

# 104<sup>th</sup>



**NATIONAL  
DENTAL  
ASSOCIATION**

**ANNUAL CONVENTION**  
*"Our Place at the Table"*

July 19-23, 2017 • Sheraton Dallas Hotel

**DALLAS, TX**

Product & Resource Center  
**EXHIBITOR PROSPECTUS**







# JOIN US IN DALLAS, TX

*Dear Potential Exhibitor:*

*On behalf of the National Dental Association (NDA) leadership, we invite you to exhibit in our Product & Resource Center (PRC) during the NDA's 104th Annual Convention at the Sheraton Dallas Hotel, July 19 – 23, 2017.*

**W**e are looking to do big things in Texas! We anticipate between 1600 –1800 attendees. We have oral health professionals attending from the following categories: dentists, dental students, hygienists, dental assistants, corporate partners and sponsors, speakers, dental schools, dental related exhibitors and family members.

Annually, we survey our exhibitors and many report their R.O.I. is improving during the convention. We also receive calls after the convention to thank us for incorporating exhibitor ideas, and helping them navigate the membership and build quality relationships. The surveys also revealed additional traffic flow options for us to consider. We value our exhibitors and YES we are putting your ideas into play during the 2017 convention. Therefore, in an effort to build additional traffic, keep attendees on the tradeshow floor, and increase exhibitor R.O.I., we have made the following changes:

- Lower Booth Prices for inline booths
- Scientific Sessions in close proximity to the Exhibit Hall
- Large Cyber Café and Networking Area
- Lunch and Snack Station in the Exhibit Hall
- Passport Bingo to include a question for members to ask participating exhibitors

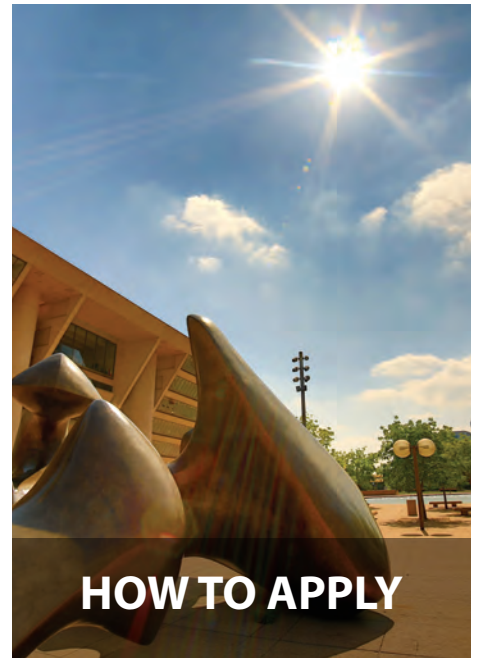
Enclosed you will find the 2017 Exhibitor Prospectus containing the Exhibit Application/Agreement; floor plan; sponsorship and advertising opportunities; and Terms and Conditions. Our booths and sponsorships are assigned on a first come, first served basis. You will note that all booths require a \$1,000 deposit and signed agreement to secure booth space. Sponsorship and Advertising Opportunities are also available for exhibitors. These different opportunities build leads for future business, strengthen your brand awareness, demonstrate new products and services, increase your diversity market, provide additional exposure, build new business relationships, increase R.O.I., and much more.

We hope you will join us in Dallas, TX, July 19 - 23, 2017 at the Sheraton, Dallas as an exhibitor in our Product & Resource Center, and take advantage of some of the many opportunities to strengthen your brand. We look forward to 2017 Annual Convention being a record-breaking experience for you and the NDA.

If you have any additional questions, please contact Ms. Shelaine Stone at 240-241-4448.

Sincerely,

LaVette Henderson, CMP, CVEP, HMCC  
Deputy Executive Director



## HOW TO APPLY

- 1** Complete the enclosed agreement indicating your booth location preference (1 through 5).
- 2** SIGN AND RETURN THE AGREEMENT TO:

**NATIONAL DENTAL ASSOCIATION**  
6411 IVY LANE, SUITE 703  
GREENBELT, MD 20770  
ATTN: CONVENTION EXHIBITS

- 3** BE SURE TO VISIT OUR WEBSITE [WWW.NDAONLINE.COM](http://WWW.NDAONLINE.COM) FOR REGULAR CONVENTION UPDATES

### NATIONAL DENTAL ASSOCIATION

National Headquarters  
6411 Ivy Lane, Suite 703  
Greenbelt, MD 20770  
Toll Free: 877-329-7973 • Fax: 240-297-9181  
EMAIL: [ssstone@ndaonline.org](mailto:ssstone@ndaonline.org)

### NDA STAFF

**LaVette C. Henderson, CMP, CVEP, HMCC**  
Deputy Executive Director  
[lhenderson@ndaonline.org](mailto:lhenderson@ndaonline.org)

**Cynthia J. Graddy, CMP, CVEP, HMCC**  
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Special Projects Assistant  
[ncranston@ndaonline.org](mailto:ncranston@ndaonline.org)

# GENERAL INFORMATION

## METHOD OF EXHIBIT BOOTH ASSIGNMENT

Exhibit booths will be assigned according to the exhibitors preference in the order in which the exhibitors agreements are received with the required deposit in the NDA office.

If a company's first choice has been previously assigned, it receives its second choice, provided the second choice has not been previously assigned, etc. If all four choices have been previously assigned, the allocation is made on the fifth option indicated, any available corner booth (until they are all claimed), or the closest inside vacancy nearest the first choice, second choice, third choice or fourth choice.

## BOOTH PRICE

8' x 10' .....\$1,500 Inline Booths  
\$2,000 for Premium Corners

Exhibitor fee includes package as described under "Arrangements of Exhibits", and the opportunity to provide one (1) marketing piece in the convention tote; however, it does not include exhibitor booth furnishings, tables, chairs, electrical equipment, mantling, dismantling or storage

## DECORATING CONTRACTOR

Convention & Show Services, Inc. (CSS)  
1250 John A. Papalas Drive  
Lincoln Park, MI 48146  
313.386.5555; Fax 313.386.2048

An Exhibitor Service Kit containing information on drayage, electrical services, furniture rental, labor, other services, and a complete list of charges may be obtained from the CSS website ([www.convshow.com](http://www.convshow.com)) beginning Friday, May 5, 2017. If you require information prior this date, you may contact Dennis Miriani at 313.386.5555.

CSS will have an office located in the NDA Exhibit Hall beginning on Thursday, July 20, 2017, where exhibitors may verify pre-orders and place floor orders. The on-site office will be available during exhibit hall set-up and move-out.

## SHIPPING & STORAGE

Shipping, storage, and labor to unpack, erect, dismantle, and repack the booth will be handled by Convention & Show Services, Inc. All freight must be prepaid. Do not ship freight addressed to the Sheraton Dallas Hotel.

All freight must be addressed to Convention & Show Services, Inc. whether it is shipped in advance to their warehouse (up to 30 days before show date), or directly to the show site (to arrive no earlier than Thursday, July 20, 2017).

## ELECTRICAL POWER & OTHER UTILITIES

Rates and data on electrical power, telephone connections, etc., will be provided in the Exhibitor Service Kit from CSS beginning Friday, May 5, 2017. Visit [www.convshow.com](http://www.convshow.com) to download information.

## ARRANGEMENT OF EXHIBITS

Booths will be decorated with a 8' high background drape, a 33" high siderail drape, and will also include a standard 7"x44" two-line identification sign. All booth structures that will be placed against the 8' high back wall must not exceed the 8' high drapeline. Exhibits that do not conform to these specifications or by design, operation, or otherwise, are found objectionable in the opinion of the NDA are prohibited. All exposed parts of a display must be finished so as not to be objectionable to other exhibitors or to the NDA. The NDA reserves the right, in the best interest of the technical exhibits, to relocate selected space in the areas other than that selected by the exhibitor.

## BOOTH PERSONNEL REGISTRATION

Upon receipt of a signed agreement, the NDA will send hotel reservation information about the Sheraton Dallas Hotel.

Beginning Thursday, July 20, 2017, at 12:00 noon, exhibitors may pick up their registration packets, including a registration badge, at the Exhibitors' Registration Desk.

For security purposes, no one will be admitted to the Exhibit Hall without a registration badge.

## INSTALLATION & DISMANTLING OF EXHIBITS

The decorating contractor will begin installation and arrangement of exhibits on Thursday, July 20th. Exhibitors will be permitted access to the hall at 1:00 p.m. Exhibitors are encouraged to finalize minor booth preparations, display samples, etc., by 5:00 p.m. on Thursday, July 20th to avoid overtime charges. In the event that any exhibitor fails to complete pre-show installation and arrangements for the removal of boxes and crates by 8:00 a.m. on Friday, July 21st, the NDA reserves the right to remove, at the exhibitor's expense and risk, all such exhibits and materials pertaining there to from the space allotted to such exhibitor and cancel the contract. All exhibits must be operational by 9:00 a.m. on Friday, July 21st. No installation work will be permitted on Friday, July 21st, without special authorization from the NDA.

Dismantling, removing, and/or packing of exhibits cannot begin earlier than Sunday, July 23rd if assistance from decorator (Convention & Show Services) is needed. The decorator will not be available to retrieve your crates, boxes, canisters, labels etc. until Sunday, July 23rd.

## EXHIBIT HALL HOURS

JULY 21-22	
FRIDAY	11:00am - 5:00pm
SATURDAY	12:00pm - 6:00pm

## REGISTRATION HOURS

JULY 20 & 21	
THURSDAY	9:00am - 5:00pm
FRIDAY	7:00am - 6:00pm

# TERMS AND CONDITIONS

**1. SUBLETTING OF SPACE:** The exhibitor agrees that the display will be confined to the area of space reserved. Subletting or showing products other than those manufactured or represented by the exhibitor, is strictly prohibited.

**2. ARRANGEMENT OF EXHIBITS:** The exhibitor agrees to arrange the exhibit so as not to obstruct or interfere in any way with the general view, the view of the exhibits of other exhibitors, or the free passage of spectators. The decision of the NDA as to what constitutes an obstruction or interference shall be final.

**3. INSTALLATION & REMOVAL OF EXHIBITS:** In the event that any exhibitor fails to complete pre-show installation and arrangements for the removal of boxes and crates by 8:00 a.m. on July 21st, the NDA reserves the right to remove, at the exhibitor's expense and risk, all such exhibits and material pertaining there to from the space allotted to such exhibitor and cancel the contract. In such an event, the NDA shall retain the amount paid by such exhibitor as space rental and for liquidated damages covering expenses paid by the NDA and the loss of rental from other exhibitors.

**4. CARE OF SPACE:** The exhibitor agrees not to deface, injure, or mar the exhibition hall of the Sheraton Dallas or any of the furniture or fixtures contained therein, and/or any of the property of whatever nature placed therein by the NDA. The exhibitor shall be liable to the Sheraton Dallas and/or the NDA for any damage resulting to such exhibition hall and/or such property placed therein by the NDA which shall occur by reason of the commissions or omissions of any exhibitor and/or its agents, servants or employees. The exhibitor shall defend and save NDA from all claims arising from the aforesaid commissions or omissions of the exhibitor, his agents, servants or employees. All materials used by exhibitors must conform to all local codes. (X-Ray equipment must be dead.)

**5. INSURANCE:** The NDA assumes no responsibility for the safety of the property of exhibitors or the personal property of their officers, agents, servants or employees. Any exhibitor wishing to ensure his or goods against injury, theft, damage by fire, accident or other cause, must do so at his own expense. Reliable security will be provided at night to guard the exhibits located inside the Exhibit Hall beginning Thursday, July 20th and continuing through each night until midnight. For one and one-half hours after the Exhibit Hall is closed to the public, exhibitor representatives, with proper credentials, will be permitted on the floor for chores they see fit to perform. During these periods only, while exhibitors are on station, hotel cleanup personnel will be permitted inside the Exhibit Hall. At all other times, specifically between 7:00 p.m. and 7:30 a.m., through the nights of July 20-22, the watchmen will permit no individual to enter or leave the Exhibit Hall except by authority of the NDA.

Exhibitor assumes responsibility and hereby agrees to protect, indemnify, defend, and save harmless the NDA and the Sheraton Dallas, its affiliates and subsidiary companies and their respective partners, directors, officers, employees, and agents ("the Indemnities") against all claims, losses, and damages to persons or property, governmental charges or fines, and reasonable attorney's fees to the extent caused by Exhibitor's negligent installation, removal, maintenance, occupancy or use of the exhibition premises or part thereof, excluding any such liability caused by the negligence of the Indemnities.

Exhibitor's obligations to any entity under this Section are contingent upon NDA and the Sheraton Dallas, respectively, (a) promptly notifying Exhibitor in writing of the claim; (b) Exhibitor having sole control of the defense and settlement; and (c) such entity seeking indemnification reasonably cooperating in providing information and assistance.

The Exhibitor assumes all responsibility for any loss, theft, or damage to exhibitor's displays, equipment, and other property while on the premises, and hereby waives any claim or demand it may have against the Sheraton Dallas or its affiliates arising from such loss, theft, or damage.

In addition, Exhibitor acknowledges that the NDA and the Sheraton Dallas and any of the other Indemnities do not maintain insurance covering Exhibitor's property. It is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor.

**6. CONDUCT & RESTRICTIONS:** The NDA reserves the right to restrict any exhibit which, because of noise, odor or other objectionable features, interferes with the orderly procedure of the exhibition. The NDA also reserves the right to prohibit any display or procedure that in its judgement runs counter to the general character of the exhibition.

- Therapeutic products or products of a therapeutic nature that do not meet the ethical standards of the dental profession will not be accepted for display.
- Display of prices is permitted on counter tops only and shall not be misleading.
- Distribution of samples is welcome.
- The solicitation of customers in the aisles will serve as grounds for expulsion from the exhibition. Exhibitors must conduct their business from the confines of the booths they have rented and/or lounge areas.
- Exhibitors may not assume the role of host at the Conference. Potential customers or personal friends may be invited on condition that such invited persons comply with the regulations applicable to all other registrants at the Conference. Revenue lost from the violation of this rule will be recovered from the transgressing exhibitor who will accept the decision of the NDA in the event of a dispute between the "invitee" and the exhibitor.
- Exhibitors may not host any function in conjunction with the Conference without the written consent of the NDA, which shall not be unreasonably withheld.
- The rights reserved in this section apply as well to the conduct of agents and employees of the exhibitors and any property used by such exhibitors in the installation and operation of exhibits.
- The decision of the NDA as to what acts constitute a breach of the above conditions shall be final. Any exhibitor shall be subject to eviction, without refund, if he/she is judged to be in violation of the aforementioned conditions.

**7. LIABILITY:** The NDA shall not be liable for any damages in the event that performance of this contract is rendered impossible for any of the following causes: destruction of the Sheraton Dallas or any substantial portion thereof, by fire, earthquake, the elements, or a public enemy; strikes or other public disorder; impossibility of performance created by law or any public authority; and/or for any cause beyond its control or the control of the Sheraton Dallas. The NDA will, however, in the event of its not being able to hold the exhibition for any of the reasons set forth above, reimburse exhibitors pro rata on the amount of rental paid by each exhibitor as follows: total rentals paid by all exhibitors less expenses incurred by the Association in constructing and installing the exhibits, shall be refunded to exhibitors in the amount of their rental payments prorated by the number of days the exhibition fails to proceed as scheduled.

**8. CANCELLATION OF EXHIBIT SPACE:** Request for cancellation of exhibit space must be presented to the NDA in writing by April 21, 2017. If written cancellation notice is received by December 31, 2016, exhibitor agrees to pay a cancellation fee of \$500. After December 31, each exhibitor agrees to pay for the full space rental unless all space is sold, at which time a cancellation fee of \$1,000 will apply.

**9. PAYMENT:** In the event that any remaining balance of the full remittance for the booth(s) engaged by the exhibitor has not been received by the NDA on or prior to April 21, 2017, the NDA reserves the right to cancel this contract without liability. In such an event, the Association shall retain the amount paid by such exhibitor as a forfeited deposit.

**10. INTERPRETATIONS OF THE ABOVE RULES & REGULATIONS:** The above stated conditions are considered a part of the contract. The NDA reserves the right to interpret them as well as make decisions on all points the rules and regulations do not cover. Decisions made by the NDA are final.





# PRODUCT & RESOURCE CENTER

104th NDA Annual Convention  
Sheraton Dallas

*July 19 – 23, 2017*



## PRC EVENTS

**Exhibitor Orientation**  
THURSDAY, JULY 20  
4:30 pm - 5:00 pm

**Exhibitors & Members Happy Hour**  
SATURDAY, JULY 22  
5:00 pm - 6:00 pm

**Lunch Snack**  
FRIDAY & SATURDAY,  
JULY 21 & 22  
12:00 pm - 1:00 pm



**Exhibit Installation and Set-up**  
Thursday, July 20 1:00 pm - 5:00 pm

**Exhibit Dates & Hours**  
Friday, July 21 11:00 am - 5:00 pm  
Saturday, July 22 12:00 pm - 6:00 pm

**PRC CE Opportunity**  
Friday, July 21 11:00 am - 5:00 pm  
Saturday, July 22 12:00 pm - 5:00 pm

**Exhibitor Prize Drawing**  
Saturday, July 22 6:00 pm

**Exhibit Dismantling and Move-out**  
Sunday, July 23 2:00 pm - 5:00 pm



## NETWORKING OPPORTUNITY EVENTS

***Non-ticketed Events***  
Opening Session  
Get Acquainted Reception

***Ticketed Events***  
Dr. Alison P. Riddle-Fletcher  
Women Dentists' Awards Luncheon  
President's Gala  
Golf Tournament  
Civil Rights Luncheon

Visit our website at [www.ndaonline.org](http://www.ndaonline.org) or call 240-241-4448  
for ticket pricing details

# PRC AGREEMENT

## 104th NDA Annual Convention Sheraton Dallas

*July 19 – 23, 2017*

Attention: Convention Exhibits  
National Dental Association  
6411 Ivy Lane, Suite 703  
Greenbelt, MD 20770  
Tel. 240.241.4448 • Fax 240.297.9181

**EXHIBIT DATES: JULY 21-22**

We would like to reserve exhibit space during the National Dental Association's 104th annual convention.

**BOOTH FEE: \$1,500 inline booth; \$2,000 for premium booth**

Number of booths required: \_\_\_\_\_

Our preferred location on the official floor plan which we submitted to the NDA follows (list by booth numbers):

First Choice \_\_\_\_\_

Third Choice \_\_\_\_\_

Second Choice \_\_\_\_\_

Fourth Choice \_\_\_\_\_

Fifth Choice (Check One)

Inside booth closest to above choices

Any corner location, if available

*We understand that in the interest of the success of this exhibition and of each individual exhibitor and visitor, the exhibition as a whole and all displays will be categorized, and assignments made in consecutive order of Agreements received. Whenever possible, each exhibitor's requirements and requests for booth space will be made in accordance with the preferences indicated by each exhibitor, but the NDA does not guarantee any particular space. Conglomerate companies will be limited to one listing in the convention program for each booth rented.*

(List name exactly as it should appear in the program and in any promotional material. Please type or print only).

COMPANY NAME \_\_\_\_\_

Division of (if applicable) \_\_\_\_\_ SIC Code \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email Address \_\_\_\_\_

Description of Service or Product \_\_\_\_\_

Do not place next to the following competitors (if possible): \_\_\_\_\_

We agree to pay the sum of \_\_\_\_\_ dollars as rental for the space allotted to us, \$ \_\_\_\_\_ of which is enclosed. **:(A minimum deposit of \$1,000.00 per booth is required at this time.)** We also understand that the complete rental fee must be received by the NDA by April 21, 2017, to ensure a listing in the official convention program. (Make checks or money orders payable to the National Dental Association). There are no exceptions to the amount of the minimum deposit required that must accompany this agreement.

**PAYMENT ENCLOSED:**  Check  Money Order  Purchase Order # \_\_\_\_\_ TOTAL \$ \_\_\_\_\_

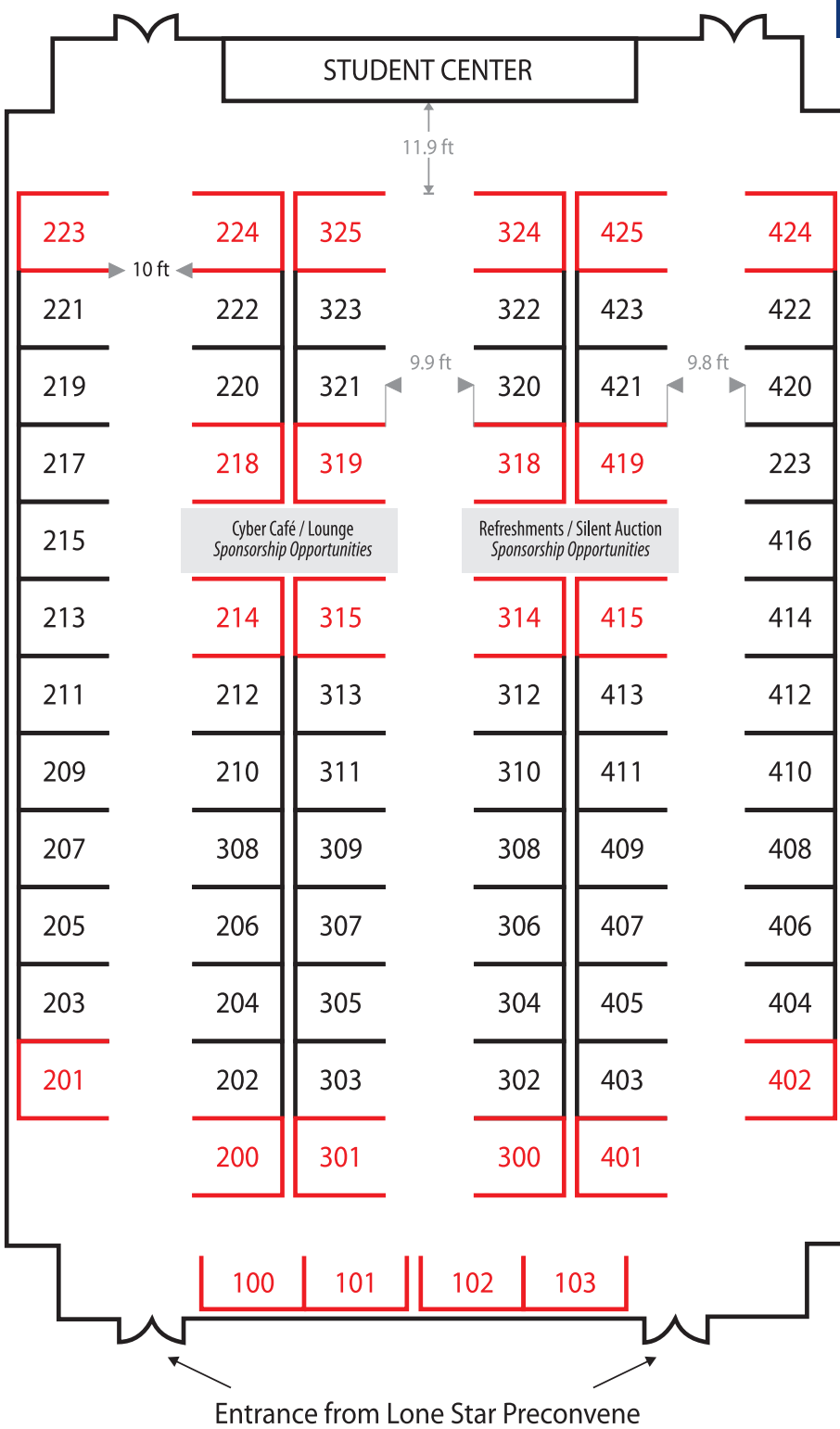
CREDIT CARD:  Amex  Discover  Visa  MasterCard - Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name as it appears on Card \_\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_

# EXHIBIT FLOOR PLAN

## Lone Star B



**PRC Booth NEW Price\*\***

**Inline Booth - \$1,500**

**Premium Corner Booth - \$2,000**



\*\* Exhibitor Fee does not include booth furnishings, tables, chairs, electrical equipment, mantling, dismantling or storage.

*Exhibitors are strongly encouraged to attend the convention networking events, as these events provide the perfect opportunity to initiate and build relationships with NDA members and supporters.*

# PRC Sponsorship & Agreement

## CORPORATE SPONSORSHIP OPPORTUNITIES

### PLATINUM LEVEL (\$100,000+) includes:

- ◆ Convention co-sponsor acknowledgement
- ◆ Sponsor Recognition Award
- ◆ Corporate Banner
- ◆ 1 Table – President's Gala
- ◆ 1 Table – Civil Rights Luncheon
- ◆ 1 Table – Women Dentists Awards Luncheon
- ◆ 5 Invitations – VIP Reception
- ◆ 4 Invitations – NDA Golf Tournament
- ◆ Corporate Signage On-Site
- ◆ CEO name and recognized during Opening Session
- ◆ Logo on Convention Materials
- ◆ Photo Opportunities with NDA Leadership
- ◆ Corporate Name in Press Releases
- ◆ Corporate Exhibit Space at the NDA Convention up to 3 booths
- ◆ 4 Complimentary Convention Registrations
- ◆ 1 Full Page Color Ad in Convention Souvenir Program Book

### GOLD LEVEL (\$75,000) includes:

- ◆ Sponsorship recognition at 2 Scientific Sessions with Corporate Signage
- ◆ Prominent Sponsor Recognition
- ◆ 1 Table – President's Gala
- ◆ 4 Tickets – Civil Rights Luncheon
- ◆ 4 Tickets – Women Dentists Awards Luncheon
- ◆ 4 Invitations – VIP Reception
- ◆ 4 Invitations – Golf Tournament
- ◆ 1 Corporate Exhibit Booth in Product and Resource Center
- ◆ Corporate Signage On-Site
- ◆ Corporate Name in Press Releases
- ◆ Speaking Opportunity for a Corporate Representative at a Major Convention Event
- ◆ 2 Complimentary Convention Registrations
- ◆ 1 Full Page Color Ad in Convention Souvenir Program Book

### SILVER LEVEL (\$50,000) includes:

- ◆ Sponsorship recognition at 1 Scientific Session with Corporate Signage
- ◆ 1 Table at President Gala
- ◆ 4 Tickets – Golf Tournament
- ◆ 2 Tickets – Women Dentists Awards Luncheon
- ◆ 2 Invitations – VIP Reception
- ◆ 1 Exhibit Booth
- ◆ Corporate Signage On-Site
- ◆ Corporate Name in Press Releases
- ◆ Complimentary Convention Registration
- ◆ 1 Full Page Color Ad in Convention Souvenir Program Book

### BRONZE LEVEL (\$25,000) includes:

- ◆ Recognition at Opening Session
- ◆ Co-Sponsor of One Scientific Session or Event with Corporate Signage
- ◆ 5 Tickets – President's Gala
- ◆ 4 Invitation – Golf Tournament
- ◆ 2 Invitation – VIP Reception
- ◆ 2 Ticket – Women Dentists Awards Luncheon
- ◆ Corporate Name in Press Releases
- ◆ 1 Corporate Exhibit Space at the NDA Convention
- ◆ 1 Complimentary Convention Registration
- ◆ 1 Half Page Color Ad in Convention Souvenir Program Book

### COPPER LEVEL (\$20,000) includes:

- ◆ Recognition at the Opening Session
- ◆ Co-Sponsor Signage Opportunity at 1 Scientific Session
- ◆ 5 Tickets – President's Gala
- ◆ 4 Invitation – Golf Tournament
- ◆ 2 Invitation – VIP Reception
- ◆ 2 Ticket – Women Dentists Awards Luncheon
- ◆ Corporate Name in Press Releases
- ◆ 1 Corporate Exhibit Space at the NDA Convention
- ◆ 1 Complimentary Convention Registration
- ◆ 1 Full Page B/W Ad in Convention Souvenir Program Book

### ASSOCIATE LEVEL (\$15,000) includes:

- ◆ Recognition at the Opening Session
- ◆ Co-Sponsor of Event or Session with Corporate Signage
- ◆ 1 Invitation – VIP Reception
- ◆ 2 Tickets – President's Gala
- ◆ 1 Ticket Women Dentist Awards Luncheon
- ◆ 1-Half-Page B/W Ad in Convention Souvenir Program Book
- ◆ Corporate Name in Press Releases

### AFFILIATE LEVEL (\$10,000) includes:

- ◆ Recognition at the Opening Session
- ◆ 2 Tickets – President's Gala
- ◆ Quarter Page B/W Ad in Convention Souvenir Program Book
- ◆ Corporate Name in Press Release
- ◆ Corporate Name in Souvenir Program

### FRIEND LEVEL (\$5,000) includes:

- ◆ Recognition at the Opening Session
- ◆ 2 Tickets – President's Gala
- ◆ Quarter Page B/W Ad in Convention Souvenir Program Book
- ◆ Corporate Name in Souvenir Program



# PRC Sponsorship & Agreement

## PRODUCT & RESOURCE CENTER SPONSOR

- ◆ NDA Lunch Break – Friday & Saturday
  - \$15,000 each
- ◆ Cyber Café & Lounge - \$15,000
- ◆ Relaxation Station - \$7,500
- ◆ NDA Happy Hour – Saturday only
  - \$5,000 (2 co-sponsor opportunities @\$2,500 each)

## SPECIAL EVENTS SPONSOR

- ◆ President's Gala - \$50,000 (up to 2 co-sponsor opportunities)
- ◆ Get Acquainted Reception - \$30,000 (up to 2 co-sponsor opportunities @\$15,000 each)
- ◆ Opening Session - \$20,000
- ◆ SNDA/NDA Leadership Reception - \$20,000
- ◆ Civil Rights Luncheon - \$15,000
- ◆ WHS Community Outreach Sponsor - \$10,000 (up to 4 co-sponsor opportunities of \$2,500 each)
- ◆ Dr. Allison P. Riddle-Fletcher Women Dentists' Awards Luncheon - \$10,000
- ◆ VIP Reception - \$7,500
- ◆ Past Presidents Breakfast - \$5,000
- ◆ Golf Tournament
  - Event Sponsor - \$15,000
  - Nutrition Sponsor - \$5,000 (breakfast and lunch)
  - Bar Cart Sponsor - \$5,000 (non-alcoholic)
  - Hole Sponsor - \$500
  - Prize Sponsor - \$2,500
  - Transportation Sponsor - \$1,500

## AUXILIARY SPECIAL EVENTS

- ◆ Children Program Sponsor - \$25,000
- ◆ SNDA Luncheon - \$10,000
- ◆ NDHA Luncheon - \$5,000
- ◆ NDAA Luncheon - \$5,000

## EVENT PROMOTION SPONSOR

- ◆ Conference Bags - \$15,000
- ◆ Mobile App - \$7,500
- ◆ Lanyards / Badge Holders - \$5,000 each
- ◆ Bag Inserts - \$1,000 sponsor to supply materials

## EDUCATION SPONSOR

- ◆ President's Symposium - \$20,000
- ◆ New Dentists Forum - \$15,000
- ◆ Minority Faculty, Administrators & Practitioners Symposium & Research Forum - \$15,000
- ◆ Eddie G. Smith Leadership Institute - \$10,000
- ◆ Women's Health Symposium - \$10,000
- ◆ Continuing Education Session Sponsor - \$7,500
- ◆ CPR Sponsor - \$2,500

## PAYMENT INFORMATION

Please indicate each category of sponsorship amount \$ \_\_\_\_\_

- Platinum     Gold     Silver     Bronze     Copper     Associate     Affiliate     Friend

Please indicate your choice of Sponsored Events:

\_\_\_\_\_

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Phone No. \_\_\_\_\_ Email Address \_\_\_\_\_

- Check     Money Order     Purchase Order # \_\_\_\_\_

CREDIT CARD —  Amex  Discover  Visa  MasterCard

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Print name as it appears on Card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

# ADVERTISING CONTRACT

## 104th NDA Annual Convention SOUVENIR CONVENTION PROGRAM Sheraton Dallas July 19 – 23, 2017

**ATTENTION: Convention Advertisement**

National Dental Association  
6411 Ivy Lane, Suite 703  
Greenbelt, MD 20770  
Tel. 240.241.4448 • Fax 240.297.9181

	2 Color	4 Color Process	Black/White	Amount
Back cover	-----	\$4,500	-----	\$ -----
Inside back cover	\$3,200	\$3,700	-----	\$ _____
Inside front cover	\$3,200	\$3,700	-----	\$ _____
Center page	\$3,000	\$3,500	\$2,500	\$ _____
Full center fold	\$4,800	\$5,300	\$4,400	\$ _____
Full page	\$1,900	\$2,300	\$1,400	\$ _____
1/2 page - horizontal	\$1,700	\$2,000	\$1,000	\$ _____
1/4 page - vertical	\$1,400	\$1,700	\$ 800	\$ _____
<b>TOTAL</b>				<b>\$ _____</b>

### CONTRACT AND COPY REGULATIONS

All advertisements must be submitted according to the following specifications. Electronic files are preferred in the following formats: tiff, eps, jpg or pdf files that are press optimized, 2/C, cmyk or grayscale (no RGB files), minimum 300 dpi with embedded fonts. Final publication trim size is 8.5"x11". Full Page Ad with bleeds: 8.75"x11.25"; Live Area 7.5"x10". Full Page Ad w/o bleeds: 7.5"x10". Half Page with bleeds: 8.75"x5", Live Area 7.5"x4". Half Page w/o bleeds: 7.5"x5.125". Quarter Page Ad w/o bleeds only: 3.875"x5.125". The publisher reserves the right to reject any advertising which is not in keeping with the publication standards. The advertiser agrees to assume liability for all content (including text, representations, and illustrations) of advertisement printed. Deadline for submission is May 5, 2017.

### ADVERTISING SPACE RESERVATION FORM

Name of Advertiser: \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

Email Address \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title \_\_\_\_\_

PAYMENT ENCLOSED:  Check  Money Order  Purchase Order # \_\_\_\_\_

CREDIT CARD —  Amex  Discover  Visa  MasterCard

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Print name as it appears on Card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

*Check, money order, and/or purchase order must accompany the reservation form and camera-ready film or electronic file.  
Make check or money order payable to: National Dental Association. Email electronic files to CGRADDY@NDAONLINE.ORG*

# RAFFLES & PRIZES IN THE PRODUCT & RESOURCE CENTER

Looking for ways to drive traffic to your booth? How about participating in the NDA Silent Auction or Product Passport?

## NDA Silent Auction

Consider donating products or services to the NDA Silent Auction. Silent Auction prize offerings will be advertised to attendees electronically and in the convention program, and will be on display in a dedicated area of the Product & Resource Center. Silent Auction participants will receive special signage at their vendor booth. In addition to products and services donated by NDA vendors, a collection of prizes (cruises, vacations, activities and adventure experiences) will be available for bidding. All Silent Auction winners will be announced at the Sunday evening Presidents Gala.

## Product Passport

This is Exhibitor Bingo with a twist. Vendors may either donate a prize (valued at \$300 or more) or register as a Bingo Sponsor for \$300. Each attendee will be provided a passport booklet in their convention bags – Each Bingo Sponsor will provide a question for the passport booklet. All questions must be answered by visiting the Passport Sponsor booths. The only way to get the answer is the engage the vendors in conversation, which provides a great opportunity for you to showcase your products and services to the participants. Completed passports will be turned in at the NDA Booth, checked for correct answers, and included in the Drawing Drum. Each Passport Sponsor will be provided the opportunity to draw the winners of the prizes from the Drawing Drum, and have a photo opportunity that will be broadcast via Twitter and Facebook. All prize drawings will begin Saturday at 5:00pm – and you must be present to win.

To participate, contact Cynthia Graddy before Friday, May 5, 2017 at the NDA national office: 240.241.4448 x102 or cgraddy@ndaonline.org.

**JULY 21 & 22, 2017**

**Friday • 11:00 am - 5:30 pm**

**Saturday • 12:00 pm - 6:00 pm**



**Please fax or mail this form to NDA to participate in the Silent Auction or Product Passport by May 6, 2016.**

I am interested in:  Donating to the Silent Auction  Donating Prize to Raffle  Donating to Product Passport

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Email \_\_\_\_\_ Telephone \_\_\_\_\_

Item(s) Donated \_\_\_\_\_

Description \_\_\_\_\_

Expiration Date (if any) \_\_\_\_\_

VALUE(S) \$ \_\_\_\_\_

Passport Sponsor (\$300)

PAYMENT ENCLOSED: Check Money Order TOTAL \$ \_\_\_\_\_

Amex  Discover  Visa  MasterCard - Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name as it appears on Card \_\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_



**NATIONAL  
DENTAL  
ASSOCIATION**

6411 Ivy Lane, Suite 703  
Greenbelt, MD 20770  
Tel. 240-241-4448  
Fax 240.297.9181





National Dental Association  
6411 Ivy Lane, Suite 703 • Greenbelt, MD 20770

ADDRESS SERVICE REQUESTED

104<sup>th</sup>



**NATIONAL  
DENTAL  
ASSOCIATION**

**ANNUAL CONVENTION**

*“Our Place at the Table”*

July 19-23, 2017 • Sheraton Dallas Hotel

**DALLAS, TX**

*We look forward to seeing you in Dallas*