available or you may share the 1-hour Coffee Break Sponsorship with another RDH UOR sponsor. Please contact your sales representative for pricing.)*

Keynote Speaker Sponsor - \$6,300

- 15 minutes to speak or present before the sponsored speaker's presentation.
- Opportunity to place company literature in the show bag
- Opportunity to place product coupon or advertisement in Under One Roof coupon booklet distributed to attendees
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

Water Cooler Station Sponsor - \$4,500 – NEW FOR 2010

- Signage or advertisement posted at each water cooler station (8 stations positioned throughout the conference and exhibit hall)
- Opportunity to place company literature in the show bag
- Opportunity to place product coupon or advertisement in Under One Roof coupon booklet distributed to attendees
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

Lunch Cooler Sponsorship - \$5,900

- Logo placement on lunch cooler given to all attendees with boxed lunch
- Opportunity to place company literature in the show bag
- Opportunity to place product coupon or advertisement in Under One Roof coupon booklet distributed to attendees
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

Room Drop Sponsorship - \$5,500

- Delivery of company literature or promotional piece to each attendee room at headquarter hotel
- Opportunity to place company literature in the show bag
- Opportunity to place product coupon or advertisement in Under One Roof coupon booklet distributed to attendees
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

Focus Group Sponsorship - \$4,700 (4 Available)

- Focus group for 40 hygienists that includes attendee registration, meeting room, and continental breakfast or snack
- Email blast advertising your product or company to 5,000 RDH's
- One free key influencer mailing in the month of your choice
- Opportunity to place company literature in the show bag
- Opportunity to place product coupon or advertisement in Under One Roof coupon booklet distributed to attendees
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

Lip Balm and Lip Balm Holder Sponsor - \$4,200

- 1 color logo on lip balm and lip balm holder to clip to neck wallet or show bag that will be distributed to each attendee upon registration
- Opportunity to place company literature in the show bag
- Opportunity to place product coupon or advertisement in Under One Roof coupon booklet distributed to attendees
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

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Aisle Floor Signs Sponsorship - \$3,500

- Color logo or 4-color advertisement on floor aisle booth number identification signs place at the end of each exhibit hall aisle
- Aisle sign size is 3 x 3 and sponsor will receive 50% of the designated sign space for product promotion
- Opportunity to place company literature in the show bag
- Opportunity to place product coupon or advertisement in Under One Roof coupon booklet distributed to attendees
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

Cyber Café Sponsor - \$14,500

- Computer kiosk with sponsoring company's logo
- Sponsor's company logo as screen saver
- Internet home page set to sponsored company's web page
- Opportunity to place company literature in the show bag
- Opportunity to place product coupon or advertisement in Under One Roof coupon booklet distributed to attendees
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

Conference Pocket Guide Sponsor - \$3,200 – *NEW FOR 2010*

- Logo / advertisement imprinted on event pocket guide distributed to each guest upon check-in
- Signage at the registration desk recognizing your company as the official pocket guide sponsor
- Opportunity to place company literature in the show bag
- Opportunity to place product coupon or advertisement in Under One Roof coupon booklet distributed to attendees
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

Hotel Key Card Sponsor - \$3,200

- 1 color logo / advertisement imprinted on hotel key card and distributed to each guest upon check-in
- Opportunity to place company literature in the show bag
- Opportunity to place product coupon or advertisement in Under One Roof coupon booklet distributed to attendees
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

Neck Wallet/Lanyard Sponsor - \$3,200

- 1 color logo on show lanyards that will be distributed to each attendee upon registration
- Opportunity to place company literature in the show bag
- Opportunity to place product coupon or advertisement in Under One Roof coupon booklet distributed to attendees
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

Notepad and Pen Sponsor - \$2,700

- 1 color logo on pens and notepads that will be distributed to each attendee at the Keynote session
- Opportunity to place company literature in the show bag
- Opportunity to place product coupon or advertisement in Under One Roof coupon booklet distributed to attendees
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

Coupon/Sampling Sponsorship - \$2,000

- Opportunity to place product coupon or advertisement in Under One Roof coupon booklet distributed to all attendees

Escalator Signage Sponsorship - \$2,250– *NEW FOR 2010*

- Color logo or 4-color advertisement on escalator hand rail (referenced as striping) on the exhibit hall entrance and exit escalators
- Add the second set of escalators leading to and from the conference rooms for an additional \$1,500
- Opportunity to place company literature in the show bag
- Opportunity to place product coupon or advertisement in Under One Roof coupon booklet distributed to attendees
- All sponsors receive recognition on the Under One Roof event website, in the pre-con and show guide and on signage at the event

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IMPORTANT REMINDERS AND DEADLINES

Important Exhibitors Deadlines

June 1, 2010 35 Word Show Guide Listings Due

Important Sponsor Deadlines

June 1, 2010 Ad Material for Show Guide Due
Coupons Due
Trivia Questions Due

Exhibitor Manuals – Exhibitor manuals will be posted online at www.rdhunderoneroof.com at the end of March, 2010.

Exhibitor Services Contact – If you have questions regarding your exhibit space or sponsorship, please contact your territories sales manager (listed on page 1) or Exhibit Services Manager - Carla Pitchlynn; phone: 918.831.9537 or email: carlapi@pennwell.com.

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2009 RDH UNDER ONE ROOF EXHIBITORS

3M ESPE
Academy of Laser Dentistry
Acteon North America
Align Technology, Inc.
All Pro
American Academy of Dental Hygiene
American Dental Hygienists Association
American Eagle Instruments
AM-Touch Dental
A. R. Medicom
B&L Biotech
Beutlich, LP Pharmaceuticals
Biotene/Laclede, Inc.
Blue Boa
BQ Ergonomics
Brasseler USA
Burkhart Dental Supply
Cadbury Adams USA LLC
Career Fusion
Carson Laboratories
Church & Dwight Co, Inc.
CloSYS (Rowpar Pharmaceuticals, Inc.)
Colgate
Crosstex International
Darby Dental Supply
Dental EZ Group
Dental R.A.T.
Dental Technologies, Inc.
DenTek Oral Care
Denticator
Dentsply Professional
Designs for Vision, Inc.
Diatech/Hygienist Choice
Discus Dental
DMG America formerly known as Zenith
Dental/DMG
DNLTworks Equipment Corporation
EDS (Essential Dental Systems)
Electro Medical Systems
Florida Probe
GC America
GlaxoSmithKline (GSK)
Henry Schein Dental
Hu-Friedy
Hygiene Direct
ICCare, Inc.
International Federation of Dental Hygienists

Isolite Systems
Ivoclar-Vivadent, Inc.
Johnson & Johnson
Kerr TotalCare
Keystone Industries
Velscope – LED Dental, Inc.
LustreCorp, Inc.
Microflex
Miltex
Mirror Gear
MIS Implants Technologies, Inc.
Mydent
National Children’s Oral Health Foundation
National Institute of Dental and Craniofacial Research
Novamin Technologies
Nuvora
Olympic Dental & Medical Devices, Inc.
OralCDx
OraPharma
Orascope-Kerr
Oratec
OSspray
Parkell, Inc.
Parnell Pharmaceuticals, Inc.
Pascal International
Patteron Dental Supply
PDT Paradise Dental Technologies
PeriOptix
Philips Sonicare
Plak Smacker
Premier Dental Products
Preventech
Procter & Gamble Professional Oral Health
Prophy Perfect
RJC Products
Rose Micro Solutions
SciCan, Inc.
Sultan Healthcare
Sunstar Americas
Surgitel Systems
Tolmar
Ultradent Products Inc.
Water Pik Inc.
Xlear, Inc.
Young Dental/Biotrol
Zila Pharmaceuticals

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