

DENTAL GROUP EXPO '16

*Teaming Up for
the Future*



BALLY'S LAS VEGAS
FEBRUARY 3 - 6, 2016



AMERICAN ACADEMY OF DENTAL GROUP PRACTICE

JOIN US FOR THE BEST IN GROUP PRACTICE DENTISTRY!



Make plans to attend AADGP's Dental Group Expo '16, featuring an all-star faculty of experts and trainers who have the experience and tools to show you how to keep your group prospering, combined with the largest gathering of group practice-focused exhibitors and vendors of any dental conference. And of course, our unique networking and roundtable sessions will keep you in touch with your colleagues.

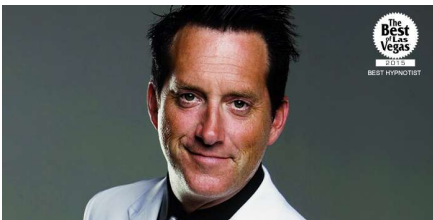
Our 2016 Dental Group Expo has been designed to maximize your opportunities to see and evaluate exciting new technologies from your trading partners. By concentrating exhibit time to specific intervals we have enhanced the value of both your time and that of your suppliers when you're not in our seminar sessions.

And of course, by popular demand we are again holding our conference right in the middle of the action in Las Vegas, where we have reserved room blocks for you at both Bally's and Paris, giving you ample choices and access to all the fun Vegas has to offer .

For over forty years AADGP's annual conference has been the focal point and gathering place for individuals who are part of the dynamic group practice environment. This year join hundreds of practitioners, managers, administrators, and auxiliaries in Las Vegas to learn and network among industry leaders.

VEGAS STARTS HERE!

Bally's Las Vegas is home to Jubilee, a historic part of the Las Vegas nightlife. Jubilee has outlasted every showgirl production—and every Las Vegas show in history—since it debuted in 1981. The revamped show maintains the integrity of the original version, but adds a culturally contemporary twist as performers kick, dance, sing and shimmy their way through 95 minutes of continuous numbers like the sinking of the Titanic, and Samson and Delilah. Paired with colorful costumes, feathered headdresses and showstopping entrances, this is one Las Vegas tradition you don't want to miss!



Head to the Paris Hotel and Casino to see Anthony Cools, the longest running Las Vegas hypnotist show. Cools has earned a cult following for his comedic hypnosis skills that he uses to tap into the subconscious desires of the audience. Don't miss out on being part of the show in Cool's mesmerizing performance.

SCHEDULE OF EVENTS

WEDNESDAY, FEBRUARY 3RD

2:00 – 5:00PM REGISTRATION

2:00 – 5:00PM AADGP BOARD OF DIRECTORS MEETING

5:00 – 7:00PM RECEPTION WITH EXHIBITORS

THURSDAY, FEBRUARY 4TH

7:45 – 8:45AM GRAB AND GO BREAKFAST

9:00 – 10:30AM **CREATING STRATEGIES FOR THE FUTURE: DR. MARC B. COOPER**

11:00 – 12:30PM EXHIBITS

12:30 – 2:00PM LUNCHEON & ACADEMY BUSINESS MEETING

2:00 – 3:30PM **THE POWER OF CENTRALIZATION: VANCE TAYLOR**

3:30 – 5:00PM **LEADING CHANGE: DR. SAMSON LIU**

5:30 – 7:30PM RECEPTION WITH EXHIBITORS

FRIDAY, FEBRUARY 5TH

7:45 – 8:45AM BREAKFAST WITH EXHIBITORS

9:00 – 10:30AM **STRATEGIC SYSTEMS DRIVEN MARKETING: DOUG SLIGTING**

10:30 – 12:00PM **DENTISTRY ROCKS: SYSTEMS FOR A THRIVING GROUP PRACTICE: GARY TAKACS**

12:00 – 1:30PM EXHIBITS

1:30 – 2:30PM LUNCHEON & ACADEMY BUSINESS MEETING

2:30 – 4:30PM **STAFF ATTRACTION AND RETENTION: ALI OROMCHIAN**

4:30 – 6:00PM BUSINESS ROUNDTABLES

6:30 – 8:00PM RECEPTION WITH EXHIBITORS

SATURDAY, FEBRUARY 6TH

7:00 – 8:00AM BREAKFAST

8:00 – 12:00PM DENTRIX USER GROUP MEETING - HENRY SCHEIN PRACTICE SOLUTIONS

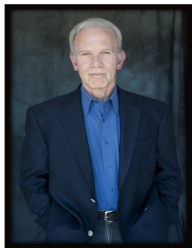
8:00 – 12:00PM BUSINESS ROUNDTABLES AND EXHIBITOR CONSULTATIONS

OUR SPEAKERS

OPENING SESSION DR. MARC B. COOPER

CREATING STRATEGIES FOR THE FUTURE

Dr. Cooper's professional career has ranged from practicing as one of the top periodontists to starting his own management consulting company to authoring several successful books. This variety of experience has allowed Dr. Cooper to become one of the leading voices on the future of healthcare. Dr. Cooper has worked with Silicone Valley start ups, Fortune 500 companies, and many dental group practices on subjects such as the evolution of the dental business model, high performance communication, and transforming obstacles into professional success.



DR. SAMSON LIU

LEADING CHANGE

A Master of the Academy of General Dentistry, Dr. Liu has received training on Precision Attachment Partials, Perio Surgery and Bicon Implants. In his role as Executive Vice President of Clinical Affairs for Heartland Dental, he teaches, coaches and mentors licensed professional dentists on clinical skills, leadership and patient communication. Dr. Liu is President of Dentists for Oral Health Innovation (DOHI) and he carries out the organization's mission to advance the models and methods utilized in today's dentistry to help increase access to affordable, quality dental care for patients and increase the quality of life for dental professionals.



GARY TAKACS

DENTISTRY ROCKS: SYSTEMS FOR A THRIVING GROUP PRACTICE

Gary Takacs is recognized as one of the most respected Thought Leaders in dentistry. He's a frequent speaker at dental conferences with a focus on helping dentists develop a thriving practice. Gary's presentations are known for being both educational and highly entertaining. Gary is the founder of the Thriving Dentist Show podcast, the #1 dental podcast on iTunes. The Thriving Dentist Show is a weekly podcast where Gary interviews some of the most influential leaders in dentistry. The Thriving Dentist Show has been downloaded by dentists in 137 countries.



DOUGLAS SLIGTING

STRATEGIC SYSTEMS DRIVEN MARKETING

As founder and CEO of Dental Branding, Doug's singular vision is to help dentists thrive in today's evolving dental industry by focusing on long-term, strategic practice marketing. His company, Dental Branding, focuses on creating and controlling perceptions to attract a better quantity and quality of patient. They help practices implement efficient and effective marketing systems to ensure the maximum return on investment in a way that is sustainable and predictable. He has been working in marketing for over 20 years, the past ten exclusively in dental. It is safe to say there is no more thoroughly qualified expert in dental marketing.



VANCE TAYLOR

THE POWER OF CENTRALIZATION

Vance manages the Western United States for software sales to the Midmarket Private space, defined as group practice, DSO and MSO customers. He has 11 years of experience in this space and specialized in presenting total technology solutions, including computer hardware, networking, digital imaging, practice management software, and electronic services to Henry Schein's most sophisticated customer base. Prior to his role in sales management, Vance managed the training program for Dentrix Enterprise where he was responsible for hiring and certifying independent field trainers, creating documentation, building training programs, and overseeing system implementations on-site.



ALI OROMCHIAN, JD, LL.M

STAFF ATTRACTION AND RETENTION

Ali Oromchian, JD, LL.M. is the founding attorney of the Dental & Medical Counsel, P.C. law firm and is renowned for his expertise in legal matters pertaining to dentists including practice transitions, employment law, estate planning, partnership agreements and lease negotiations. Mr. Oromchian is recognized as an exceptional speaker and educator that simplifies complex legal topics and has lectured extensively throughout the United States, including the American Dental Association, California Dental Association and Hawaiian Dental Society meetings.



AADGP DENTAL GROUP EXPO '16

2016

GROUP / ORGANIZATION NAME		DATE
STREET ADDRESS		
CITY	STATE	ZIP/POSTAL CODE
CONTACT NAME		
PHONE NUMBER	E-MAIL ADDRESS	

*Please provide direct contact information

	Early Bird	After Dec. 15	Code
2015 AADGP Members (as of 07.31.2015)	\$445	\$495	01 B
Non-Members	\$545	\$595	02 B

- ☐ **Large Block/Group Discounts***
- *Applies to single group practice location, paid by a single transaction, if no other discounts have been applied.
- | | |
|------------------|--------------|
| 5 -9 Attendees | 15% Discount |
| 10 -14 Attendees | 20% Discount |
| 15+ Attendees | 25% Discount |

Please print full names and titles of ALL registrants, identify ALL DENTISTS (Dr., DDS, etc.) and administrators and select the appropriate membership status. Submit additional names on a separate sheet of paper.

	☐ DDS/DMD ☐ Member ☐ MGMT/ADMIN ☐ Non-Member	
1. NAME	TITLE	FEE
☐ DDS/DMD ☐ Member ☐ MGMT/ADMIN ☐ Non-Member		
2. NAME	TITLE	FEE
☐ DDS/DMD ☐ Member ☐ MGMT/ADMIN ☐ Non-Member		
3. NAME	TITLE	FEE
☐ DDS/DMD ☐ Member ☐ MGMT/ADMIN ☐ Non-Member		
4. NAME	TITLE	FEE
☐ DDS/DMD ☐ Member ☐ MGMT/ADMIN ☐ Non-Member		
5. NAME	TITLE	FEE

Registration Fee Total: \$

*The AADGP reserves the right to adjust application codes and/or fees as appropriate.

- ☐ **Check Enclosed** (Make check payable to: AADGP)
- Charge my: ☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover

CREDIT CARD NUMBER	EXP. DATE	CSV/CID Code
CARDHOLDER'S NAME	CARDHOLDER'S SIGNATURE	
CARDHOLDER'S ADDRESS		
CARDHOLDER'S CITY	STATE	ZIP/POSTAL CODE

INSTANT \$50 SAVINGS

Register by December 15 and receive \$50 off your registration! Meeting registration fee includes all educational sessions, program materials, receptions and social events.

WIN A FREE ADMISSION

Don't wait! The first 100 attendees to register for the 2016 Conference are automatically entered into a drawing to win one free admission for 2017.

RECEIVE A COMPLIMENTARY MEMBERSHIP

Group practice non-member registration fees include a 2016 membership in the AADGP at no cost. Administrators and dentists will be provided full member privileges in their category.

CANCELLATIONS

All cancellations must be in writing. Refunds will be made for cancellations received prior to January 2, 2016, less a \$55 per person processing fee. CANCELLATIONS RECEIVED AFTER JANUARY 2, 2016 WILL NOT BE ELIGIBLE FOR A REFUND.

MAIL, EMAIL OR FAX:

2525 E. Arizona
Biltmore Cir., Suite 127
Phoenix, AZ 85016
FAX: 602.381.1093
aadgp@aadgp.org

QUESTIONS?

Call us at: 602.381.1185



American Academy of Dental Group Practice

2525 E. Arizona Biltmore Circle
Suite 127
Phoenix, AZ 85016

Presorted
Standard
U.S. Postage

PAID
Phoenix, AZ
Permit 639

BALLY'S HOTEL & CASINO



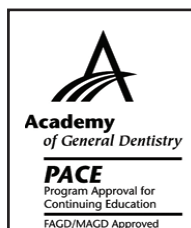
Reservations can be made via a web link on the AADGP Conference page or by calling Bally's directly at 800-358-8777. For Paris reservations the contact number is 866-317-1829.

Mention the code "SBAAD6" to Bally's and "SPAAD6" to Paris to qualify for special rates on a space-available basis.

NETWORK & LEARN

For the Dental Group Expo '16, the focus is on learning how to grow your practice with advice from industry leading professionals, roundtable discussions, social and networking opportunities and exhibits from the top dental suppliers in the industry. Don't miss out on this fantastic opportunity!

EARN AGD CREDITS



AADGP is an approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this meeting are accepted by AGD for

Fellowship, Mastership and Membership Maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry.