

MDA ANNUAL SESSION EXHIBITOR PROSPECTUS

EXPERIENCE THE COMEBACK CITY IN A WHOLE NEW LIGHT

MAY 1- 4, 2019 • DETROIT • COBO CENTER

2019 ANNUAL
SESSION



michigan dental
ASSOCIATION
YOUR CONNECTION TO ORAL HEALTH



New Location + Great Courses = More Prospects

The MDA Annual Session

More than 4,000 dental professionals will attend the Michigan Dental Association Annual Session in Cobo Center, May 1-4, 2019.

Each of these dedicated oral health professionals is vitally interested in improving the delivery of patient care through the continuing education process, both in the classroom and in the exhibit hall. It's an audience you can't afford to pass up.

Attending the convention are: practicing dentists, dental assistants, dental hygienists, dental office business staff, dental technicians, students (all disciplines), dental professional leadership, vendors, and suppliers to dentistry.

It's a once-a-year networking experience! The Michigan Dental Association Annual Session enjoys an enviable reputation as the premier dental meeting in the state – one of the largest dental meetings in the nation – where dental professionals gather to learn, deliberate, effect solutions, socialize and make purchases. For vendors, it's a super sales call!

For a full conference brochure, with complete educational program schedules, convention meetings, social events, and local hotel accommodation details, contact the MDA continuing education department at 800-589-2632, ext. 408, or jmarquardt@michigandental.org, after Jan. 15, 2019, or go online to www.michigandental.org/annual-session.

Exhibitors

Typically include sellers of these and other dental products and services:

- equipment
- instruments
- consumables
- pharmaceuticals
- cameras
- X-ray machines
- legal services
- computers and software
- practice management aids
- furniture
- supplies
- uniforms
- laboratories
- infection control
- insurance
- financial services

The 2019 booth package includes draped back wall and side rails; company ID sign; carpeted booth; drayage to/from booth; a detailed program listing; badges for booth personnel; plus a list of all MDA-member dentists (name and address) for your pre-show promotion at no additional charge if booth(s) are paid in full and ordered by April 2, 2019!

2019 ANNUAL SESSION

michigan dental ASSOCIATION
mda YOUR CONNECTION TO ORAL HEALTH



Your 2019 MDA Booth Package

Exhibitor Perks for 2019

- All exhibits in one hall — over 100,000 sq. ft.
- CE classes and Annual Session events in one building
- Security on-site around the clock
- Thursday evening reception (hors d'oeuvres and cash bar)
- Newly renovated convention facility
- Hassle-free move-in/move-out
- Exhibitor Lounge — complimentary beverages and snacks
- Two hot buffet lunch tickets per booth

Booth Space Specifics

Booth size

- 10 ft. wide by 10 ft. deep

2019 Booth Package Includes

- Draped back wall and side rails
- Company ID sign
- Carpeted booth
- Detailed program listing
- Badges for booth personnel (Please note: photo ID is required for registration. Participants must pick up their own badge.)
- A list of all MDA-member dentists (name and address) for your pre-show promotional use (\$450 value included free — you must fill out form to receive).
- Free wireless internet connection
- Drayage to/from booth

Payment terms

- \$500 deposit required for each booth space along with application for space; balance due by Jan. 31, 2019.
- Three or more booths — *Full* payment required before booth assignments will be made.

Booth assignments

First come basis. Applications accepted starting Saturday, April 28, 2018, on-site at the Lansing Center from 9–10 a.m. After this date, please see bottom of application and contract for submission information. (Booths will not be assigned unless the \$500 deposit per booth has been received.)

Move-In and Set-Up

- Wednesday, May 1: 8 a.m. to 4:30 p.m., EDT
- Thursday, May 2: 8 a.m. to 10 a.m.

Expo Hours

- Thursday, May 2: Noon to 6 p.m.
- Friday, May 3: 10 a.m. to 6 p.m.
- Saturday, May 4: 10 a.m. to 1 p.m.

Tear-Down and Move-Out

- Saturday, May 4: 1 p.m. to 5 p.m.

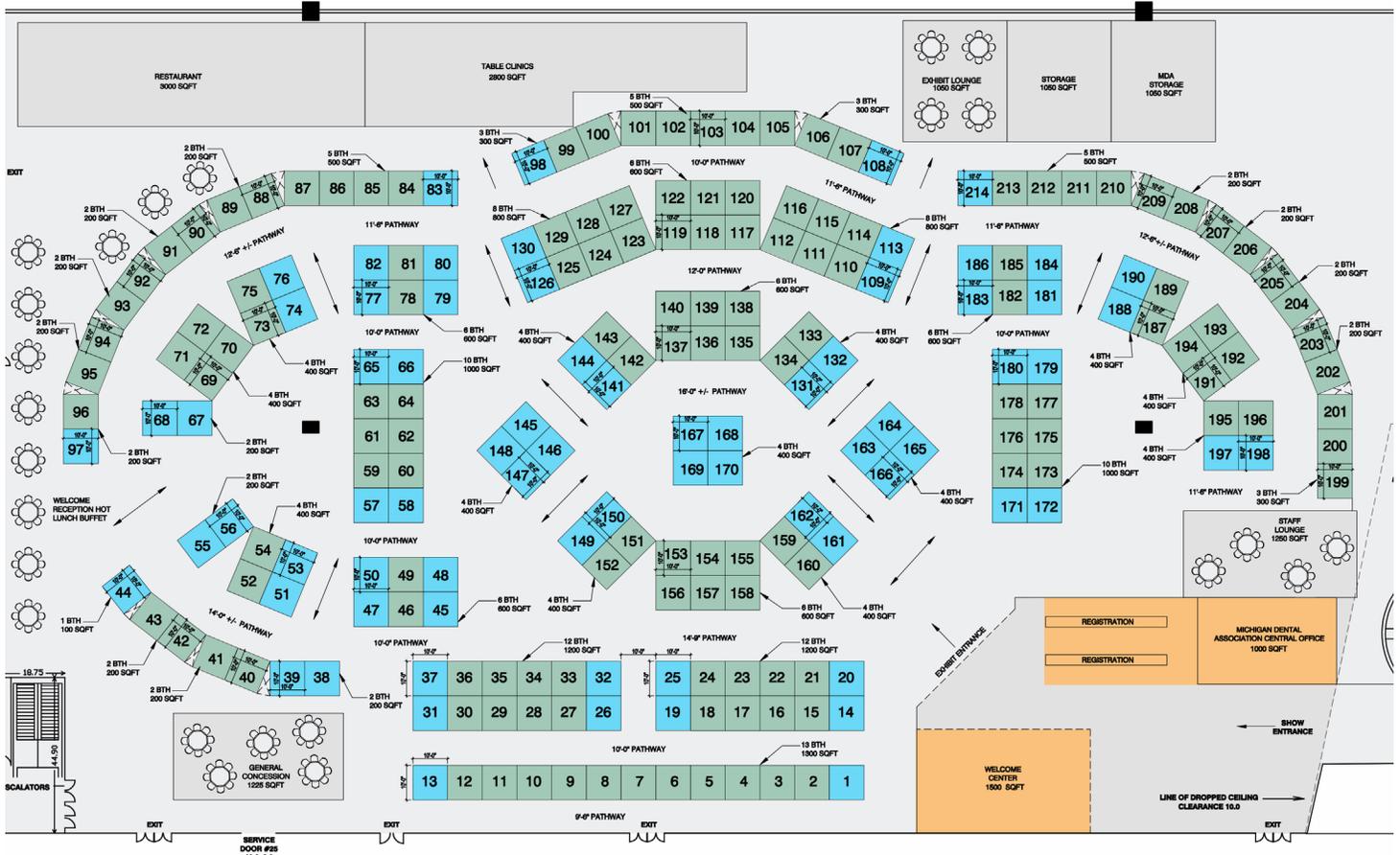


Note: All booths must be cleared by 5 p.m. on Saturday, May 4, 2019, or storage costs will be incurred.



Session Venue

Michigan Dental Association May 1 – 4, 2019 Cobo Center — Exhibit Halls A & B



Pricing for BLUE = \$2,150



Pricing for GREEN = \$1,750

Rules and Regulations

Applications — Application must be made by mail, e-mail or fax. The MDA is unable to accept telephone reservations for exhibit space. Applications must be accompanied by a \$500 deposit per booth. Applications received without the required deposit will not be processed until deposit is received.

NEW ASSIGNMENT POLICY — APPLICATIONS FOR 2019 MUST BE ACCOMPANIED BY A \$500 DEPOSIT PER BOOTH. YOU CAN RESERVE A BOOTH(S) ON A FIRST-COME, FIRST-SERVED BASIS STARTING SATURDAY, APRIL 28, 2018, FROM 9–10 A.M. AT THE 2018 MDA ANNUAL SESSION AT THE LANSING CENTER IN LANSING. APPLICATIONS CAN BE TURNED IN AT THE EXHIBITOR CHECK-IN BOOTH LOCATED IN THE REGISTRATION AREA.

Each exhibitor must execute a contract for the right to use the space allotted. Subletting space is absolutely prohibited. Upon signing space contract, all exhibitors agree that these rules and regulations and all other provisions in the Exhibitor Prospectus are considered part of such contract. The MDA reserves the right to interpret the rules and regulations as well as make decisions on all points that the rules and regulations do not cover. **Show management reserves the right to move exhibitors.** Decisions of the MDA are final.

Deposits and Payments — A deposit of \$500 per booth must accompany application for exhibit space. No space will be assigned without a deposit. After space assignments have been made, a statement for the balance of the rental charge will be sent. Payment in full must be made on or before Jan. 31, 2019. Failure to remit full payment may result in cancellation. After payment of rental charge, no refunds will be made, except at the option of the Michigan Dental Association. All checks for exhibit space rental are to be made payable to the Michigan Dental Association. Please mail applications to Michigan Dental Association, 3657 Okemos Road, Ste. 200, Okemos, MI 48864-3927. **DO NOT MAIL CHECKS OR APPLICATIONS TO COBO CENTER OR THE CITY OF DETROIT.**

Payment Regulations — No refund of any payment will be made after the contract for exhibit space has been signed and accepted by the association, unless the exhibit space is resold within eight weeks prior to the session. Any space for which the full rental charge has not been paid as delineated above may be resold or reassigned by the MDA without obligation to the exhibitor. In case of cancellations, a \$200 handling/administration fee will be assessed.

Liability — Adequate and reasonable security forces will be provided. Neither the Michigan Dental Association nor Cobo Center shall assume responsibility for the damage, loss or destruction to exhibits due to fire, theft, accident or other destructive causes. Exhibitors shall lease booths at their sole risk. The association urges exhibitors to take every security precaution or coverage to prevent loss. Neither the management of Cobo Center nor the MDA, nor any of their agents, servants and employees will be accountable or liable for any accidents to exhibitors, nor for loss or vandalism during the meeting. Personal items are not covered during pre-and-post shipment. Vendors are urged to carry “all risk insurance” for the meeting.

The exhibitor shall be liable to Cobo Center and/or the MDA for any damages to the building and/or the furniture and fixtures contained therein which shall occur through acts or omissions of the exhibitors.

Termination of Agreement — In the event the premises where the exposition is to be held, in the sole determination of the MDA, becomes unfit for occupancy or are substantially interfered with by reason of picketing, strike, embargo, injunction, act of war, act of God, fire, emergency declared by any government agency, or by virtue of any ordinance or law of any municipal, state or federal governmental agency, or any other act beyond the control of the MDA, this agreement may be terminated by the MDA. In the event of such termination, the exhibitor waives any and all damages and agrees that the MDA may, after deducting all costs and expenses, including a reserve for claims, refund to the exhibitor, as and for claims, complete settlement and discharge of all said exhibitor’s claims and demands, the pro-rata amount of all refunds paid by all exhibitors.

Exhibit Restrictions — Exhibitors with noisy electrical devices, sound-producing movies or any other exhibits or devices which may prove to be objectionable to other exhibitors because of noise, odor or other disagreeable

features, must agree to regulate those devices so as to abate reasonable objections to these annoyances. All sound systems must incorporate the use of earphones. No loudspeakers will be permitted.

Because of copyright law infringement enforcement, any exhibitor planning to use any form of music (be it either live or pre-recorded) in their booth space (including background or foreground music on videos) must inform the Exposition Manager in writing at least 30 days prior to the opening of the exposition describing the exact usage planned.

No exhibitor shall operate any tool or piece of equipment without the written approval of the Exposition Manager. Interference with the light or space of other exhibitors will not be allowed. The use of the wings on background exhibits may or may not be permitted based on booth location and regulations. Distribution of circulars or advertising material of any description from any place other than the space for which the exhibitor has contracted is prohibited.

Hospitality Suites — Exhibitors shall not set up and have open exhibits in hotel rooms, restaurants, meeting facilities or suites, and hospitality suites during exhibit hours.

Sales, Samples and Souvenirs — Sales and order-taking are permitted. Food products or beverages are not to be distributed in any exhibitor’s booth unless the detailed plans and arrangements for such distribution have received prior written approval of the Exposition Manager. Any distribution of literature or samples shall be restricted to material directly related to the developments and equipment exhibited. Such distributions shall be limited to the exhibitor’s booth. Samples may be given away, but must be conducted in such a manner as not to destruct or interfere with the adjacent booths or to impede movement of attendees in the aisles.

Non-Endorsement — Exhibiting of products at any scientific session of the Michigan Dental Association does not necessarily constitute endorsement by the association of the products exhibited.

Fire Department Regulations — Rules of Cobo Center management and fire regulations of the City of Detroit must be obeyed. All heaters, heat-producing or open-flame devices shall be operated only after obtaining a permit from the City of Detroit Fire Department. By state law, all decorative material must be fireproofed and must conform to the requirements of the local fire department.

Care of the Building — No signs or other articles may be posted, nailed, or otherwise attached to any of the pillars, walls, doors or other parts of the building. No attachments may be made to the floors by nails, screws, or other devices. Floors must be protected against dripping oil or other substances that might produce stains.

Facilities Furnished — In addition to the exhibit space (10 feet wide by 10 feet deep), a draped back wall, side drapes, and two line identification sign are provided at no additional charge. All booth spaces will be carpeted and drayage to/from booth will be included.

Service Contractor and Additional Facilities — Upon assignment of space, exhibitors will be emailed an order form for special facilities and services. The order form will supply data on costs for such items as electrical outlets, carpentry, draperies, special signs, construction work, chairs and tables, spotlights, etc. that may be had from a service contractor. Charges for special facilities or services shall be payable to the service contractor by the exhibitors.

Messages — All exhibitors are responsible for contacting their offices or others. Check with The MDA Annual Session Central Office for emergency messages. No messages can be delivered to the exhibitor on the exhibit floor.

Security — Reliable security forces will be provided to guard exhibits on a 24-hour basis commencing Wednesday May 1, 2019, and continuing until completion of dismantling, Saturday, May 4, 2019, at 5 p.m.

Headquarters Hotel — The headquarters hotel is the Westin Book Cadillac, Detroit, Michigan. All exhibits and continuing education will be located at Cobo Center. Upon receiving assignment of space, exhibitors will be sent housing information via email.

****Please BEWARE:** The MDA does not work with outside companies to provide hotel room or attendee information.

Application and Contract for Exhibit Space

Michigan Dental Association Annual Session
Thursday, May 2 through Saturday, May 4, 2019
Cobo Center, Detroit, Michigan

Company: _____

Address: _____

City/State/ZIP: _____

Telephone: _____ Company Website: _____

Contact Personnel:

Pre-show contact person: _____ Email: _____

On-site contact person: _____ Email: _____

Products or Services to be Exhibited: _____

If possible, do NOT position near these other exhibitors: _____

Preferred booth location choices:

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ 5th: _____

Note: every effort will be made to assign space as close to that requested. Please see Rules and Regulations for criteria used in assignment of space.

Two-line Booth ID sign:

Sign to read as follows*: _____

(*MDA reserves the right to change sign copy)

Method of Payment:

Check enclosed (payable to "Michigan Dental Association") Credit card: ___ VISA ___ MasterCard ___ AmExp

Card no.: _____ Exp. date _____ Amt. to Charge: _____:

Signature: _____

Non-Profit Booths — A limited number of non-profit booths are available for \$500 each. The MDA will choose booth location. (Booth includes drayage, table, two chairs, carpet, sign, and wifi.)

Deposit/payment — A deposit of \$500 per booth must accompany this application for exhibit space. No space(s) will be assigned without the full deposit. Space assignments will be made on a first-come basis, starting onsite at the Lansing Center, Saturday, April 28, 2018, from 9 - 10 a.m. at the Exhibit Check-in booth. After this date please see bottom of form for submission of application. Full payment must be made on or before January 31, 2019. Exhibitors requesting more than three spaces must make *full* payment before space assignments will be made. Failure to remit full payment may result in cancellation. All booths purchased after March 1, 2019, require full payment. No exhibitors will be listed in Official Program if full payment is not received. See official Rules and Regulations for cancellation details.

Authorizing agent — By signing and submitting this Application and Contract for Exhibit Space, we agree to abide by all rules and regulations as outlined in the Exhibitor Prospectus and all other provisions of this contract. We also agree to abide by subsequent additions to the event's rules and regulations which may become necessary for the good of the exhibition, including all on-site rulings which may be made by the MDA exposition manager.

Photo ID Required — Note: Participants must pick up their own badge onsite. A driver's license or photo ID is required.

Name: _____ Title: _____

Signature: _____ Date: _____

COMPLETE, SIGN, AND MAIL, FAX OR EMAIL — WITH APPROPRIATE PAYMENT — TO: Michigan Dental Association, 3657 Okemos Road, Suite 200, Okemos, MI 48864-3927. Questions? Call 517-372-9070, ext. 408. Fax: 517-372-6704. Email: jmarquardt@michigandental.org.