



NEA 107th NATIONAL
DENTAL
ASSOCIATION

*Refocusing
our Vision
for the future!*

2020 NEW ORLEANS

A N N U A L C O N V E N T I O N

July 9-12 • Hyatt Regency New Orleans • Louisiana

EXHIBITOR

P R O S P E C T U S



Join Us In New Orleans, LA

Dear Invited Exhibitor:

We invite you to exhibit during the National Dental Association's (NDA) 107th Annual Convention in the Product & Resource Center (PRC).

The PRC provides an opportunity for exhibitors to engage and showcase their brand in a business setting

to membership. Our audience includes: dentists, dental students, hygienists, dental assistants, corporate partners, sponsors, speakers, dental schools, dental related exhibitors, fellow dental association executives and family members. We anticipate between 1600 – 1800 attendees.

We will continue to incorporate exhibitor recommendations and help you navigate the membership to build quality relationships. We value our exhibitors and your ideas. Those that participated in "Catch the Wave" shared that they received additional traffic with purchases.

Below are exhibitors and traffic booster incentives for the 2020 Convention in New Orleans, LA:

- Inline booths: \$2,000 – pay by November 30th rate \$1,750
- Premium Corner: \$2,500 – pay by November 30th rate \$2,000
- **Catch the Wave** – Products, Service & Technology Session held in the PRC
- PRC opening at 11:00AM on Friday to allow more time for exhibitor/attendee interaction
- Redesign of Cyber Café and Networking Area – recommendation
- Snack Stations in the Exhibit Hall
- Passport CE Bingo to engage exhibitors and attendees
- Fashion Show on exhibit hall floor – repeat recommendation
- Happy Hour w/exhibitors
- Incorporate a Market Place for non-dental related companies – recommendation
- Dental Students Recruitment Fair

Included in this prospectus are: the Exhibitor's Application/ Agreement, Floor Plan, Support Opportunities, CE Opportunity, how to sign up for Catch the Wave presentations, Advertising Opportunities and Terms and Conditions. Our booths, support levels and sponsorships are assigned on a first come, first served basis. All booths require a \$1,000 deposit and signed agreement to secure booth space.

We also invite our exhibitors to take advantage of the different support levels, raffles and advertising opportunities to increase your visibility and ROI. The different opportunities build leads for future business, strengthen your brand awareness, increase your diversity market, provide additional exposure, build new business relationships and much more.

Join us in New Orleans, LA July 9-12, 2020 at the Hyatt Regency New Orleans Hotel as an exhibitor in our Product & Resource Center (aka Exhibit Hall) and/or sponsor an event to show your company's support of the NDA's mission and strengthen your brand to increase your ROI and philanthropy.

We look forward to seeing you in New Orleans. If you have any additional questions, please contact Ms. Shelaine Stone at 240-241-4448.

Sincerely,

LaVette Henderson, CMP, HMCC, FACD
NDA Executive Director

BiG Easy



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
FOR REGULAR CONVENTION UPDATES

Hours of Operations:

July 10 & 11, 2020

Exhibit Hours	11:00am – 5:00pm
Happy Hour	4:00pm – 5:00pm

Exhibitor Orientation:

Friday, July 10, 2020

10:00am

Exhibitor Set-up:

Thursday, July 9, 2020

11:00am – 5:00pm

Exhibitor Move-out:

Sunday, July 12, 2020

7:00am – 11:00am

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'x10'

Inline Booth: \$2,000 (\$1,750 Before November 30th)
Premium booth: \$2,500 (\$2,000 Before November 30th)

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.

NDA Exhibitor Forum Catch the Wave .. Products, Services and Technology Every Practice Can use *Friday, July 10, 2020, 1:30pm - 3:30pm* *(Limited to 10 Presenters)*

Each exhibitor is offered the opportunity to present a product, service, technological advancement and related research to an audience of attendees in the NDA Product & Resource Center Product Theater. **Each 10 minute segment is assigned on a first come, first served basis and is priced at the nominal fee of \$250.00**

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) beginning Monday, May 4, 2020. If you require information prior this date, you may contact Bobby Whiting at 313.386.5555.

CSS will have an office located in the NDA Exhibit Hall beginning on Thursday, July 9, 2020, 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 Hyatt Regency New Orleans, LA.

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 9, 2020).

ELECTRICAL POWER & OTHER UTILITIES

Rates and data on electrical power, telephone connections, etc., will be provided in the Exhibitor Service Kit from CSS beginning Monday, May 4, 2020. Visit 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 Hyatt

Regency New Orleans, LA. Beginning Thursday, July 9, 2020, at 12:00 noon, exhibitors may pick up their registration packets, including a registration badge, at the NDA 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 9th. Exhibitors will be permitted access to the hall at 12:00 noon. Exhibitors are encouraged to finalize minor booth preparations, display samples, etc., by 5:00 p.m. on Thursday, July 9th 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 6:00 a.m. on Friday, July 10th, 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 10th. No installation work will be permitted on Friday, July 10th, without special authorization from the NDA.

Dismantling, removing, and/or packing of exhibits cannot begin earlier than Sunday, July 12th 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 12th.

EXHIBIT HALL HOURS

JULY 10-11

FRIDAY	11:00am - 5:00pm
SATURDAY	11:00am - 5:00pm

REGISTRATION HOURS

JULY 9-11

THURSDAY	12:00noon - 5:00pm
FRIDAY	7:00am - 5:00pm
SATURDAY	7:00am - 5:00pm

PRODUCT & RESOURCE CENTER



PRC CE OPPORTUNITY

Attendees can earn up to 2 hours of CE by participating in the NDA PRC Passport. Engaging exhibitors in meaningful conversations is integral to learning about new services, products and technologies available in dentistry. We ask exhibitors who are interested in the NDA PRC Passport to **provide question(s) about your product/service to use as a conversation starter by June 8, 2020 to the NDA national office.** These questions are placed on the PRC Passport “bingo” card. Passports will be included in conference tote bags. Attendees who participate will approach the exhibitor, ask the question, hence starting a meaningful and informative conversation with the exhibitor. Once the conversation has concluded the exhibitor provides the attendee with a “passport stamp.” They can gain 1.0 hour of C.E. for every 10 exhibitors with a maximum of 2 hours, and be eligible for raffle prizes.

That’s a WIN-WIN situation!

NETWORKING OPPORTUNITIES

Non-ticketed Events

Thursday, July 9th

Opening Session - 5:30 pm

President's Reception - 7:30 pm

Ticketed Events

Saturday, July 11th

Dr. Alison P. Riddle-Fletcher

Women Dentists' Awards Luncheon

Sunday, July 12th

Civil Rights Luncheon

NDA Exhibitor Forum

Catch the Wave...

**"Products, Services and Technology
Every Practice Can Use"**

Friday 1:30 pm – 3:30 pm

***First Come, First Served for a
nominal additional fee of \$250 Sign Up Today
(Limited to 10 Presenters)***

NDA Fashion Show

(Friday & Saturday in the Exhibit Hall)

***First Come, First Served for a nominal additional fee
of \$200 Sign Up Today!***

**Visit our website at www.ndaonline.org or call 240-241-4448
for ticket pricing details**

PRIZES & RAFFLE

Looking for ways to drive traffic to your booth? How about participating in the NDA Product Passport?... Get Involved!

Catch the Wave - NDA Exhibitor Forum

Present Your Product, Technology or Service to Attendees

Friday, July 10, 2020 from 1:30pm – 3:30pm (Limited to 10 Presenters)

Exhibitors are offered the opportunity to present a product, service, technological advancement and related research to an audience of attendees in the NDA Product & Resource Center Product Theater. **Presentations are assigned in 10 minute segments.** This new forum birthed in 2018 was a Big Hit and we are enhancing the program and adding new incentives.



Raffles & Prizes In the Product & Resource Center

Product Passport

This is Exhibitor Bingo with a twist. Vendors may either donate a prize (valued at \$400 or more) or register as a Bingo Sponsor for \$400. 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 to 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 4:30pm – and you must be present to win.

To participate, contact Shelaine Stone before Friday, May 8, 2020 at the NDA national office: 240.241.4448 x101 or sstone@ndaonline.org.

JULY 10 & 11, 2020

Friday • 11:00 am - 5:00 pm

Saturday • 11:00 am - 5:00 pm

Please fax or mail this Participation Form or Product Passport by May 8, 2020.

I am interested in: ☐ 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 (\$400)

PAYMENT ENCLOSED: Check Money Order TOTAL \$ _____

☐ Amex ☐ Discover ☐ Visa ☐ MasterCard - Card Number _____ Exp. Date _____

Name as it appears on Card _____ CVV Code _____

Signature _____ Date _____



**NATIONAL
DENTAL
ASSOCIATION**

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

Support & Sponsorship Opportunities

CORPORATE SPONSORSHIP OPPORTUNITIES

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

- ◆ CEO give greetings at Opening Session
- ◆ Sponsor Recognition Award
- ◆ Corporate Banner/Mobile App Banner
- ◆ 5 NDA E-blasts during convention promotions
- ◆ 3 in-line Exhibit Booths in Product & Resource Center
- ◆ Display corporate pull-up signage
- ◆ 1 Full page color ad in convention program
- ◆ 1 Full page color ad in post-convention NDA Newsletters (Flossline)
- ◆ Logo Opportunity
- ◆ 5 Complimentary Convention Registrations
- ◆ 5 invitations – VIP Reception/1 Table – NDA President's Reception, Civil Rights Luncheon and Women Dentists' Awards Luncheon
- ◆ 10 minute "Catch-the-Wave" Exhibitor C.E. Forum Presentation Opportunity
- ◆ Corporate name in Souvenir Program
- ◆ Corporate name in press release

GOLD LEVEL (\$75,000) includes:

- ◆ Recognition at Opening Session
- ◆ Recognition during 2 Scientific Sessions
- ◆ Introduce a Session Speaker
- ◆ 4 NDA E-blasts during convention promotions
- ◆ 2 Exhibit Booths in Product & Resource Center
- ◆ Display pull-up signage
- ◆ 1 Full page color ad in convention program
- ◆ 1 Full page color ad in post-convention NDA Newsletters (Flossline)
- ◆ 4 Complimentary Convention Registrations
- ◆ 4 invitations – VIP Reception/1 Table – NDA President's Reception, Civil Rights Luncheon/Women Dentists' Awards Luncheon
- ◆ 10 minute "Catch-the-Wave" Exhibitor C.E. Forum Presentation Opportunity
- ◆ Corporate name in Souvenir Program
- ◆ Corporate name in Press Release

SILVER LEVEL (\$50,000) includes:

- ◆ Recognition at Opening Session
- ◆ Recognition during 1 Scientific Session
- ◆ Introduce a Session Speaker
- ◆ 3 NDA E-blasts during convention promotions
- ◆ 1 Exhibit Booth in Product & Resource Center
- ◆ Display pull-up signage
- ◆ 1 Full page color ad in convention program
- ◆ 1 Full page color ad in post-convention NDA Newsletters (Flossline)
- ◆ 3 Complimentary Convention Registrations
- ◆ 3 invitations – VIP Reception/1 Table – NDA President's Reception, Civil Rights Luncheon/ 5 Tickets Women Dentists' Awards Luncheon
- ◆ 10 minute "Catch-the-Wave" Exhibitor C.E. Forum Presentation Opportunity
- ◆ Corporate name in Souvenir Program
- ◆ Corporate name in Press Release

BRONZE LEVEL (\$25,000) includes:

- ◆ Recognition at Opening Session
- ◆ Recognition during 1 Scientific Session
- ◆ Introduce a Session Speaker
- ◆ 1 NDA E-blast during convention promotions
- ◆ 1 Exhibit Booth in Product & Resource Center
- ◆ Display pull-up signage at 1 scientific session
- ◆ ½ page color ad in convention program
- ◆ ½ page color ad in post-convention NDA Newsletters (Flossline)
- ◆ 2 Complimentary Convention Registrations
- ◆ 2 invitations – VIP Reception/ 5 Tickets NDA President's Reception, Civil Rights Luncheon/ 3 Tickets Women Dentists' Awards Luncheon
- ◆ 10 minute "Catch-the-Wave" Exhibitor C.E. Forum Presentation Opportunity
- ◆ Corporate name in Souvenir Program
- ◆ Corporate name in Press Release

DIAMOND LEVEL (\$20,000) includes:

- ◆ Recognition at Opening Session
- ◆ Corporate Signage
- ◆ ½ page color ad in convention program
- ◆ ½ page color ad in post-convention NDA Newsletters (Flossline)
- ◆ 2 Complimentary Convention Registrations
- ◆ 2 invitations – VIP Reception/ 4 Tickets NDA President's Reception/ 2 Tickets Civil Rights and Women Dentists' Awards Luncheons
- ◆ 10 minute "Catch-the-Wave" Exhibitor C.E. Forum Presentation Opportunity
- ◆ Corporate name in Souvenir Program
- ◆ Corporate name in Press Release

RUBY LEVEL (\$15,000) includes:

- ◆ Recognition at Opening Session
- ◆ ½ page color ad in convention program
- ◆ ½ page color ad in post-convention NDA Newsletter (Flossline)
- ◆ 1 Complimentary Convention Registration
- ◆ 1 invitation – VIP Reception/ 2 Tickets – NDA President's Reception, Civil Rights and Women Dentists' Awards Luncheons
- ◆ 10 minute "Catch-the-Wave" Exhibitor C.E. Forum Presentation Opportunity
- ◆ Corporate name in Souvenir Program
- ◆ Corporate name in a Press Release

EMERALD LEVEL (\$10,000) includes:

- ◆ Recognition at Opening Session
- ◆ ¼ page color ad in convention program and 1 post-convention NDA Newsletter (Flossline)
- ◆ 1 Ticket to VIP Reception /1 Ticket to NDA President's Reception
- ◆ 10 minute "Catch-the-Wave" Exhibitor C.E. Forum presentation in the Products & Resource Center (Exhibit Hall)
- ◆ Corporate name in a Press Release
- ◆ Corporate name in Souvenir Program

Support & Sponsorship Opportunities

OPAL LEVEL (\$5,000) includes:

- ◆ Recognition at Opening Session
- ◆ ¼ page color ad in convention program
- ◆ 1 Ticket to VIP Reception/2 Tickets to NDA President's Reception
- ◆ Corporate name in Souvenir Program

PRODUCT & RESOURCE CENTER SUPPORT

- ◆ NDA Lunch Break in Hall – Friday & Saturday - \$15,000 each
- ◆ Cyber Café/Charging Station Lounge - \$15,000
- ◆ Relaxation Massage Station - \$7,500
- ◆ NDA Happy Hour - \$6,000 each day
- ◆ "Catch-the-Wave" Exhibitor C.E. Forum Space - \$5,000

Co-sponsorship Available for each activity

EDUCATION SUPPORT

- ◆ President's Symposium - \$25,000
- ◆ New Dentists/Student Forums - \$15,000
- ◆ Minority Faculty, Administrators & Practitioners Symposium & Research Forums \$15,000
- ◆ Eddie G. Smith Leadership Institute - \$10,000
- ◆ Women's Health Symposium - \$10,000
- ◆ Continuing Education Session Sponsor - \$7,500 each
- ◆ CPR Sponsor - \$2,500

ROOM SPONSOR

- ◆ Luncheon Room Sponsor - \$15,000 – Banners/Signage/Greetings
- ◆ Session Room Sponsor - \$10,000 – Signage/Greetings
- ◆ "Catch-the-Wave" Exhibitor C.E. Forum Space - \$5,000

EVENT PROMOTION SUPPORT

- ◆ Conference Bags - \$15,000
- ◆ Registration System Co-Branding - \$10,000
- ◆ Mobile App - \$8,000
- ◆ Lanyards/Badge Holders - \$5,000 each
- ◆ Bag Inserts - \$1,000 (Sponsor to supply collateral)

SPECIAL EVENTS SUPPORT

- ◆ NDA President's Reception - \$30,000 (up to 3 co-sponsors)
- ◆ Opening Session - \$15,000
- ◆ Civil Rights Luncheon - \$10,000
- ◆ WHS Community Outreach Sponsor - \$20,000 (up to 4 co-sponsors)
- ◆ Dr. Allison P. Riddle-Fletcher Women Dentists' Awards Luncheon - \$10,000
- ◆ VIP Reception - \$8,000
- ◆ Past Presidents Breakfast - \$5,000

AUXILIARY SPECIAL EVENTS

- ◆ SNDA Gala/Event - \$60,000 (up to 3 co-sponsors)
- ◆ Children's Program - \$15,000
- ◆ SNDA (Dental Students) Luncheon - \$10,000
- ◆ NDHA (Dental Hygienist) Session & Luncheon - \$15,000
- ◆ NDAA (Dental Assistants) Session & Luncheon - \$15,000
- ◆ ANDA (Spouse) Breakfast - \$5,000

PAYMENT INFORMATION

Please indicate each category of sponsorship amount \$ _____

☐ Platinum (\$100,000) ☐ Gold (\$75,000) ☐ Silver (\$50,000) ☐ Bronze (\$25,000) ☐ Diamond (\$20,000) ☐ Ruby (\$15,000) ☐ Emerald (\$10,000) ☐ Opal (\$5,000)

Please indicate your choice of Sponsored Events:

Contact Name _____

Company Name _____

Phone No. _____ Email Address _____

☐ Check ☐ Money Order ☐ Purchase Order # _____

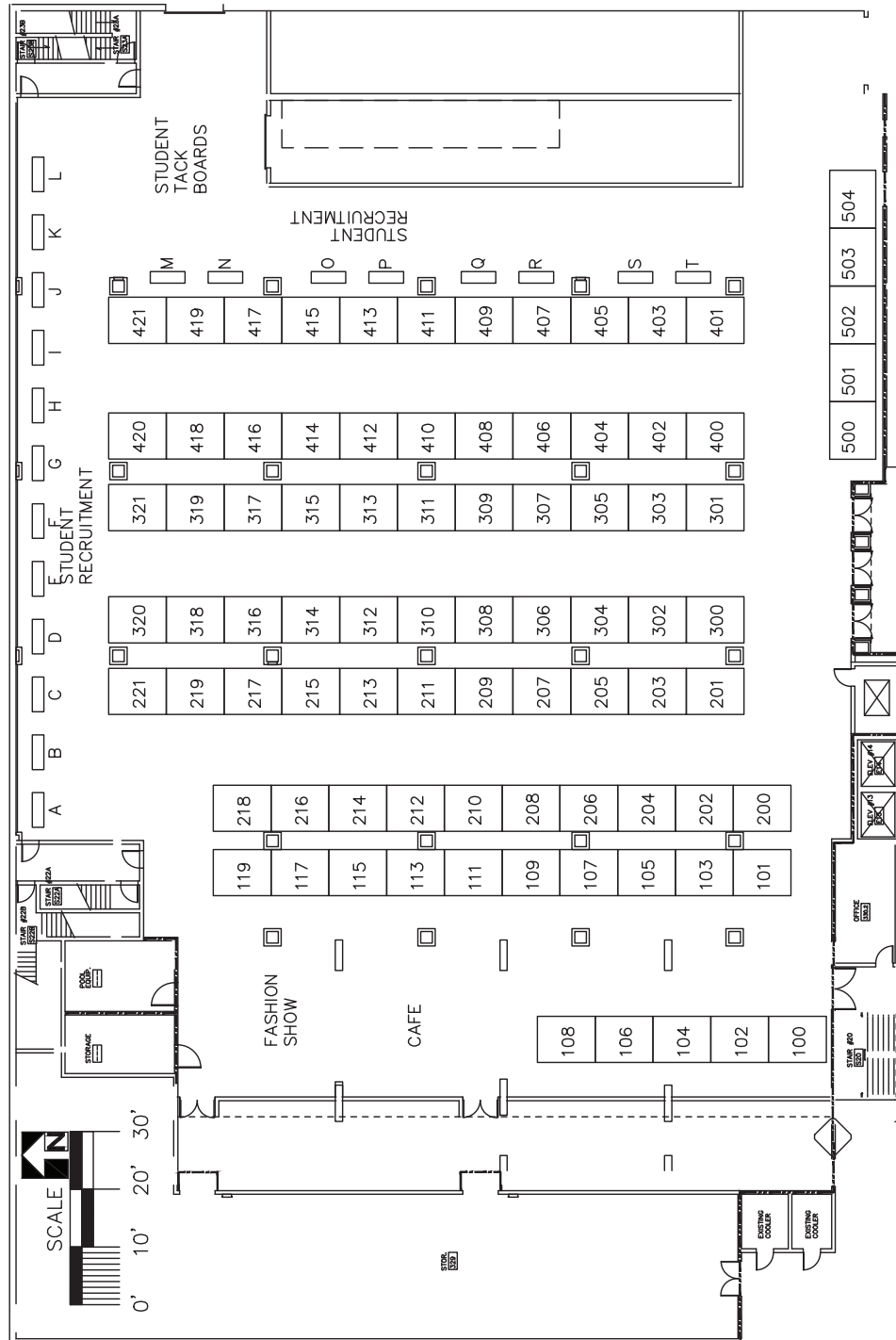
CREDIT CARD — ☐ Amex ☐ Discover ☐ Visa ☐ MasterCard

Card Number _____ Exp. Date _____ CVV Code _____

Print name as it appears on Card _____

Signature _____ Date _____

EXHIBIT FLOOR PLAN



PRC AGREEMENT

107th NDA Annual Convention

Hyatt Regency New Orleans, LA

July 9-12, 2020

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 10 – 11

We would like to reserve exhibit space during the National Dental Association's 107th annual convention.

BOOTH FEE (Before November 30th): \$1,750 inline booth; \$2,000 for premium booth

Number of booths required: _____

BOOTH FEE (After November 30th): \$2000 inline booth; \$2,500 for premium booth

Number of booths required: _____

☐ **Additional \$250 to participate in the NDA Catch the Wave Exhibitor CE Forum**

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 30, 2020, to ensure a listing in the official convention program. Submitting payment is acknowledging that We/I have read and agree to the cancellation policy. (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 _____

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 6:00 a.m. on July 10th, 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 Hyatt Regency 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 Hyatt Regency 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 9th and continuing through July 11th, 5 pm. 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 10-11, 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 Hyatt Regency, 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 Hyatt Regency, 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 Hyatt Regency or its affiliates arising from such loss, theft, or damage.

In addition, Exhibitor acknowledges that the NDA and the Hyatt Regency 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 Hyatt Regency 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 Hyatt Regency. 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 30, 2020. If written cancellation notice is received by December 30, 2019, exhibitor agrees to pay a cancellation fee of \$500. After December 30, 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 30, 2020, 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. Submitting payment is acknowledging that We/I have read and agree to the cancellation policy.

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.

ADVERTISING CONTRACT

107th NDA Annual Convention SOUVENIR CONVENTION PROGRAM Hyatt Regency New Orleans, LA July 9-12, 2020

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	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	\$ -----
Full center fold	\$4,800	\$5,300	\$ -----
Full page	\$1,900	\$2,300	\$ -----
1/2 page - horizontal	\$1,700	\$2,000	\$ -----
1/4 page - vertical	\$1,400	\$1,700	\$ -----
			TOTAL \$ -----

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 April 30, 2020.

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 _____ CVV 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 ssstone@ndaonline.org*



6411 Ivy Lane, Suite 703 • Greenbelt, MD 20770

ADDRESS SERVICE REQUESTED

NDA Exhibitor Forum

**Catch the Wave...Products, Services
and Technology Every Practice Can Use**

Friday, July 10, 2020

1:30 pm – 3:30 pm in the PRC

Limited to 10 Presenters

***First Come, First Served for a nominal
additional fee of \$250.00...***

Sign Up Today!

**NEA^{107th} NATIONAL
DENTAL
ASSOCIATION**

*Refocusing
our Vision
for the future!*

**2020 NEW
ORLEANS**

A N N U A L C O N V E N T I O N

July 9-12 • Hyatt Regency New Orleans • Louisiana