

CONFERENCE SCHEDULE

(Subject to change)

Thursday, April 19

5:30 – 7:00 p.m.

Vendor Set-up

5:30 – 7:00 p.m.

Wisconsin Society of Orthodontists Board Meeting

Friday, April 20

7:00 – 7:30 p.m.

Vendor Set-up

7:30 – 8:30 a.m.

Continental Breakfast / Visit Exhibits

8:00 – 9:30 a.m.

Presentation: Your Ticket to Higher Ortho Production

9:30 – 10:00 a.m.

Break to visit exhibits

10:00 – 11:30 a.m.

Presentation continued

11:30 a.m. – 12:00 p.m.

Vendor Showcase – Mini Presentations

12:00 – 1:00 p.m.

Lunch & WSO Business Meeting

1:00 – 2:00 p.m.

Presentation continued

2:00 – 2:30 p.m.

Final Break with Exhibitors

(vendors dismantle after break)

2:30 – 3:30 p.m.

Presentation continued

Register Online Today:

www.wisconsinsocietyoforthodontists.com

Wisconsin Society of Orthodontists
563 Carter Court, Suite B
Kimberly, WI 54136



SPRING CONFERENCE APRIL 20, 2018

Referral Marketing: Your Ticket
to Higher Ortho Production

The Edgewater
1001 Wisconsin Place
Madison, WI 53703

JOIN WSO MEMBERS AT THE 2018
SPRING CONFERENCE!

Registration Deadline: March 19, 2018

VENDOR REGISTRATION



The WSO Conference will be the ultimate stage to promote your product, service or message to an enthusiastic audience of Orthodontists. There are a variety of options for participation and your involvement

shows your organization’s commitment to the highest standards of oral healthcare and to the importance of continued education for those who provide this important dental care across the state.

HOW TO PARTICIPATE IN THE CONFERENCE

GOLD SPONSOR

2 spots available at \$4000

Includes entire list of SILVER SPONSOR benefits in addition to:

- Introduction of Representatives during keynote address.
- Option to place promotional items or literature for your company for each attendee in session room.

SILVER SPONSOR 5 spots available at \$3000

- Logo inclusion in the Sponsor/Exhibitor Slide Show.
- Exhibit display in expo hall. (\$750 value)
- Company listing in event program.
- Name badges with Sponsor recognition ribbons.
- Recognition on the WSO Website with link to your Company Website.
- Conference Attendee Mailing Labels

EXHIBIT DISPLAY Space is limited! \$750

- Display includes an 8’x30” skirted table and two chairs.
- Non-competitive exhibit viewing times – April 20
- Roster of attendees provided onsite to each vendor upon arrival at the Conference.
- Complimentary meals and refreshments during exhibit hours (Friday lunch included).
- Booth electricity available for \$50.

FEATURED PRESENTATION

Referral Marketing – Your Ticket to Higher Ortho Production: More Referrals, More Starts, More Growth.



In this high-energy seminar, Dr. Roger Levin will teach breakthrough marketing strategies for growing doctor and parent referrals. Learn the high-powered systems that increase revenue and generate more income for you as a practice owner. Dr. Levin will share the most advanced methods for building strong referral relationships that result in higher ortho production.

Gain key insights on how to ramp up internal referrals by implementing “WOW” customer service. Master proven techniques for keeping your practice top of mind with referrers. It’s time to maximize your production potential and reap the rewards!

REGISTRATION DEADLINE

The deadline for registration is March 19, 2018. After March 19, 2018 a late fee of \$50 applies.

CANCELLATION POLICY

Cancellations received on or before March 19, 2018 will be subject to a \$50 cancellation fee. No refunds will be given after March 19, 2018.

QUESTIONS?

If you have questions regarding the WSO Conference, please contact the WSO office at 920.560.5626.

VENDOR SHOWCASE

Friday, April 19 • 11:30 a.m. – 12:00 p.m.

All vendors will be invited into the general session room and given the opportunity to introduce themselves to all attendees and share information about their products/ services. Each company will be given 2-3 minutes to present and encourage attendees to visit their booth! Don’t miss this great opportunity!

SHIPPING MATERIALS

Exhibit materials may be shipped to the The Edgewater Hotel, 1001 Wisconsin Place, Madison, WI 53703. Shipments should be clearly marked, indicating the conference date, name of conference, and your company’s name and should be received no sooner than three business days prior to the conference. The Edgewater may charge handling fees for packages being shipped to exhibitors. Coordination and fees related to shipping of exhibit materials to and from the conference are the responsibility of the exhibitor.

Please note: The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor’s activities on the Hotel premises and will indemnify, defend and hold harmless the Hotel, its agents, servants and employees from any and all such losses, damages and claims.

For request letters and W9 forms, contact the WSO office at 920.560.5626 or email WSO@badgerbay.co.

LODGING INFORMATION

Reservations: Contact The Edgewater by phone at 608-535-8200 to reserve your room today! Indicate you are booking as part of group block WI Society of Orthodontists. You may also book online using group code GWSO041918. <https://www.theedgewater.com/>

Room Rates: Thursday, April 19, 2018
\$149 Single/Double

Reservation deadline:
Monday, March 19, 2018

Directions/Address
The Edgewater Hotel
1001 Wisconsin Place,
Madison, WI 53703

