



Broadening Your Perspectives

Orthodontics and Beyond

**Midwestern Society of Orthodontists
2009 Annual Session • October 16 - 17
University of Minnesota • Minneapolis, MN**

Midwestern Society of Orthodontists Profile:

MSO is a regional constituent of the American Association of Orthodontists representing over 1,300 orthodontists in Missouri, Illinois, Iowa, Wisconsin, Minnesota, Nebraska, South Dakota, North Dakota and the Canadian province of Manitoba. In addition, residents from the area's nine orthodontic programs are invited to attend.

Attendance History and Program:

- In 2009, MSO anticipates over 200 doctors will attend this unique Friday through Saturday program featuring a series of short presentations with Q & A on a variety of dental topics of interest to the orthodontist. The program format is structured similar to the successful MSO Annual Session's doctors' program in 1997 at Mayo Clinic and highlights a "return to the classroom" with the lecture and exhibits located on the University of Minnesota campus. The program highlights 12 half-hour lectures by University of Minnesota medical faculty experts. Exhibitors are encouraged to participate in the lectures.
- The 2008 MSO Annual Session table top exhibit area sold-out early with a wait list and was a success based on feedback by the more than 165 orthodontists and 37 exhibiting companies. It continued to fulfill one MSO's strategic plan goals to support the educational institutions within the constituency as held near the University of Iowa's Orthodontic Department in Iowa City, Iowa.

Schedule:

Friday, Oct 16

8:45 – 10:15 A Exhibitor Registration and Set-Up
8:45 A – 4:30 P Lectures by Univ. of MN medical experts
10:15 – 10:45 A Coffee break in exhibits
Noon – 1:30 P Complimentary box lunch in exhibits
2:45 – 3:15 P Coffee break in exhibits
4:30 – 5:30 P Complimentary wine/beer in exhibits
5:30 – 7:00 P Shepard Award Reception-Art Museum

Saturday, Oct 17

7:30 – 8:30 A MSO Annual Business Meeting
8:15 – 9:00 A Complimentary continental in exhibits
9 A – Noon Lectures by Univ. of MN medical experts
10:15 – 10:45 A Coffee break in exhibits
10:45 A - Noon Exhibits Teardown
1 PM – 4 PM OPTIONAL Hands-on Course:
Cone Beam Imaging
1:30 – 5:00 P OPTIONAL CDABO Model Measurement

Table Top Exhibits in Lecture Area

A limited number of table top exhibits (25) are offered in a high-exposure foyer area where the doctor lecture will be held at Mayo Memorial Auditorium at the University of Minnesota. The 6' tables are located near the registration desk and complimentary food/beverage areas.

Food/Beverage in Table Top Exhibits

Capture attendees during these complimentary food and beverage events in the exhibits area:

- **Friday box lunch**
- **Friday and Saturday coffee breaks**
- **Friday Reception** *complimentary wine/beer*
- **Saturday continental breakfast**

Investment per Table Top

\$1,250 Standard Location
\$1,600 Premium Location

Space Assignment Priority With Contract & Payment Included

1. 2009 Platinum and Gold sponsors receive priority placement if committed by June 15.
2. 2008 MSO Annual Session exhibitors assigned first-come with payment by June 15.
3. Non 2008-exhibitors assigned first-come with payment as space available after June 15.

Hotel Rooms

Hotel rooms are reserved at a discounted MSO meeting rate at the Radisson University Hotel located directly across from the lecture/exhibit location at the University of Minnesota.

MSO Office

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Committee Exhibit/Sponsorship Chair

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