

FROM: Dr. Kevin Horner, 2006 Annual Session General Arrangements Chair

RE: **Exhibit at MSO in 2006 to Reach Top Orthodontists in Midwest**
September 15 - 17 • Hyatt Regency Union Station • Downtown St. Louis

On behalf of the 1,300 members of the Midwestern Society of Orthodontists, we invite you to return the enclosed exhibitor contract ASAP to get priority placement for reaching the Midwest's leading orthodontists who will be attending MSO's 2006 Annual Session in the "Show Me" State of Missouri.

While MSO's last annual session in St. Louis in 1998 attracted over 900 total attendees including 320 doctors and 325 staff, the 2006 MSO planning committee anticipates exceeding these numbers to "Show Me Excellence":

- St. Louis University alumni from across the country are anticipated to attend as St. Louis University is hosting alumni events simultaneously and MSO will be recognizing St. Louis University Orthodontic Department's former chair and founder Dr. Ken Marshall as the MSO 2006 Shepard Award winner. The scientific program also uniquely features ties to the nearby St. Louis University's Orthodontic Department thanks to our meeting's Scientific Program Chair Dr. Buzz Behrents.
- Both the Illinois and Missouri component societies are serving as cosponsors as this will also serve as their fall component meeting.
- The exhibit hall is conveniently located directly next to the scientific lectures and on the same level as the staff program and registration desk.
- Complimentary meals and events are planned inside the hall — morning continental breakfasts and box lunches Friday and Saturday and a Friday evening reception featuring bar, snacks and live piano background music.
- Strong scientific lectures will be held next to the exhibit hall (see enclosed postcard for speaker list). A motivating staff program features Bruce Manchion and Bruce Christopher — back by popular demand after his lecture in 2004 in Chicago!
- Social options include a home-game stretch at the NEW Busch Stadium, a party Saturday at the Planetarium during the St. Louis Balloon Festival and other optional family tours. To encourage young members to come, optional childcare is available at a charge in a nearby hotel meeting room as an MSO "first."

Exhibit space will be assigned on a first-come, first-served basis with **2006 sponsors and 2004 exhibitors having priority placement only until April 27**. (MSO did not have exhibits in 2005 as only our annual business meeting was held in conjunction with the World Federation of Orthodontists in Paris.)

Payment MUST accompany the exhibitor contract before it will be accepted in date-order. Space assignments will be sent in May after the AAO Annual Session. Please note a certificate of insurance is needed by August 1, 2006.

We look forward to meeting you in St. Louis for this excellent marketing opportunity!

Exhibiting at MSO's 2006 "Show Me Excellence" Meeting is a Great Way to Show Return on Investment!

Midwestern Society of Orthodontists Member 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 participate in resident presentations and attend.

Attendance History: Since MSO only held a business meeting in 2005 in conjunction with the WFO meeting in Paris, the last MSO meeting with exhibits was in Chicago in 2004 with the Great Lakes Association of Orthodontists where total attendance was 1,710. MSO is looking forward to returning to the St. Louis location where the last meeting here in 1998 had over 900 attendees, including 320 doctors and 325 staff. With the co-sponsorship of this program by both the Missouri and Illinois component societies, and St. Louis University orthodontic department's special invitation events for alumni, it's anticipated this meeting will show you excellence!



Tentative Exhibit Schedule

September 14 - 16, 2006

Hyatt Regency Union Station • St. Louis

Thursday, Sept. 14 *Move-In*

Noon - 5:00 PM Exhibitor Set-Up

Friday, Sept. 15 *Open*

7:15 AM - 5:00 PM Dr./Staff Lecture Breakouts

7:30 AM - 6:00 PM Exhibits Open

7:30 AM - 8:30 AM Continental in hall
10:00 AM - 10:30 AM Coffee break in hall
Noon - 1:30 PM FREE lunch in hall
3:00 PM - 3:30 PM Coffee break in hall
5:00 PM - 6:00 PM Opening Reception

7:10 PM Cardinal baseball game in town

Saturday, Sept. 16 *Open/Move-Out*

7:00 AM - 8:15 AM MSO business meetings
8:30 AM - 3:00 PM Dr./Staff Lecture Breakouts

7:30 AM - 2:00 PM Exhibits Open

7:30 AM - 8:30 AM Continental in hall
10:00 AM - 10:30 AM Coffee break in hall
Noon - 1:15 PM FREE lunch in hall
2:00 PM - 4:30 PM Exhibitor Move-out
3:00 PM Optional Balloon Festival/Planetarium

Sunday, Sept. 17 *No Exhibits*

8:30 AM - 11:30 AM Lecture breakouts

Food, Beverage and Entertainment In Exhibits

The exhibit hall will be in the same Grand Ballroom as the scientific lecture and on the same level as the staff program and registration. Capture attendees in the hall:

- **FRI. & SAT. FREE CONTINENTAL BREAKFAST**
- **1/2 HOUR COFFEE BREAKS (3 in 2 days)**
- **FRI. & SAT. FREE DR./STAFF LUNCH**
- **FRIDAY RECEPTION** featuring complimentary beverage ticket for registered doctors and staff with complimentary snacks and music.

Reserve Space Now For Priority Placement

Return attached contract with payment in full payable to MSO. A current certificate of insurance must be received by August 1, 2006.

Space Assignment with Contract & Payment in Order:

1. 2006 Platinum sponsors assigned priority until 4/27.
2. 2004 MSO exhibitors assigned first-come until 4/27.
3. Remaining exhibitors assigned first-come after.

Investment per 8' (deep) x 10' (wide) booth:

\$1,900 Premium locations and corner booths as marked
\$1,600 Standard locations as marked

2006 Planning Committee: Drs. Jim Klarsch, Mike Purcell, Buzz Behrents, Jackie Miller, Kevin Horner, Jeff Cavanaugh

Decorator:

Paramount Convention Services - Phone 314-621-6677
(Decorator kit link sent by e-mail to exhibitors midsummer.)

Hotel:

Hyatt Regency Union Station St. Louis
(Reservations open when materials released early summer.)

MSO Office for Registration, Exhibit and Sponsorships:
Ph 636-922-5551, Fax 636-244-1650, msortho@charter.net