

THE OFFICIAL MEETING OF THE FDA

YOUR FUTURE. YOUR DESIGN.

EXHIBITOR PROSPECTUS

JUNE 20-22,
2024

floridadentalconvention.com



**GAYLORD PALMS RESORT
& CONVENTION CENTER
ORLANDO**



florida dental
ASSOCIATION
CONVENTION

CONTENTS

2 WHAT IS THE FLORIDA DENTAL CONVENTION?

3 OVERVIEW

4 DATES & DEADLINES

5 LEAD RETRIEVAL

6 RESOURCES FOR EXHIBITOR SUCCESS

8 EXHIBIT HALL LAYOUT

10 HOW TO EXHIBIT

14 CONTRACT TERMS & CONDITIONS

20 DISPLAY REGULATIONS

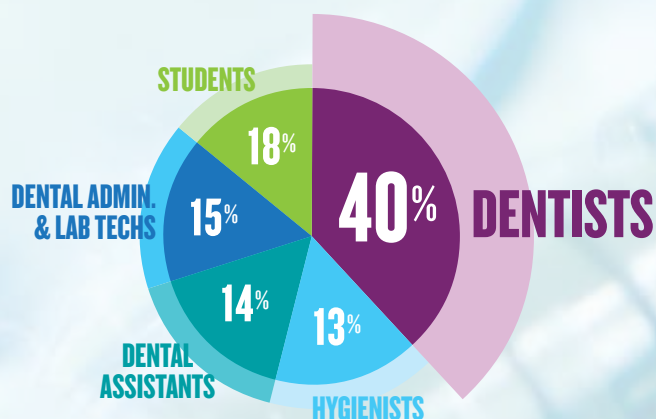
21 YOUR CONNECTION TO SUCCESS

22 SPONSORSHIP & ADVERTISING OPPORTUNITIES

WHAT IS THE FLORIDA DENTAL CONVENTION?

The Florida Dental Convention (FDC) is a nationally recognized dental meeting that attracted **7,802 ATTENDEES** in person in 2023. Exhibiting at this event not only places your company in front of thousands of dental professionals, but also offers unique opportunities for these dental professionals to pair with your company's products and services. FDC is focused on providing world class continuing education and partnering attendees with exhibiting vendors to develop long-lasting relationships, so attendees remain on the forefront of the dental profession.

WHO ATTENDS FDC?



WHY EXHIBIT?

With more than 7,800 dental professionals in attendance, this is your opportunity to showcase your products and services to top decision makers and buyers from dental practices across the country in just three days. FDC is THE annual event that Florida dentists, hygienists, assistants, laboratory technicians and students look forward to every year.

DISCOVER

new clients and untapped business opportunities. Did you know 76% of attendees plan their booth visits in advance? Check out the various sponsorship and advertising opportunities (pgs. 22-23). Stand out from the competition, elevate your brand's visibility and cement your position as a trusted provider in the industry.

NETWORK

on and off the show floor. Secure new contacts and renew relationships with industry leaders throughout the meeting. In the morning, exhibitors are welcome to join attendees for the opening keynote sessions and the free evening social events to make connections off the show floor. These items are free for registered attendees and exhibitors.

SUCCEED!

You are the reason FDC attendees emerge with innovative ideas and solutions to improve their practice's productivity! In turn, you will leave with new customers and fresh leads. Just ask our returning exhibitors about their success in the past years.

OVERVIEW

LOCATION

Gaylord Palms Resort & Convention Center

6000 W. Osceola Parkway, Kissimmee, FL 34746

DATES

June 20-June 22, 2024

FDC2024 offers special events to attract attendees and keep them in the Exhibit Hall longer:

- + Thursday, Welcome Cocktail Reception
- + Lunch options available daily
- + FDA Member Center
- + Friday Puppy Break

HOTEL RESERVATIONS

The hotel room block is open now. The room rate is \$215 per night, including self-parking. Go online to hotel.floridadentalconvention.com to make your reservation or contact the Gaylord Palms directly at 877.491.0442 to make your reservations.

The reservation deadline is May 19, 2023 or when the block sells out, whichever comes first. The hotel will sell out so secure your room quickly.

DON'T GET SCAMMED!

FDC DOES NOT USE A THIRD PARTY FOR HOTEL RESERVATIONS.

IMPORTANT CONTACTS

FDC EXHIBIT CONTACT

Deirdre Rhodes, Exhibits Coordinator
Florida Dental Association
545 John Knox Road, Ste. 200
Tallahassee, FL 32303
Phone: 850.350.7108
Email: drhodes@floridadental.org
floridadentalconvention.com

LEAD RETRIEVAL

Tradeshaw Multimedia Inc.
4350 Renaissance Parkway, Ste. D
Warrensville Heights, OH 44128
Phone: 216.378.0700
Email: leads@tmiexpo.com

OFFICIAL CONTRACTOR

FREEMAN
1601 Boice Pond Road
Orlando, FL 32837
Phone: 407.816.7900
freeman.com

FACILITY/UTILITIES

Gaylord Palms Resort &
Convention Center
6000 W. Osceola Parkway
Kissimmee, FL 34746
Phone: 407.586.2000

Exhibit Hall Hours & Events

Times are subject to change; exhibitors will be notified of changes in writing.

WEDNESDAY, JUNE 19, 2024

- 9 AM-5 PM**
Exhibitor Registration & Booth Setup
- 5:30-7 PM**
Vendor Appreciation Reception

THURSDAY, JUNE 20, 2024

- 7:30 AM-5 PM**
Exhibitor Registration
- 7:30-9:30 AM**
Booth Set-up
- 7:45-8:45 AM**
Keynote Session – Free!
- 8 AM**
Empty Containers Removed
- 11 AM-6 PM**
Exhibit Hall Open to Attendees
- 11 AM-2 PM**
Lunch Available for Purchase
- 4-6 PM**
Welcome Cocktail Reception in Exhibit Hall
- 8-11 PM**
LIVE! at FDC – Free!

FRIDAY, JUNE 21, 2024

- 7 AM-5 PM**
Exhibitor Registration
- 7:45-8:45 AM**
Keynote Session – Free!
- 8:45 AM-6 PM**
Exhibit Hall Open to Attendees
- 11 AM-2 PM**
Lunch Available for Purchase
- 3-5 PM**
Puppy Break
- 7:30-10:30 PM**
Friday Evening Social Event – Free!

SATURDAY, JUNE 22, 2024

- 7:30 AM-12 PM**
Exhibitor Registration
- 9 AM-2 PM**
Exhibit Hall Open to Attendees
- 11 AM-2 PM**
Lunch Available for Purchase

“The FDC is a melting pot of dental professionals. It gives a unique opportunity to meet other individuals and companies operating inside our beautiful State of Florida.”

TCG DENTAL GROUP (THE COLON GROUP)

DATES & DEADLINES

JUNE 2023

5-21 Deadline for Anchor Exhibitor Space Selection

JULY 2023

6/29 - 7/1 On-Site Exhibit Space Selection

18 Space selection open to all

SEPTEMBER 2023

8 Booth fees increase today

NOVEMBER 2023

7 Registration Brochure ad orders due

DECEMBER 2023

6 Registration Brochure ad artwork due

JANUARY 2024

9 Deadline for Cancellation/Reduction of booth space

9 Final booth payment due

10 New booth applications require full payment

FEBRUARY 2024

23 Company description and categories due

MARCH 2024

1 Exhibitor badge registration opens

15 FREEMAN Exhibitor Services Kit available

18 Island Booth layout and structures due for approval

APRIL 2024

5 Official Program ad orders due

8 Pre-show Mailer Form and payment due

19 Official Program ad artwork due

MAY 2024

3 Pre-show Mailer pieces must be received at the FDA office

13 Certificate of Insurance due

15 Exhibitor Appointed Contractor Form due

17 Last day to place free Lead Retrieval order

20 Laser equipment descriptions and safety features due

JUNE 2024

3 Last day to submit coupon artwork and marketing material requests

6 Last day for free exhibitor badge pre-registration

7 Last day FREEMAN warehouse accepts advanced shipments

20-22 Florida Dental Convention

JULY 2024

11 Post Mailing List Purchase Form due

JUNE 2023

S	M	T	W	R	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

SEPTEMBER 2023

S	M	T	W	R	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER 2023

S	M	T	W	R	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

FEBRUARY 2024

S	M	T	W	R	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

APRIL 2024

S	M	T	W	R	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

JUNE 2024

S	M	T	W	R	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

JULY 2023

S	M	T	W	R	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

NOVEMBER 2023

S	M	T	W	R	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

JANUARY 2024

S	M	T	W	R	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

MARCH 2024

S	M	T	W	R	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY 2024

S	M	T	W	R	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JULY 2024

S	M	T	W	R	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

LEAD RETRIEVAL

WHY IS LEAD RETRIEVAL IMPORTANT?



GENERATE

real return on your booth investment.



EMPOWER

your sales staff to pursue revenue — and be accountable!



ASK qualified visitors to exchange information — not just take your freebies.



SHORTEN

your sales cycle with accurate data and planned follow-up.



MAXIMIZE

YOUR **ROI.**

Gone are the days of settling for a simple “great show” as the outcome of your participation. Elevate your FDC experience beyond mere satisfaction and transform it into a resounding success! Place your order by May 17 at floridadental.org/leadretrieval.

SO HOW DOES IT WORK?



FDC will provide a lead retrieval rental or use your own mobile device. Must be preordered by May 17.



Use standard survey questions or customize your questions to **get the attendee data you want.**



When an attendee comes to your booth **simply tap their badge** to capture their information.



Leads are uploaded and available in real-time, 24/7 during the event.

CREATE A SUCCESSFUL LEAD RETRIEVAL PLAN:

STEP 1. Determine what type of leads you are likely to get.

STEP 2. Create priority codes based on the information collected.

STEP 3. Create a lead qualification process to use on your Lead Retrieval rental at the show.

STEP 4. Develop follow-up tracks based on lead priority.

STEP 5. Write template follow-up letters, emails and call scripts.

* To receive your free lead retrieval rental you must place your order by May 17, 2024! After the deadline, prevailing rental fees apply.

RESOURCES FOR EXHIBITOR SUCCESS!

FDC has created a wide array of resources to design your success at FDC2024!

We know the most powerful marketing channel is face-to-face marketing. Take advantage of these free resources to let your customers and prospects know you are going to be at FDC, where to find you in the Exhibit Hall and the products or services you will be showcasing.

FREE Resources Include:

- + Live and re-playable webinars on ROI
- + “How to” exhibiting article series
- + Email Q&A access to a Tradeshow Expert
- + Customizable banners for your website, email and social media channels
- + Access to FDC logos
- + Templated emails
- + Company coupon on FDC website
- + Social Media Graphic and Post Samples
- + FREE attendee Exhibit Hall Passes for you to send to your clients, to visit you in the Exhibit Hall



“FDC is a great dental education and convention for attendees and exhibitors, convenient and lovely location. The staff is helpful and organized.”

— KENDYL LEMAHIEU, GARRISON DENTAL SOLUTIONS

PRODUCT CATEGORIES MOST SEARCHED BY ATTENDEES:

- + Implants & accessories
- + Practice Management
- + Education
- + Dental Supplies
- + Marketing
- + Chairs & accessories
- + Financial Services
- + Insurance
- + Lights, other
- + Accounting
- + Loupes
- + Accelerated Orthodontics
- + CAD/CAM
- + Infection control products
- + Business & financial services
- + Air compressors
- + Digital Dentistry
- + Lasers
- + Marketing materials/ tools
- + Practice Transition Services
- + Technology Integration
- + Abrasives, abrasive disks, points & wheels
- + Advertising



21

EXHIBIT HALL HOURS



LISTING ONLINE AND IN THE ONSITE OFFICIAL PROGRAM

TEN
COMPLIMENTARY
BOOTH REPRESENTATIVE
BADGES PER 10' X 10' SPACE*

6

EXCLUSIVE
NON-COMPETING HOURS

LISTING ON MOBILE APP



EXHIBITOR APPRECIATION RECEPTION ON WEDNESDAY FROM 5:30-7 PM

WHAT IS INCLUDED IN YOUR BOOTH FEE?

** Deadlines apply*

WELCOME COCKTAIL RECEPTION



IN THE EXHIBIT HALL ON THURSDAY FROM 4-6 PM



ON-DEMAND WEBINARS

COUPON ON FDC MOBILE APP AND WEBSITE*



LEAD RETRIEVAL

MUST BE PRE-ORDERED BY MAY 17; AFTER MAY 17 A FEE WILL APPLY.



PUPPY BREAK

IN THE EXHIBIT HALL ON FRIDAY FROM 3-5 PM

MICRO-BOOTH OPTIONS:
5' DEEP X 5' WIDE
INCLUDES 4' X 4' TABLE & STOOL

USE OUR EMAIL TEMPLATE TO PROMOTE FREE EXHIBIT HALL ONLY PASSES TO YOUR CLIENTS*



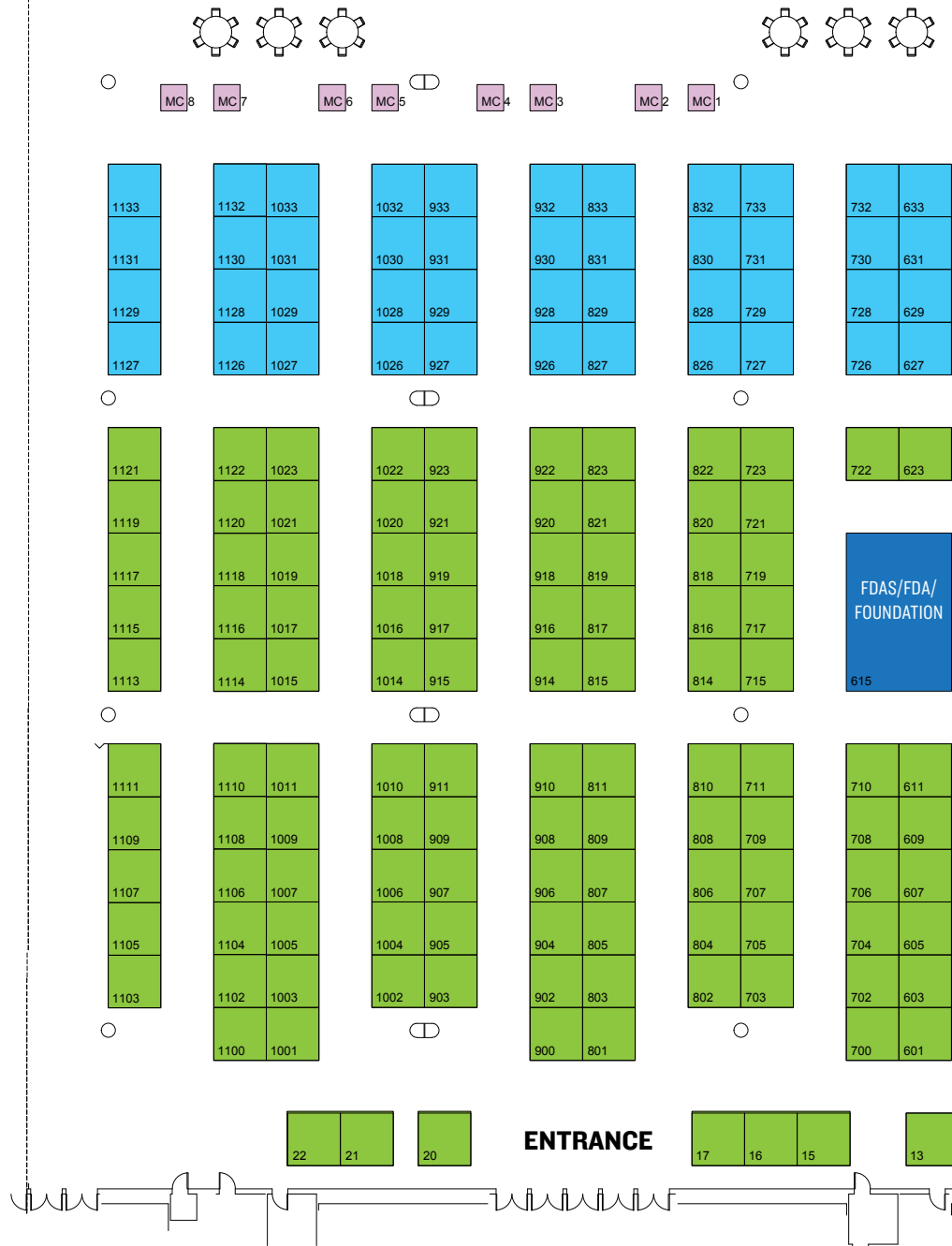
IDENTIFICATION SIGN



SOCIAL MEDIA RESOURCES*

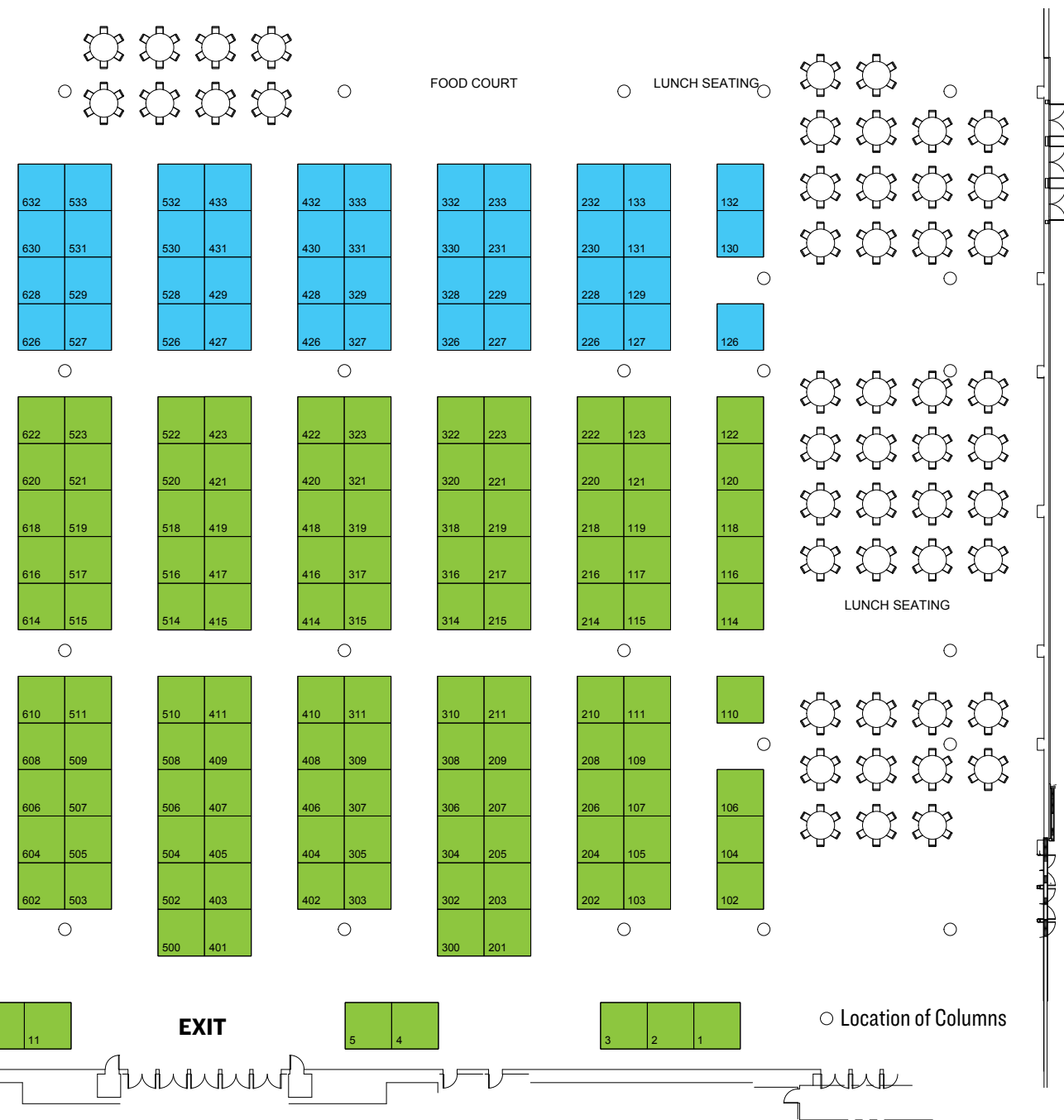
FREE ACCESS TO KEYNOTE SESSIONS AND NIGHTLY SOCIAL EVENTS

EXHIBIT HALL



BOOTH SIZE & STRUCTURE

- Booths shown are 10' deep x 10' wide, with a maximum of 8' back and 3' sides. These booths **do not come with a table, chair, or carpet**. You can choose to rent them from FREEMAN.
- Inline Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line.
- Islands (minimum) are 20' deep x 20' wide, with a maximum of 16'. All Island booth layouts and structure must be approved by FDC before booths can be installed.
- Exhibitors requesting an Island Booth space must rent the extra space to create the Island Booth.
- Micro-Booths shown above in pink are 5' deep x 5' wide, with a maximum of 8' back. Micro-Booths come with 4' x 4' table and a stool.
- A corner is an end booth exposed on two sides. \$500 corner fee applies to all 10' x 10' booths.
- Peninsula Booths are 20' x 20' and occupy both corners at the end of a row of Inline Booths, with an aisle on three sides. **10' x 20' Peninsula Booths are not permitted for this show.**
- Booth setup and contents may not obscure the view of surrounding exhibitor's booth space.



BOOTH PRICES

BOOTH SIZE	PRICES BY SEP. 8	PRICES AFTER SEP. 8
10' x 10'	\$2,725	\$2,900
10' x 10'	\$2,915	\$3,090
5' x 5' MICRO-BOOTH	\$1,325	\$1,325

*Corner fee is an additional \$500 per 10' x 10' booth.

FDC EXHIBITS CONTACT



Deirdre Rhodes,
Exhibits Coordinator
 Phone: 850.350.7108
 drhodes@floridadental.org

To view a live floor plan and available booth space, visit www.exhibitors.floridadentalconvention.com.

HOW TO EXHIBIT

To view a live floor plan and available booth space, visit www.exhibitors.floridadentalconvention.com.

WHO CAN EXHIBIT

All exhibitors requesting booth space must provide accurate information and must not be deceptive or misleading. FDC will not allow the following types of companies to exhibit: anti-aging facial products, LED light therapy for facial skin rejuvenation, any facial aesthetic devices, transcutaneous electrical nerve stimulation (TENS) units, electrical stimulation products, neuromuscular electrical stimulation (NMES) products and Electrical Muscle Stimulation (EMS) products. **FDC reserves the right to decline or remove any exhibitor that, in its judgment, is not suitable or not keeping with the character of the exhibition. At its discretion, FDC may accept or reject any Application/Contract for Exhibit Space.**

Requests to exhibit received in any form other than on FDC's official Application/Contract for Exhibit Space or online submission for exhibit space will not be processed. No booths will be tentatively assigned without a completed official application and payment. For this reason, it is strongly recommended that those who wish to exhibit at the 2024 Florida Dental Convention complete an Application/Contract for Exhibit Space along with \$1,000 payment per 10' x 10' space and \$500 payment per 5' x 5' space immediately upon receipt of this prospectus.

EXHIBIT BOOTH PRICING

BOOTH SIZE	PRICES BY SEP. 8	PRICES AFTER SEP. 8
10' x 10'	\$2,725	\$2,900
10' x 10'	\$2,915	\$3,090
5' x 5' MICRO-BOOTH	\$1,325	\$1,325

*Corner fee is an additional \$500 per 10' x 10' booth.

BOOTH SPECIFICATIONS

Booths that are 10' x 10' or larger, FDC strongly recommends carpeting for a more finished booth appearance. **These 10' x 10' or larger booths DO NOT COME with a table, chair or carpet.** Please refer to the Exhibitor Service Kit sent by FREEMAN for pricing (available February 2024). All exhibits must comply with the guidelines for display rules and regulations published by the International Association of Exposition & Events, specifically incorporated herein by reference. Please refer to the diagrams specified in this prospectus for further information (see page 20). Please note: Exhibitors requesting Island space must rent the extra space to create the Island Booth.

PAYMENT INFORMATION

Prior to January 9, 2024, a \$1,000 deposit per 10' x 10' booth space and \$500 per 5' x 5' booth space must be received at the time of Application/Contract for Exhibit Space. Booths cannot be held without a deposit. Any remaining balance is due, in full, by January 9, 2024. Failure to make full payment for requested booth rental by January 9, 2024 may result in the cancellation of all or a portion of requested booth space by FDC without refund of the deposit amount applicable to forfeited booth space, unless prior payment arrangements are made, in writing, with FDC. Applications received after January 9, 2024 must be paid in full at the time of application. Payment may be made by Visa, MasterCard, American Express, Discover or by a check in U.S. funds drawn on a U.S. bank, made payable to the Florida Dental Association and mailed to Attention: Exhibits Coordinator, 545 John Knox Road, Ste. 200, Tallahassee, FL 32303. Deposit or full payment for the maximum number of booths requested will be processed upon receipt of the application, the processing of payment in no way constitutes the acceptance of the application or ability to accommodate the maximum number of booths requested. Any refunds due based on actual booth assignment will be processed and returned following the final acceptance of the exhibit application and booth assignment notification email.



ELIGIBILITY

FDC is committed to providing a quality exhibition. For FDC to accept an Application/Contract for Exhibit Space, products, services and technology must be educational in nature and directly relate to the dental industry. FDC will not allow the following types of companies to exhibit: anti-aging facial products, LED light therapy for facial skin rejuvenation, any facial aesthetic devices, transcutaneous electrical nerve stimulation (TENS) units, electrical stimulation products, neuromuscular electrical stimulation (NMES) products and Electrical Muscle Stimulation (EMS) products. FDC reserves the right to decline or remove any exhibitor prior or onsite that, in its judgment, is not suitable or not keeping with the character of the exhibition. At its discretion, FDC may accept or reject any Application/Contract for Exhibit Space. For those companies that have not previously exhibited at FDC, they must submit in writing the following references: three dental practices that are currently using their product/services and two dental meetings that they have previously exhibited at within the past three years. All references must include contact name, title, office/organization, address, city, state, zip, phone, email and website.

“The Florida Dental Convention is a well thought-out, high-energy event! The FDA does a great job supporting exhibitors to have a successful show.”

MADISON SCHWARTZ | TDSC

FDC2024

BOOTH SHARING CO-VENDOR FEE

FDC prohibits the sharing of booth space, except when sharing the space with divisions of the same company or between companies co-marketing a product or services. If this is the case, a fee of \$125 is due per co-exhibitor at the time the Application/Contract for Exhibit Space is submitted along with the co-vendor company name(s).

EXHIBITOR BADGE REGISTRATION

Exhibitors receive ten complimentary badges per 10' x 10' space and three complimentary badges per 5' x 5' space for pre-registered personnel by June 6, 2024. Ten badges are the maximum allowed for a 10' x 10' space. If more are needed, an additional booth must be purchased. Exhibitor badges provide access to the Exhibit Hall during setup, tear down, show hours, keynote sessions and evening social events. Exhibiting companies who are found registering dentists as exhibiting staff except as provided in Exhibitor Registration/Credentials on page 14 will be fined the booth fee. FDC offers free "Exhibit Hall Only" badges for dental professionals starting March 1, 2024. Exhibitors must have their badge to enter the Exhibit Hall on setup day. Please note: Exhibitor badges do not provide access to any conference sessions except the keynote sessions on Thursday and Friday morning. Exhibitors interested in attending conference sessions must purchase a full conference registration.

FDC will provide an online service for ordering exhibitors badges. Exhibitors will be notified when this service is available. All complimentary badges must be registered by June 6, 2024. After this date, an on-site registration fee of \$25 per badge will apply, even for complimentary badges.



**You should have
a minimum 2
booth staff per
10' x 10' space.**

FDC2024

EXHIBIT SPACE ASSIGNMENT

EXHIBIT PRIORITY POINT SYSTEM

A priority point system has been developed to recognize a company's support of FDC and reward exhibitors for upholding meeting policies during their previous exhibit participation. The order of space selection for FDC2024 will be determined by the number of booths required as well as each exhibitor's cumulative number of points, via the following criteria:

- One (1) historical point for each year of participation as an FDC exhibitor since 2018.
- One (1) sponsorship point for every \$1,000 spent as an FDC2024 sponsor, which includes education, event, onsite, digital media, and print media sponsorship opportunities.



Tie-breaker procedures will be enforced when multiple companies have earned the same number of priority points. The tied companies' points will be analyzed in the following order until one organization clearly outranks the other(s). The sequence for analysis will be: (1) historical points, (2) booth size, (3) sponsorship and (4) alphabetical order of company name.

COMPANY NAME CHANGE

If a company's name has changed since its most recent participation, please indicate the previous company name on the application to be properly awarded historical points. FDC will extend a one-time cross-referenced listing which includes the previous company name and a reference to the new company name.

PENALTIES

The FDC rules and regulations included in the exhibitor prospectus serve to protect the integrity of the exhibition; ensure compliance with laws, codes, ordinances, and contracts with the exhibition facility and ensure all exhibitors are treated fairly. If an exhibitor fails to comply with these rules and regulations, the exhibitor may be penalized, including loss of points and assessed a penalty fee.

FDC2024 SPACE SELECTION PROCESS

ANCHOR EXHIBITOR SPACE SELECTION – FIRST ROUND

Based on FDC2023, exhibitors requiring 10' x 30' or more of exhibit space will be deemed Anchor Exhibitors for FDC2024 and will be eligible for advance space selection in order of priority points. Anchors will select their FDC2024 booth space via scheduled conference calls June 5 - 21, 2023. Appointment dates and times will be emailed on May 26, 2023.

ON-SITE EXHIBIT SPACE SELECTION – SECOND ROUND

Companies that require 10' x 20' or less for FDC2024, and are current FDC2023 exhibitors, will be able to select their space during FDC2023. Selection times will take place Wednesday, June 28 to Saturday, July 1, 2023. FDC will communicate the meeting time and location for the booth selection process via email invitation on June 19, 2023.

Selection times will be determined by the company's priority points and will take place on a live floor plan.

If the company contact cannot attend their pre-scheduled appointment, they can submit a Proxy Form to FDC no later than Wednesday, June 21, 2023. Companies who miss their pre-scheduled appointment are invited to select their space on a first-come, first-serve basis from 5pm - 6pm on the day of their appointment, or any subsequent day of the show.

Space requests from non FDC2023 exhibitors will not be assigned until all exhibitors have been assigned space during the on-site exhibit space selection process.

OPEN ROUND

On July 18, 2023, all remaining spaces will be assigned on a first-come, first-served basis upon receipt of a signed exhibit space application/contract and deposit of \$1,000 per 10' x 10' and \$500 per 5' x 5' booth. Go to www.exhibitors.floridadentalconvention.com to see the live floor plan and purchase your booth online, or complete the application.

CONTRACT TERMS & CONDITIONS



The following terms and conditions apply to all Exhibit Hall space applications regardless of size, and the contracts resulting from application approval. Please review all of the information in this document and keep it in your files as a reference as you prepare to participate in FDC's annual exhibition.

All persons and/or companies applying for exhibit space must complete and submit an Application/Contract for Exhibit Space. All first time exhibitors are required to include with their application three dental practices' references that are currently using their product/service, two prior dental conferences at which the applicant has exhibited, and information pertaining to all products and/or services that the applicant plans to showcase or otherwise promote or refer to from the applicant's proposed booth. References should include company, contact name, address, phone and email. References will be checked as part of the application process. Applicants who have exhibited previously and are adding new products and services must include promotional literature/booth copy for all material to be displayed. Applicants are advised that final confirmation of exhibit space assignment may be delayed because of the volume of applications at the time of submission. Cashing of the applicants check shall not be

construed as final confirmation of acceptance of the applicant's proposed plans to exhibit. Until the applicant receives final written acceptance or denial of exhibit space (denoting, when approved, assigned exhibit space[s]), any funds expended by an applicant for the development or construction of an exhibit booth are at the applicant's sole expense and risk. Each applicant agrees that the Florida Dental Association (FDA) and the Florida Dental Convention (FDC) operated by the FDA shall not be responsible for any damages, losses, costs, expenses or liability of any kind realized or incurred by the applicant before receipt of the final notice of acceptance or denial of FDC exhibit space.

CANCELLATION REDUCTION OF BOOTH SPACE

All cancellations and/or reductions of booth space must be made in writing. Cancellations/reduction of booth space may be made with a \$1,000 fee per 10' x 10' booth or \$500 fee per 5' x 5' booth imposed prior to January 9, 2024. Cancellations/reductions received after January 9, 2024 will result in 100% of the total contracted booth fee due immediately or retained by FDC. Exhibitors will not be able to purchase booths in the future until the cancellation fee is paid in full. Booths 20' x 20' or larger cannot be reduced based on priority assignment.

RELOCATION OF EXHIBIT

FDC reserves the right to alter the official floor plan and to reassign or rearrange all or any part of the space for the purpose of consolidation, cancellations, expansions, reductions, withdrawals or for any other reason. The judgment of FDC in this matter is final. The total square footage occupied by the exhibitor pursuant to this agreement shall not be reduced/increased substantially without the consent of the exhibitor. If such space is substantially reduced/increased, the fee payable will be adjusted accordingly.

EXHIBITOR REGISTRATION/CREDENTIALS

Each person entering the exhibit area will be required to register and wear an FDC Exhibit Hall badge at all times. All members of an exhibit staff must be full-time employees of the exhibitor or must be employed for the duration of FDC exhibition. A dentist who is a guest speaker at FDC, consultant to an exhibiting company,

or other non-employee of the exhibitor, may not be registered as an exhibitor unless he or she is a sole proprietor, an officer of the company or a full-time (non-practicing) employee of the exhibiting company. False certification of individuals as exhibitor representatives, misuse of exhibitor badges or any other method or device used to assist unauthorized persons in gaining admission to the exhibit floor is prohibited. Any exhibitor or representative or agent of an exhibitor who undertakes or encourages such conduct shall, in the sole discretion of FDC, be subject to a fine in the amount of the applicable booth fee and/or expulsion of the exhibitor from the exhibition hall and barring said individual/company from further entrance to any function or event of FDC, including the FDC exhibition floor, without obligation on the part of FDC to refund any fees previously paid by the offending party.

NON-REGISTERED EXHIBITORS

Solicitation at any function or event at FDC, including but not limited to FDC Exhibition Hall area, by non-registered persons or companies is strictly prohibited. No person or company assigned exhibit space is authorized to solicit business in any form or to promote its products or services beyond receiving a qualified sponsorship acknowledgement, if applicable, at any function or event at FDC, including but not limited to educational seminars, which may occur during FDC outside of the exhibitor's assigned exhibit space in the Exhibit Hall and as such practices are otherwise governed herein. Firms and representatives not assigned exhibit space are prohibited from soliciting business in any form in the Exhibit Hall or at any function or event under the auspices of FDC. Violators will be required to leave the Exhibit Hall or applicable meeting room.

SUBLETTING

Subletting space is prohibited. An exhibitor may not assign, sublet or apportion the whole or any part of the space allotted. An exhibitor may not exhibit therein any goods other than those manufactured or distributed by the exhibitor in the regular course of the exhibitor's business. An exhibitor may not permit any representative of any firm not contracted with FDC to solicit business or take orders in the exhibitor's space. All business activities of the exhibitor must be confined to the booth space. Exhibitors who violate this rule will suffer sanctions affecting their ability to exhibit at future FDC meetings. **Conducting business activities in aisles, lobbies or other areas is strictly prohibited.**

CANCELLATION OF EXHIBITION

In the event that FDC exhibition must be cancelled, postponed, or relocated on account of fire, strike, government regulations, casualties, acts of God, pandemic or other causes beyond the



control of the FDA, the exhibitor waives any and all claims for damages, losses, expenses and costs of any kind and agrees that the sole liability of the FDA will be to return to each exhibitor the exhibitor's rental payment.

FAILURE TO OCCUPY SPACE

Any exhibit space at Gaylord Palms Resort & Convention Center that is not occupied by 10 AM on Thursday, June 20, 2024 will be forfeited by the exhibitor unless arrangements for delayed occupancy have been made in writing with the FDC Exhibits Coordinator.

EXHIBITOR-APPOINTED CONTRACTORS

If an exhibitor plans to use a contractor other than FREEMAN for installation and dismantling of their exhibit, an Exhibitor Appointed Contractor form must be submitted to FDC on or before May 15, 2024. The request and notification of use of an exhibitor appointed contractor must come from the exhibiting company, not the independent contractor. Requests from the independent contractor will not be acknowledged. Exhibitor appointed contractors may not contact FDC for service kits, booth numbers, floor plan or other information related to the exhibitor's booth. To download the form, visit floridadental.org/EACform.

EARLY REMOVAL OF EXHIBITS

All packed up? Not so fast! No exhibit shall be packed, removed or dismantled prior to the closing of the exposition hall (**2 PM on Saturday, June 22**) without permission from the FDC Exhibits Coordinator. The sole determination of what constitutes packed,

removed or dismantled will be made by show management. If the exhibitor acts in breach of this provision, it is subject to pay as compensation for the distraction to the exhibition's appearance, an amount equal to one-third of the total space charge for the exhibitor's allocated area, in addition to all sums otherwise due under this contract. Additionally, breach of this provision could result in the partial or total loss of the exhibitor's priority points for future shows. Forfeited priority points cannot be restored.

LIABILITY AND SECURITY

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising from personal injury, injury or damage to exhibitor's displays, equipment and other property brought upon the hotel premises. The exhibitor shall indemnify and hold harmless the FDA, exhibit service contractor, the hotel, its agents and employees from any and all losses, damages and claims. The FDA will not insure or indemnify exhibitors against theft or loss of any kind. This is an open-booth show and it is the responsibility of each exhibitor to safeguard its exhibits and merchandise. We recommend that exhibitors or their representative remain with the merchandise and products to prevent theft, pilferage or disappearance. It is the exhibitor's responsibility to secure their exhibit and other property when security guards are not provided. The FDA will provide perimeter guard service at all times that the Exhibit Hall is closed to attendees. Perimeter service is not designed to safeguard against theft among exhibitors or by attendees when the floor is open to anyone except security personnel. To assure maximum security protection for the open exhibits and merchandise, all exhibit personnel must leave the exhibition hall within one hour after the show closes each day unless prior approval is given by FDC show management.

Upon acceptance of the Application/Contract for Exhibit Space, the exhibitor must provide the FDA with an original certificate of liability insurance showing the policy(ices) in effect through June 22, 2024, issued by an insurance carrier authorized to do business in the state of Florida. **The certificate must name the Florida Dental Association, Gaylord Palms Resort & Convention Center, and FREEMAN; and all directors, members, officers, agents, employees, affiliates and subsidiaries of each of the above, listed as additional insureds under exhibitor's liability policy.**

If the exhibitor does not have insurance, a short-term policy may be purchased from Rainprotection to cover the days of the convention. Please email drhodes@floridadental.org for more information.

The above-mentioned insurance is mandatory for all exhibitors and no sort of waiver will be accepted in its place. Failure to provide FDC with this proof of insurance by May 13, 2024, will result in the exhibitor not being allowed on the exhibit floor; the exhibitor not being allowed to pick up badges on-site; the exhibitor's freight not being delivered to their booth; cancellation of the exhibitor's reserved booth space; and all paid fees retained or, any other sanction FDC deems necessary in its sole discretion.

If the exhibitor uses the service of an outside exhibit service contractor, the exhibitor shall forward an original, signed Certificate of Insurance to be received by FDC on or before May 13, 2024.

The FDA cannot take responsibility for loss or damage to the exhibitor's property, incoming or outgoing shipments, or moving costs, all of which shall be at the exhibitor's own risk. If exhibit material fails to arrive, or arrives damaged, the exhibitor remains responsible for booth rental and no refund will be made. The exhibitor is expected to carry insurance against such risks.

DEPARTMENT OF REVENUE REGISTRATION

Exhibitors who sell non-exempt tangible personal property must register with the Florida Department of Revenue. It is each exhibitor's responsibility to determine if he or she must register with the department. The taxpayer assistance section of the department should be called at 800.352.3671. Applications for registration are available, without cost, by writing to the Florida Department of Revenue, Supply Section, 5050 W. Tennessee St., Tallahassee, FL 32399, or visit www.floridarevenue.com.

EXHIBITOR REPRESENTATIONS

The exhibitor represents and warrants that it is authorized to conduct business in the state of Florida, and, if required, has duly registered in accordance with Florida law with the Florida Department of Revenue if it sells non-exempt tangible personal

A certificate of insurance must be submitted to FDC no later than May 13.

FDC2024

property. The exhibitor further represents and warrants that all products or services to be exhibited have not been deemed unsafe or ineffective by the American Dental Association or the Food and Drug Administration, and that the products or services are safe and effective.

SAMPLES AND CONTESTS

Samples of approved products, catalogs, pamphlets, publications and souvenirs may be distributed in your assigned booth, provided in the sole judgment of show management, it is done in a dignified manner, does not create a nuisance and does not interfere with adjoining exhibits. **These items may not be distributed or left on tables, furniture, or bathrooms in common areas outside of the Exhibit Hall or in the lunch area of the Exhibit Hall.**

No exhibitor shall sponsor any type of contest or drawing for prizes in connection with FDC without prior written approval from show management.

Exhibitors wishing to sponsor any type of contest or drawing for prizes must obtain written permission from FDC to do so no later May 23, 2024. The following rules must be adhered to:

- ✦ Exhibitor must comply with all local, state and federal laws that apply to such contests or drawings.
- ✦ Contest or drawing rules must be posted at exhibit booth.
- ✦ Exhibitor must agree to indemnify FDA in case of any claims arising from the conduct of the contest.
- ✦ FDC must be notified in writing of the name(s) of the winner(s) when the prize(s) has been awarded.

EXHIBITOR-SPONSORED EVENTS AND PROGRAMS

As a condition of FDC accepting the exhibitor's application for space, the exhibitor agrees to refrain from holding any program or event during scientific program and exhibit hours (8 AM-6 PM), or at any other time without written authorization by show management. Exhibitors may not promote or offer continuing education credits for any demonstration or lecture given in the exhibitor's booth and/or in meeting rooms. FDC offers a comprehensive scientific program on a full array of dental topics during the scientific sessions. It is the program that attracts most members to the meeting. Therefore, FDC prohibits educational forums that detract from the activities at the convention center during the days of the exhibition.

Exhibitors are advised that hospitality suites may not operate during scientific program and exhibit hours (8 AM-6 PM). Any violation of this stipulation will cause sanctions to be applied to the



exhibitor. Exhibitors renting space at FDC agree not to sponsor or conduct a seminar/lecture at any of the hotels in FDC room block. Violation of this policy will result in the loss of points and/or future exhibit privileges. Please review program and exhibit days and hours before completing your application.

FOOD AND BEVERAGE

Exhibitors are not allowed to dispense food or beverage from their booth space unless that food or beverage is the exhibitor's product or is purchased through Gaylord Palms Resort & Convention Center for the purpose of providing hospitality to attendees. The exhibitor must also comply with all Gaylord Palms regulations regarding food and beverage dispensing.

MOTOR VEHICLE DISPLAYS

Exhibitors wishing to display motorized vehicles must submit a request to FDC along with the booth space application listing the number of vehicles. All motorized vehicles must comply with the Gaylord Palms Resort & Convention Center basic fire code regulations. Vehicles cannot have more than one-quarter tank of fuel, the fuel tanks must be taped shut, the battery must be disconnected and taped, and alarm systems deactivated after the vehicle is in place. Display vehicles are permitted to occupy no more than 80% of the contracted exhibit space and must conform to the line-of-sight rules.

LASER EXHIBITING

In keeping with safety precautions for lasers, FDC has adopted the following policy for those exhibitors displaying lasers in the exhibit area:

- + lasers must be operated only within a suitable enclosed space with eye protection for those viewing and operating the laser.
- + all demonstrations of CO2 lasers must be conducted in clear plastic boxes with top and sides enclosed.
- + appropriate plastic colored cubicles also must be available for other types of lasers being demonstrated.
- + no laser equipment may be left unattended in operable condition.

Laser exhibiting companies are required to submit a description of each piece of laser equipment and its safety features to FDC by May 17, 2024. Failure to submit this description may result in the denial of the lasers to be shown/demonstrated or the denial of exhibit space.

REMOTE-CONTROLLED DEVICES

Products such as remote-controlled cars, drones, planes, helicopters, robots, etc. are to be demonstrated in a safely controlled area of the exhibit floor (i.e. Demonstration Area). When a remote-controlled device is to be used for the purpose of demonstrating a product that requires use of an area outside of the exhibitor-assigned booth space, the exhibitor must purchase a Demonstration Area for this purpose.

NOTE FOR DRONE OPERATION: Local facility and city ordinances are in effect in most areas and prohibit drone activity near the public or in public spaces. The accepted drone default regulation is the FAA Small UAS Rule Part 107, which requires drone operators to obtain a Remote Pilot Certificate. Commercial regulations often require permits and insurance.

LIVE DEMONSTRATIONS

Exhibitors are prohibited from conducting demonstrations in their booth involving clinical procedures on patients or live models.

BUSINESS ACTIVITIES OUTSIDE OF BOOTH SPACE

All business activities of the exhibitor must be confined to the booth space rented. Except as provided herein, no business activities are to be undertaken in any aisles, lobbies or other areas of the convention center. Exhibitors who violate this regulation will suffer sanctions.

EXHIBITOR STAFF MEETINGS

Exhibitors will be allowed into the Exhibit Hall one hour before the floor opens and one hour after the floor closes. Please do not schedule any meetings with non-exhibiting personnel and/or dental professionals at your booth when the Exhibit Hall is not open. Admittance into the hall for any non-registered party whose presence is perceived by show management to promote products or services or to otherwise conduct any form of business on an unauthorized basis will be denied.

MEETING SPACE REQUESTS

Requests for space in the hotel for meeting of company personnel must be made in writing to FDC Exhibits Coordinator. It is a violation of FDC regulations to reserve space directly with the Gaylord Palms Resort & Convention Center. Meetings must be solely for exhibitor personnel and may not include any other meeting registrants. Space/meeting rooms for exhibitor functions is limited and is provided first to sponsors. If additional space is available, it may be assigned to exhibitors who are not sponsors. Sponsors/exhibitors interested in holding a meeting/function during FDC must complete an application and abide by FDC guidelines. Please contact drhodes@floridadental.org for additional information or access the application for meeting space at floridadental.org/meetingspace.

SOUND MUSIC

Loudspeaker displays or other devices that, in the sole judgment of FDC show management, may be generally disruptive are not permitted. If objections arise, the offending exhibitor may be reassigned to another booth or be required to discontinue the activity altogether. Except as part of the exhibiting company's product line, live or recorded music may not be played in an exhibit booth without a music license (ASCAP, BMI, SESAC), and prior approval by FDC show management. Speakers and other sound devices should be positioned to direct sound inward (to be contained within the booth) rather than outward (toward aisles and other exhibitor booths).

OTHER REQUIREMENTS

Exhibitors are not allowed to photograph or videotape any booth other than that of the company they represent. Photographing booths will be limited to before or after exhibition hours except by show management. Prior approval and security escorts for such activities must be arranged through FDC show management.

All exhibit and booth materials, particularly drapes, curtains, table covers, etc., must be flameproof and comply with federal, state

and municipal fire laws, insurance underwriter and hotel safety regulations. Materials meeting these requirements are available to exhibitors through the exhibit service contractor. All packing containers, excelsior and similar materials must be removed from the exhibition area upon completion of the booth installation. FDC show management will review exhibit setup to assure compliance with exhibit rules before the Exhibit Hall opens. If there are problems with an exhibit, the exhibitor will be notified and required to make appropriate corrections. **As a safety precaution, no children younger than 18 will be allowed in the FDC Exhibit Hall during installation and dismantling.** Strollers are not allowed in the Exhibit Hall at any time other than the designated stroller hours of Saturday, June 22 from 9-11 AM, unless it is medically necessary. Security personnel will enforce this policy.

SERVICE ANIMAL POLICY

Pets are not allowed in the Exhibition Hall for the duration of the Florida Dental Convention, except for service animals. As defined in the Americans with Disabilities Act (ADA), a service animal is defined as a dog that has been individually trained to do work or perform tasks for an individual with a disability. Animals whose sole function is to provide comfort or emotional support do not qualify as service animals under the ADA.

AMENDMENT TO RULES

Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject to the sole discretion of FDC. The foregoing regulations have been formulated in the best interest of all exhibitors. Every exhibitor's cooperation is required.

INFRACTION OF MEETING RULES

The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Any complaints regarding infractions of the rules or disputes between exhibitors should be made to FDC, and its decision will be final. Unethical conduct, unprofessional behavior, sexual harassment, or infraction of the rules on the part of any exhibitor or its representatives as determined by FDC, will subject the offending exhibitor, their representatives, or both to dismissal from the Exhibit Hall, forfeiture of booth space and booth fee, and/or reduction in seniority status in booth assignments. The exhibitor may, at FDC's sole discretion, also be altogether barred from participation in future meetings. In this event, it is agreed that no refund shall be made by FDC and that no demand for redress will be made by the exhibitor or his representatives.

VIOLATIONS

FDC reserves the right to restrict or terminate an exhibit without notice if an exhibitor acts unethically, illegally or otherwise violates the rules and regulations, as determined by FDC. In such event, FDC will not be liable for any refunds, rentals or any other expense incurred by the exhibitor or its representatives.

SANCTIONS

The rules and regulations presented in this document are intended to bring order and fairness to the technical exhibition. Without enforceability, however, these could be of little value. In addition to being subject to restriction or termination of an exhibit as specifically stated above, FDC exhibitors who violate any of the stipulations or regulations presented in this document will be subject to the following sanctions.

- + 1st violation: loss of current year priority points
- + 2nd violation: loss of half of accrued priority points
- + 3rd violation: loss of all accrued priority points
- + 4th violation: loss of all accrued priority points, closure of the exhibit for the remainder of the current exhibition and ineligibility to exhibit at the next year's exhibition.

FREEMAN- EXHIBITOR LOAD IN POLICY

EXHIBIT INSTALLATION & DISMANTLING

Freeman has an agreement with the Local IATSE Union to provide labor for display erection and dismantling. Full time employees of the exhibiting companies, however, may set their own exhibits without assistance from this local. Any labor services that may be required beyond what your regular full-time employees can provide, may be rendered by the Union. Labor can be ordered in advance by ordering online or at show site, at the service desk.

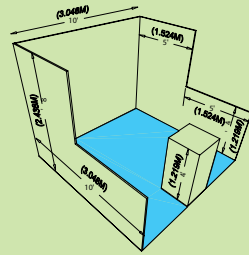
MATERIAL HANDLING

Exhibitors may hand-carry their own materials into the exhibit facility. The use or rental of dollies, flat trucks and other mechanical equipment, however, is not permitted. FREEMAN will control access to the loading docks in order to provide for a safe and orderly move-in/out. Only full-time employees of the exhibiting companies will be allowed to hand-carry items. Unloading or reloading at the dock of any and all contracted carriers will be handled by FREEMAN.

DISPLAY REGULATIONS

HANGING SIGNS/MATERIALS

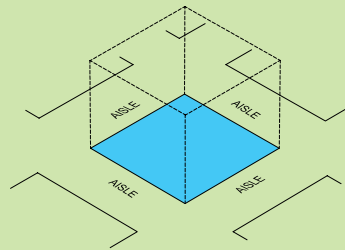
All hanging signs/materials must be preapproved and receive written approval from show management. Hanging signs/materials will only be permitted for Island and Peninsula Booths. Hanging signs will not be allowed for Inline or Endcap Booths — no exceptions. The top of any hanging sign/materials may not exceed 20 ft. in height. Signs suspended over Peninsula Booths must be set back a minimum of 5 ft. from the back wall line of the booth. Any hanging signs that do not have written preapproval will be removed at the exhibitor's expense. No signs or specially built displays or equipment will be permitted to extend above the official booth height of 8 ft. unless the exhibitor occupies an Island or Peninsula space, in which case, the height limit is 16 ft. in the center of the booth. In the case of an exhibitor who does not occupy an Island or Peninsula space, purely decorative material may extend to a ceiling height of 12 ft. provided that, as determined by FDC, it is in good taste; in keeping with the general tone of the meeting; and, it does not interfere with or detract from adjoining exhibits. Exhibitors who request a booth variance must submit a written explanation of design and variance being requested and dimensions clearly identifying the area in which the variance is being requested, at least 60 days prior to installation. No variance will be granted on-site. Double-sided signs are only allowed in Island or Peninsula booth configurations.



INLINE BOOTHS

STANDARD UNITS IN A STRAIGHT LINE

Linear booths consist of an 8-foot-high backdrop and 3-foot-high side dividers mounted on aluminum tubular frames. Perimeter booths (Standard booths located on the outer perimeter wall) may rise up to 12 ft. where the ceiling permits. Solid construction in excess of 48 in. high must be a minimum of 5 ft. back from the aisle. Show management should be notified if a perimeter booth is required. Each exhibitor is entitled to a reasonable sightline from the aisle. Site lines to other booths must be maintained on all end-cap booths. Tall flags or markers on the front of linear booths are prohibited.

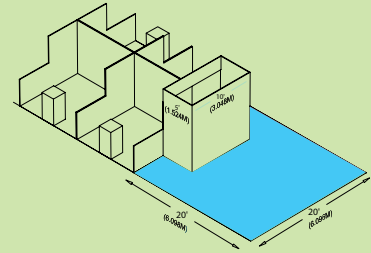


ISLAND BOOTHS

FOUR OR MORE STANDARD UNITS WITH AISLES ON ALL FOUR SIDES

Island booths may extend to all outer edges of the booth space, but must allow for see-through visibility and accessibility from all four sides. They are limited to a maximum height of 16 ft. A written request, 60 days prior to installation, and appropriate drawings must be submitted for approval by the show management if an exhibitor plans to have a booth higher than 16 ft.; have a solid wall higher than 4 ft. running the length or width of the space; or plans booth construction with an unusual or nonstandard configuration.

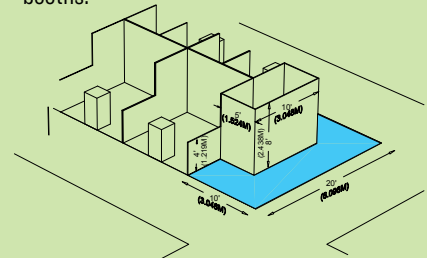
An exhibitor who wants to create an island booth larger than those shown on the exhibit floor plan must purchase the additional booths needed to create the island. This space then becomes the aisle on the fourth aisle of the block of booths. (For example, if an exhibitor wants a 20' x 30' (six booths) island, a 20' x 40' (eight booths) space must be rented).



PENINSULA BOOTHS

FOUR OR MORE STANDARD UNITS BACK TO BACK WITH AN AISLE ON THREE SIDES

The back wall of a peninsula booth must be on the non-aisle side and must not exceed 16 ft. in height. The back wall will be centered (center 10 ft.) on, and not exceed in width, one half the dimension of one side of a sidewall. The remainder of the back wall will not exceed 48 in. in height. All portions on the rear of this back wall must be finished and must not carry identification signs or other copy that would detract from the adjoining exhibits. A written request and appropriate drawings must be submitted to show management for approval 60 days prior to installation. Double-sided signs, logo and graphics shall be set back 10 ft. from adjacent booths.



END CAP BOOTH

TWO STANDARD UNITS WITH AN AISLE ON THREE SIDES — ARE NOT SOLD FOR THIS EVENT

YOUR CONNECTION TO SUCCESS!

PLAN PROMOTE EXECUTE FOLLOW

FDC provides the venue, promotes the show and gets attendees to the Exhibit Hall — the rest is up to you!

On average, an attendee only stops at 26-31 exhibit booths during a show. Use these proven methods and FDC resources to *win big, attract the audience you want and increase booth impact and recall.*



PREMARKETING

- Drive booth traffic by taking advantage of email blast, pre-show mailer and Registration Brochure advertising opportunities. Learn more on page 22.
- Make the most of FDC's free resources including the marketing toolkit and exhibitor success center.



ATTENDEE EXPERIENCE

- Boost booth visibility and highlight your company by purchasing a Corporate Classroom.
- Contact FDC Exhibits Coordinator for more information.



BOOTH STAFF TRAINING

- Webinars and articles by Competitive Edge, leading exhibitor consulting firm, to enhance your success.
- Topics include steps to capture quality leads, how to make your booth stand out, tips for attracting the right attendees, and much more!



FOLLOW-UP!

- 40% of leads generated in the Exhibit Hall are not followed-up. Don't be just another statistic!
- Lead Retrieval is now included in your booth purchase. Learn more on page 5. Deadline to reserve is May 17.

Exhibition industry research finds that 40% of tradeshow leads are never effectively followed-up.

— Site: Competitive Edge

TRADESHOWS ARE NOT AN EXPENSE, THEY ARE AN INVESTMENT!

— Sites: Center for Exhibition Research (CEIR), Competitive Edge, EXHIBITOR Magazine

THINK OUTSIDE THE BOOTH

MAXIMIZE YOUR INVESTMENT & VISIBILITY

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Unlock the power of sponsorship and propel your business to the forefront of FDC's diverse audience. When it comes to reaching the masses, sponsorship is your ultimate tool, delivering unmatched exposure and visibility. As a sponsor at FDC, your brand will receive widespread acknowledgment through various channels, including printed materials, signage, and innovative placements that capture attention wherever we can imagine. We are dedicated to ensuring your success and will collaborate with you to maximize your exposure through each unique sponsorship opportunity. To maintain fairness and consistency throughout FDC, sponsorship opportunities are exclusively available to exhibiting companies. By aligning your brand with FDC, you tap into an expansive network of dental professionals, providing a direct pathway to your target audience. At FDC, we understand that each business is unique, and we are committed to tailoring sponsorship opportunities to meet your specific marketing goals. Whether you have a groundbreaking idea or prefer to explore our established sponsorship options, we are here to collaborate with you and create a plan that best aligns with your company's objectives. Let us work together to unleash the full potential of your products and services, maximizing their visibility and recognition among FDC's influential attendees. To get started, reach out to Deirdre Rhodes at 850.350.7108 or drhodes@floridadental.org. For a comprehensive overview of the available sponsorship and advertising opportunities, visit exhibitors.floridadentalconvention.com. Here, you will find a detailed description of each option, allowing you to explore the vast array of possibilities and select the ones that perfectly align with your business goals. To get started on a plan that will work best for your company, contact Deirdre Rhodes at 850.350.7108 or drhodes@floridadental.org.

EVENT OPPORTUNITIES



Thursday, Welcome Cocktail Reception Bar Sponsor in Exhibit Hall	\$4,000 ea.
Thursday, Friday, Sunrise Yoga	\$1,500 ea.
Thursday, Friday, Keynote Coffee Kiosk	\$2,500 ea.
Thursday, LIVE! at FDC – Exclusive Sponsor	\$20,000
Thursday, LIVE! at FDC Bar Sponsor	\$4,000 ea.
Friday, The After Party – Exclusive Sponsor	\$15,000
Friday, The After Party Bar Sponsor	\$4,000 ea.

ONSITE OPPORTUNITIES



Tote bags - Co-sponsored	\$10,000
Hotel Room Key	\$10,000
Name Badge SOLD	\$8,000
Lanyards SOLD	\$8,000
Registration Desk Kick Panels	\$5,000
Cube Display	\$5,000 ea.
Breezeway LED Screen	\$5,000
Phone Charging Kiosk	\$2,500 ea.
Exhibit Hall Atrium Column Wrap	\$2,500 ea.
Puppy Cuddle Break	\$2,500 ea.
RDH Swag Tote Bag	\$2,500
Escalator Runner Both Sides/One Side	\$1,700/\$850
Sponsor your Aisle Sign in Exhibit Hall	\$700 per aisle
Stand Alone Sign-Single Sided-Mezzanine Level	\$500 ea.
Exhibit Hall Entrance and/or Exit Floor Cling	\$500 ea.
Atrium Bridge Window Clings (Minimum 2)	\$400 ea.
Exhibit Hall Atrium Window Clings	\$400 ea.
Atrium Pole Signs	\$300 ea.
Escalator Product/Company Cling	\$300 ea.



ONSITE OPPORTUNITIES CONTINUED

Atrium Floor Clings	\$250 ea.
Lunch Seating Banner	\$250 ea.
Bathroom Mirror Company/Product Cling (Minimum 5)	\$100 ea.
RDH Swag Bag Insert	\$349

DIGITAL MEDIA OPPORTUNITIES



Exclusive Mobile App Sponsor – Includes 3 push notifications	\$10,000
Registration Confirmation Email - sent automatically after registering SOLD	\$3,000
Registered Attendee Print Badge Barcode Email – sent 1 week prior to convention	\$3,000
Push Notification	\$1,500 ea.
Dedicated E-blast (20,000+ contacts)	\$1,250 ea.
Attendee Scavenger Hunt	\$250 ea.
Company Logo on Live Interactive Exhibit Hall map	\$125

PRINT MEDIA OPPORTUNITIES



REGISTRATION BROCHURE 4-COLOR AD – mailed to over 13,000 Florida-licensed dentists

Back Cover (3/4 page)	\$1,500
Front Inside Cover	\$1,250
Back Inside Cover	\$1,250
Full Page	\$935
Half Page	\$735

ONSITE PROGRAM 4-COLOR AD - available to 7,400+ attendees onsite

Back Cover (3/4 page)	\$1,500
Front Inside Cover SOLD	\$1,250
Back Inside Cover SOLD	\$1,250
Full Page	\$935
Half Page	\$735
Pre-Show Mailer	\$499
Company Logo on Listing in Onsite Program	\$125

MAILING LISTS (Email addresses are not provided)

FDC2023 Full Attendee Mailing List	\$400
FDC2023 Dentist Only Mailing List	\$300
FDC2024 Post Show Full Attendee Mailing List	\$400
FDC2024 Post Show Dentist Only Mailing List	\$300

EDUCATIONAL OPPORTUNITIES (Courses/Speakers)



CORPORATE CLASSROOMS

2-3 HOUR LECTURE SESSION ON CLASSROOM LEVEL (AM SESSIONS 9 AM-11 AM/12 PM. PM SESSIONS 2-4/5 PM)

Thursday (AM or PM) SOLD OUT	\$3,000 ea.
Friday (AM or PM) SOLD OUT	\$3,500 ea.
Saturday (AM or PM) SOLD OUT	\$3,000 ea.

SPEAKER EDUCATION GRANTS

\$1,000 & up



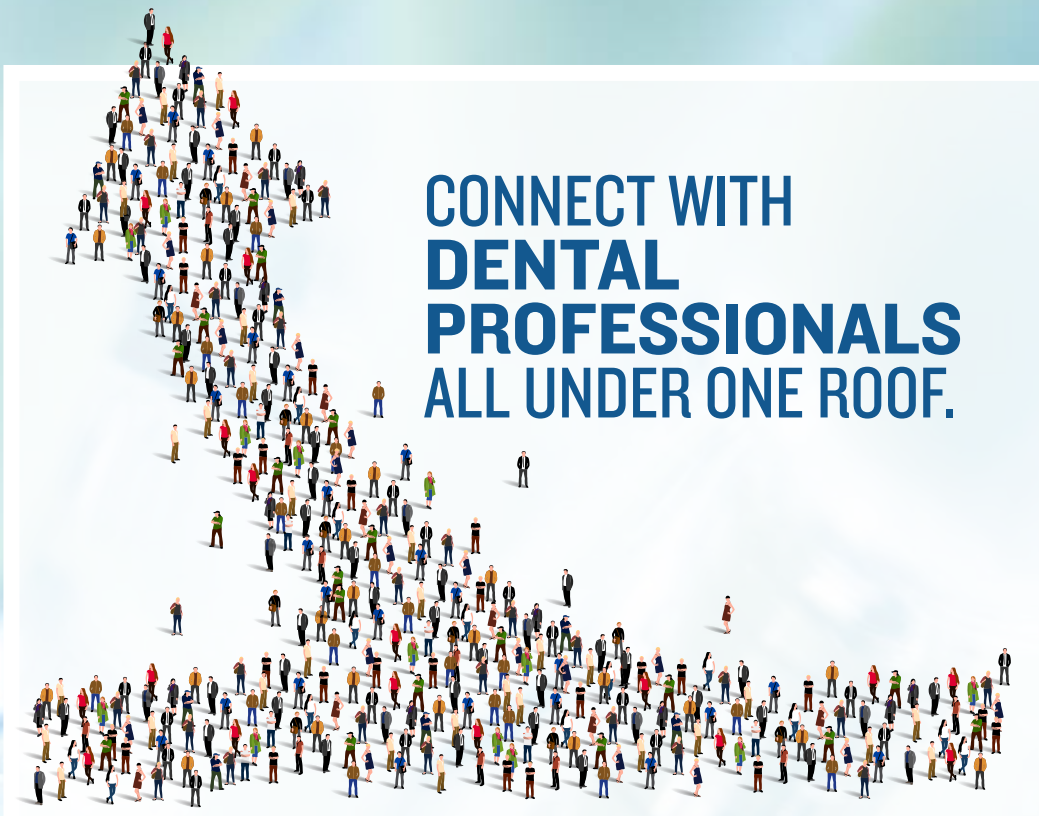
florida dental
ASSOCIATION
CONVENTION

Florida Dental Association
545 John Knox Road, Ste. 200
Tallahassee, FL 32303

PRSR-STD
US POSTAGE
PAID
PERMIT NO. 499
TALLAHASSEE, FL

EXHIBIT AT THE 2024 FLORIDA DENTAL CONVENTION!

JUNE 20-22, 2024
ORLANDO, FL
FLORIDADENTALCONVENTION.COM



**CONNECT WITH
DENTAL
PROFESSIONALS
ALL UNDER ONE ROOF.**



Make new connections with **LEAD RETRIEVAL** — now included with your purchase of exhibit space!



SHOWCASE
and demonstrate new products and services.



**BUILD
RELATIONSHIPS**
with new and existing clients.



NETWORK
with attendees at free nightly social events.