

ORTHO EVOLUTION



ORTHO
EVOLUTION

A WORLD-CLASS
ORTHO CONFERENCE

Hosted by The Industry's
Leading Consultants

**REGISTER
NOW**

GUCCI



TESLA

LOUIS VUITTON

TORY BURCH



lululemon

**FEB 17-20
2022**

More Info:



OrthoEvolution



ortho_evolution



+1 425.591.6723



contact@ortho-evolution.com



ortho-evolution.com

THE WHY

Highlights

EXPECTED ATTENDANCE IS 300 DOCTORS,
200 TEAM MEMBERS, & 100 "SHOPPING PARTNERS"

THE PROGRAM IS COMPLETELY DESIGNED BY ORTHO
PRACTICE CONSULTANTS

GEARED TOWARDS HIGH-PRODUCING DOCTORS &
MEMBERS OF ELITE STUDY GROUPS

WE'RE TAKING OVER THE ENTIRE LUXURY HOTEL,
PLUS 35,000 SQFT OF CONFERENCE & EXHIBIT SPACE

ALL FOOD & BEVERAGE WILL BE CONSUMED IN
EXHIBITOR'S AREA, MAXIMIZING SPONSOR ENGAGEMENT

PREMIUM SPONSORSHIP SHOWCASE OPPORTUNITIES

SPONSORS WILL HAVE ACCESS TO ALL MEALS & EVENTS,
INCLUDING SATURDAY NIGHT'S AFTERPARTY

WE'RE VENDORS TOO, SO WE'RE COMMITTED TO
MAXIMIZING OUR SPONSORS' ROI!



Tracy Martin



Michelle Shimmin



Jill Allen



Dino Watt

Ready for something different? We are crazy excited to bring you the first of its kind:
a completely **consultant-driven orthodontic conference**, centered around all the strategies
we want to bring to practices in 2022 **AND HOW TO IMPLEMENT THEM!**

*"Early in my practice consulting a Doc told me, 'You know Tracy, one problem with consulting is implementation.' And she was right! We can map out a process or strategy that would be a huge win for your practice, but getting it to **actually stick** can be the real challenge! That's why I've asked my fellow ortho consultants to help create an event that's packed full of more take-aways and actionable "To-Do's" than any meeting they've been to in the last decade. All of which will be presented or acted out on-stage. Think of it like a conference with a bit of consultant-theater."*

*"Now, let's talk speakers. Docs with a successful multi-location practice might have 4 or 5 offices. Lots of DSOs have dozens. But as consultants, we've worked with **hundreds of offices** all over the world, giving us far more data points! And our planning team has **4 consultants** to bring you even **MORE** value and a greater vision of the future of orthodontics. We're talking Michelle Shimmin, Jill Allen, AND Dino Watt. Plus, yours truly. And that's only the beginning! The program will include practice giants that focus on clinical, insurance, marketing, and **MORE!** Welcome to the evolution!"*

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The Renaissance

The Renaissance Dallas at Plano Legacy West is located on Legacy Drive (near the Dallas North Tollway & Highway 121) and is the south anchor for the \$2 billion Legacy West development. The hotel is within walking distance from over 50 restaurants providing numerous dining options from Del Frisco's, North Italia, and Fogo de Chão to Shake Shack and Sprinkles.

Bringing a spouse or rewarding your team? Ortho Evolution is just steps away from the hottest shopping district in Dallas, including luxury providers like Gucci, Tiffany & Co., Louis Vuitton, and Tory Burch. No Uber needed!

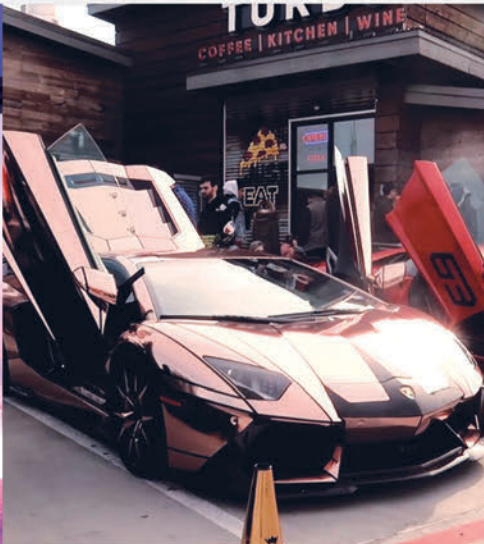
Looking for extra entertainment? Test drive a Tesla, take a spin in the Peloton showroom, or make a pilgrimage to The Star: the Dallas Cowboys World Headquarters and practice facility, just minutes away.

The hotel is also just 20 minutes away from both Dallas Love Field and DFW International Airport, so getting there is a breeze.

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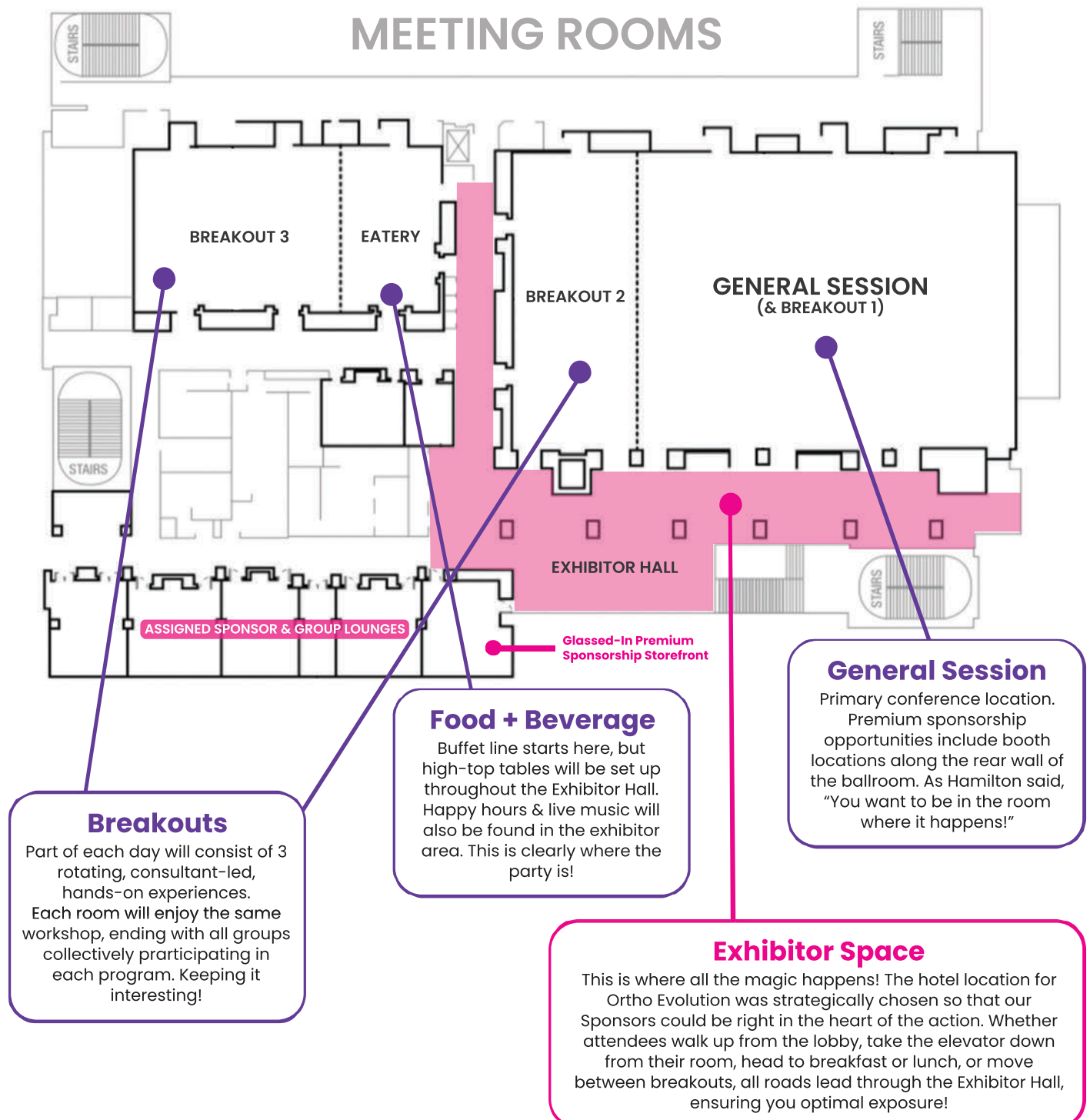


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Exhibit Space



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Sponsorship Levels

Platinum: \$40,000 (1)

Gold sponsorship package, PLUS:

- Showcased XL glass lounge or "storefront" booth
- Second booth inside main event ballroom
- Premiere event signage with wall wraps in select high-traffic hotel locations (columns, stairs, windows, etc.)
- Premiere program branding
- Branding on Welcome Bag
- Exclusive XL VIP area at Saturday night afterparty
- (3) 30-second ad played during breaks & afterparty
- (1) Additional King Corner Room Upgrade (In addition to Executive Suite, both at std room rate)
- (2) Additional Representative Registrations (Total of 6)

Gold: \$20,000 (3)

Silver sponsorship package, PLUS:

- Upgraded booth inside main event ballroom
- (1) KOL 30-minute speaking spot (consultant preferred, but not required)
- Featured event signage with wall wraps in select high-traffic hotel locations (columns, stairs, windows, etc.)
- (2) 30-second ads played during breaks & afterparty
- (1) Executive Suite Upgrade (instead of King Corner, at std room rate)
- (2) Additional Representative Registrations (Total of 4)

Silver: \$12,000 (5)

Bronze sponsorship package, PLUS:

- Upgraded booth (10x10, 6ft table, 2 chairs, outlet/strip) in Exhibitor Hall
- 30-second commercial ad played between speakers & during the afterparty
- Reserved VIP area at Saturday night afterparty
- (1) King Corner room upgrade (at std room rate)
- Featured column wall wrap advertising
- Preferred program branding
- Higher traffic booth location

Bronze: \$5,000 (30)

- Standard booth (6x8, 6ft table, 2 chairs, outlet/strip) in Exhibitor Hall
- (2) Representative registrations with access to all meals, presentations & off-site events
- Booth location selection based on sign up order
- Placement on event signage, website & marketing materials
- Opportunity to include small swag, postcard or flyer in each attendee's swag bag
- 15-second commercial ad played between speakers & on breaks
- Attendees list & emails

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2022 Sponsorship Application

Company Name: _____

Company Website: _____

Contact Name: _____ **Title:** _____

Address: _____

City, State/Province: _____ **Zip/Postal Code:** _____

Phone: _____ **E-mail:** _____

We are selecting the following sponsorship level:

Platinum (\$40,000)

Gold (\$20,000)

Silver (\$12,000)

Bronze (\$5,000)

Sponsors may add ____ additional reps for \$500 each, when registered by November 1st, 2021. Then \$800 after November 1st.

() I have read and agree with all of the Terms & Provisions for Exhibiting at the **Ortho Evolution Conference.**

Signature: _____ **Date:** _____

Now that you're a part of the program, **expect a call from an Ortho Evolution representative to discuss your payment arrangements.** We want to make this a frictionless experience, so if breaking up your sponsorship commitment into monthly payments is easiest, that's cool with us! Please let us know your preferred arrangement, and we'll do our best to accommodate!
All sponsorships **must be paid by January 31, 2022.**

Questions? Email: contact@ortho-evolution.com

Mailing address:

Ortho Evolution
c/o Tracy Martin
3521 Haversham Dr.
Plano, TX 75023

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Terms and Provisions for Exhibiting

Sponsor Agreement: ("Sponsor Agreement") is between Straight Productions, LLC ("We", "Us" or "Our") and the Sponsoring organization, as stated in the Sponsor Application and Agreement, including its officers, employees, agents, and contractors, (collectively "Sponsor," "you," or "your"), for the purpose of reserving partner/sponsor program(s) and/or exhibit space to display your products or services, or both, ("Exhibit" or "Display") at Straight Productions, LLC Events. Sponsors & Straight Productions, LLC are collectively referred to as the "Parties." We reserve the right to determine whether to accept or deny a Sponsor application, and once accepted, you will receive additional information from us. Your exhibit space size is based on your sponsorship level as outlined in the conference prospectus and elected by you in your Sponsorship Application. Your exhibit space location is assigned based on date of acceptance. **The Sponsorship Balance is due in full on or before January 31, 2022.** Sponsor fees do not include drayage or shipping costs. All audiovisual and/or computer equipment, electrical, and phone lines must be ordered directly from the Renaissance Hotel. All associated charges must be paid for directly to the facility or the general contractor. Exhibit space and set-up times will be confirmed by December 31, 2021. Sponsor information not received on time may not be eligible to receive pre-Event and onsite advertising benefits. The Sponsor will receive an attendee list approximately four weeks before the Event. A second updated attendee list will be distributed within one week of the event.

Rules and Regulations: Sponsors will be accepted upon receipt of a signed application contract by Straight Productions, LLC. All promotional copy, communications, and/or logos must be submitted to Contact@ortho-evolution.com for prior approval. We reserve the right to modify Sponsor deliverables if needed. Only the name of the Sponsor listed in the Sponsor application and agreement will be placed on booth signage and in the Event's Sponsor Prospectus. EXHIBITS ARE NON-TRANSFERABLE, NON-CANCELABLE, AND NON-REFUNDABLE (except as otherwise provided for in this Agreement). Sponsors will be limited to those companies or other entities offering materials, products, or services of specific interest to Event registrants. Straight Productions, LLC reserves the right to determine the eligibility of any company or organization applying for Exhibit space and to approve the products or services of the Sponsor. Sponsors may not assign, sublet, or apportion the whole or any part of their Exhibit space. Additionally, no Sponsor shall foster or conduct any unsanctioned Event during the conference or exhibit hours that would reduce attendance from any Event.

Exhibit Assignments: Exhibit space assignments are binding on all Sponsors. Straight Productions, LLC will make all final Exhibit space assignments and reserves the right to change the location of Exhibit space at any time. You will be notified of any re-assignment of Exhibit space once we have finalized all Exhibit space assignments. If a Sponsor does not occupy its assigned Exhibit space after full payment, Straight Productions, LLC will occupy the Exhibit space or re-assign the Exhibit space. Our occupancy or re-assignment of the Sponsor's Exhibit space does not release Sponsor from any of Sponsor's obligations or liabilities.

Indemnification: The Sponsor will indemnify, defend, and hold harmless Straight Productions, LLC, its sponsors, The Renaissance Hotel's owner and management, and their owners, directors, officers, employees, agents, members, and representatives, against all claims, actions, demands, or liability of whatsoever kind and nature, including but not limited to judgments, interest, attorneys' fees, expert witness fees, and all other related costs and charges arising out of Sponsor's breach of this Agreement, claims of property or personal injury caused by or attributed in part or in whole to any action or failure to act whether by negligence or otherwise, on the part of the Sponsor or any of its officers, employees, agents, or representatives, excluding liability caused by the sole negligence or willful misconduct of Straight Productions, LLC, its sponsors and their respective owners, directors, officers, employees, representatives, and agents.

Limitation of Liability: To abide by all conditions, rules, and regulations for sponsors as set forth in the Invitation to Exhibit and any related material, including all new policies set forth. The person signing this contract has the authority to sign for this company. That there are no third-party beneficiaries in fact or intended under this Agreement. The person completing the online contract is responsible for the accuracy of the information provided (spelling, punctuation, etc.) Disclaimer Agreement: I agree to the terms above. Booths may not be shared by any partners or vendors other than the sponsor stated in this contract. The parties specifically agree that should any part of this agreement be found or adjudged to be, for any reason, unenforceable, that nonetheless any and all of the rest and remainder of the agreement will remain in full force and effect. This contract is binding under Texas Contractual Law; Statutes and Regulations and is non-cancellable or refundable for any reason.

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Sponsor assumes the entire responsibility and liability for all damages or losses to Straight Productions, LLC, the facility, persons, or property that occur as the result of the negligence or any actions of the sponsor or its officers, employees, agents, representatives, invitees, and guests during the event. Sponsor agrees that to the maximum extent permitted by law Straight Productions, LLC, the facility and any of their respective officers, agents, employees, or representatives will not be held liable for any loss or damage to exhibits, or materials, goods, and wares (collectively "property") belonging to the sponsor.

Right to Eject Sponsor: Sponsor understands and agrees that its attendance and participation at the Event must comply with all provisions of this Agreement. If Straight Productions, LLC determines Sponsor is in breach of this Agreement, we may terminate this Agreement and remove Sponsor from the Event without any refund or liability.

Event Attendee List Usage Agreement: The Sponsor agrees to adhere to the following provisions concerning the use of names and contact information furnished in an Excel file:

- The data provided is confidential and proprietary information of Straight Productions, LLC and may not be disclosed to any third party without the express written permission of Straight Productions, LLC.
- The data provided may only be used for the terms outlined in the Sponsor & Exhibitor Prospectus.
- The data will be used only for the specific mailing for which they were delivered and for no other purpose, unless specifically authorized in writing by Straight Productions, LLC.
- The data will not be copied for use as a mailing list or otherwise.
- Straight Productions, LLC is not required to provide forwarding address for undeliverable mail.

Exhibit Installation and Dismantling: Straight Productions, LLC will provide an exhibitors guide with the schedule for setting up and dismantling the Exhibit. Sponsor may not apply paint, lacquer, adhesives, or other coating to any part of the Facility or to Exhibit Booth equipment not owned by Sponsor. Sponsor will be liable for any damage caused to the Facility or other persons or property by its officers, employees, agents, representatives, and contractors and subcontractors and agents or invitees.

Contracted Services: Sponsor will be responsible for payment of any improvement to its Exhibit space, such as installation, dismantling, construction, lighting, electrical power, utilities, hauling, furnishings, decorations, carpeting, and all other services or items used by Sponsor. No Sponsor may contract for use of services with contractors other than with our official Event contractors, unless permission has been secured in writing from Straight Productions, LLC, thirty (30) days prior to the Event.

Obstruction of Aisles or Booths: Exhibits may not block or visually obstruct aisles, fire exits, fire extinguishing equipment, sprinkler or emergency lighting systems, stairwells, elevators, escalators, utilities panels, and the like, at any time. No demonstration or activity in the Exhibit will be permitted to block or obstruct access to aisles, elevators, stairways, emergency exits, or prevent ready access to nearby Sponsors' booths. If any crowding occurs, it is the responsibility of Sponsor to immediately disperse such crowds.

Utilities: Electricity, gas, water, telephone service, and other utilities needed by Sponsor must be ordered and arranged for directly between the Sponsor and the entity specifically authorized to supply these utility services. The Sponsor will be responsible for payment of any services ordered.

Receipt of Goods and Exhibits: Incoming goods and exhibits must be plainly marked and all shipping charges prepaid. If Sponsor's Exhibit fails to arrive in a timely manner, Sponsor will nevertheless be responsible for Exhibit space fees.

Resolution of Disputes: If a dispute arises between Sponsor and an official contractor, or Sponsor and a Labor Union and their representative, or two or more Sponsors, or Sponsor and one or more attendees, Straight Productions, LLC will have the sole authority to make any decisions it deems necessary to resolve the dispute and that decision will be binding on all parties for the duration of the Event.

Photographs, Publicity Material, Radio and Television and Print Media: Straight Productions, LLC reserves the sole right to use any photographs, recordings, electronic images, or publicity material received by or obtained by us in the course of the Event, for whatever use deemed proper by Straight Productions, LLC. We have the exclusive right to include photographic, video, and other visual portrayals of Sponsors, their employees, and Exhibits in any pictorial medium of any nature whatsoever for the purpose of trade, advertising, sales, publicity, and otherwise, without compensation to Sponsor, and all rights titled and interest bearing (including all worldwide copyrights therein) will be Straight Productions, LLC's sole property, free of any claims

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Regulations Safety and Fire Laws: Sponsors must strictly comply with all pertinent fire codes, laws, ordinances, and regulations pertaining to health, fire prevention, and public safety in the city, county, and state where the Facility is located, including compliance with the Facility's Rules and Regulations. No combustible decorations such as paper products, leafy decorations or tree branches, or nonflammable retardant materials of any nature will be allowed. Only flameproof materials, or materials treated with an approved flame-proofing solution can be used in the construction, preparation, and decoration of your Exhibit. Acetate and rayon drapes are not flameproof and are strictly prohibited. Smoking in the conference and exhibit space is strictly forbidden. All packing containers and wrapping materials are to be removed from the Exhibit floor and must not be stored under tables or behind Exhibits. Sponsors may not use helium balloons, compressed gas, heaters or heating devices, or motorized vehicles without the prior written consent of the Facility and Straight Productions, LLC. Volatile, explosive, or other combustible materials or any other substances prohibited by law, the Facility, or insurance carriers are not permitted within the Facility.

Electrical Safety: All wiring, fixtures, apparatus, equipment, and products used on or displayed on Sponsor's exhibits must meet all applicable federal, state, and local laws, ordinances, and codes as well as the rules and regulations of the Facility. All electrical fixtures and fittings must be UL-listed and marked accordingly.

Permits: Sponsor is required to have any and all business licenses and other permits that are needed for the operation of their business and exhibit. It is the sole responsibility of the Sponsor to collect the sales tax, or any other applicable taxes, and remit them to the state where the Facility is located.

Security: The security services provided by Straight Productions, LLC are not intended, nor are they to be interpreted by Sponsor in any form whatsoever, as a guarantee by us or the Facility against any loss, theft, or damage to Sponsor or any of Sponsor's property. All items brought into the Facility are done so at Sponsor's own risk. Sponsor is solely responsible for safeguarding its Exhibit and its contents at all times. Sponsors may furnish additional security at their own cost and expense after obtaining prior written approval by Straight Productions, LLC.

Insurance: All property of the Sponsor is understood to remain under its custody and control in transit to and from and within the confines of the Event exhibit area. Straight Productions, LLC and the exhibit facility do not maintain insurance covering Sponsor's property. Sponsor shall obtain insurance in amounts sufficient to provide coverage for any liabilities which may reasonably arise out of or result from any activities conducted at the Event. Evidence of such insurance shall be provided upon request.

Errors and Omissions: Straight Productions, LLC will not be liable for any errors or omissions in our Sponsor & Exhibitor Prospectus, attendee lists, websites, or in any promotional materials. Straight Productions LLC makes no representations or warranties with respect to the number of Event attendees or the demographic nature of the attendees.

Meetings and Hospitality Functions: Sponsor agrees that it will not, nor will its employees or representatives, conduct any type of Sponsor function in the Facility or any participating hotel's meeting rooms, public areas, or suites during official and published meeting and Event hours without the prior written consent of Straight Productions, LLC. Sponsor sponsored Events held during any Straight Productions, LLC Event must commence no earlier than 15 minutes after the last Event activity for the applicable day AND must be pre-approved by us. Should there be a violation, booth placement may be affected for future Events, a penalty of 25% of the Exhibit fee may be charged, and/or Straight Productions, LLC may refuse to accept future exhibit applications from the Sponsor.

Force Majeure: If for any reason beyond the reasonable control of Straight Productions, LLC, including but not limited to acts of God, war, strikes, labor disputes, accidents, government requisitions, restrictions or regulations on travel, facility availability, commodities or supplies, inability to secure sufficient labor, civil disturbance, terrorism or threats of terrorism, transportation, disaster, fire, earthquakes, hurricanes, unseasonably extreme inclement weather, epidemic, or any other comparable conditions, Straight Productions LLC is unable to fulfill its obligations under this Agreement, the Parties may terminate this Agreement without liability, and Straight Productions, LLC may retain the earned portion of the Sponsor Fee required to recompense it for expenses incurred up to the time of terminating the Event. Any remaining unearned Sponsor Fee will be returned to the Sponsor. In no event will Straight Productions, LLC, the City of Plano, The Renaissance Dallas at Legacy West Hotel, or their respective owners, directors, officers, employees, agents, and representatives be liable for any consequential, indirect, or incidental damages of any nature or for any reason whatsoever.

Kudos: You made it all the way to the end, good for you! We had a bet with our attorney that you'd have given up by now, but look at you, just over-achieving like a boss. We'll see you in Dallas.

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