Celebrating 75 Years of Mid-Continent Dental Congress
The Annual Meeting of the Greater St. Louis Dental Society
November 10-11, 2016
St. Charles Convention Center
St. Charles, Missouri
The Greater St. Louis Dental Society is proud to extend this invitation to the 75th Anniversary Mid-Continent Dental Congress to our valued exhibitors. The annual meeting will again be held at the bright and spacious St. Charles Convention Center. We hope that your company can attend this special celebration of the Mid-Continent, the pride of St. Louis Dentistry!

This year promises to be our best convention yet! Since we introduced FREE registration to all our GSLDS dentist members in 2014, we have seen the meeting attendance grow substantially. We are continuing that very valuable member benefit this year and foresee additional growth in numbers.

The Mid-Continent encompasses comprehensive continuing education, industry leaders and speakers and a trade show complete with vendors representing the latest in technology, products and office system innovations. As an exhibitor at the Mid-Continent Dental Congress you will have the opportunity to speak in person with all of your customers and potential customers in St. Louis and beyond.

On behalf of the Greater St. Louis Dental Society, please accept our invitation to be a part of this exciting event.

- Greater St. Louis Dental Society’s Council on Scientific Sessions

Whatever changes you made to get more attendance for dentists and their office staff, please keep it up and thank you! It has gotten better and better the last 3 years! - 2015 Exhibitor Representative

2015 attendee numbers

*The 2015 Mid-Continent exhibit floor was 94% SOLD OUT.
Mid-Continent Attendees Visit and Buy from Our Exhibitors!

- **70%** of dentists surveyed rated exhibitors above average in 2015
- **94%** of dentists surveyed visited the Exhibit Hall in 2015
- **99%** of dentists surveyed plan to attend 2016 MCDC
- **98%** of dentists would recommend MCDC to a colleague
- **100%** of pre-registered dentists receive a $25 rebate to buy at MCDC, 5 consecutive years
- **60%** of dentists surveyed either bought at 2015 MCDC or plan to buy from an exhibitor following the meeting

What Our Attendees Said about the 2015 MCDC

- “Gets better every year, good job!”
- “Loved the meeting. Well planned. Great speakers. Gets better every year!”
- “Great event! We look forward to it every year. Always some interesting speakers and topics not offered at our local component”
- “It goes without saying that the MCDC is the best ‘bang for the buck’ at least for local members. The quality/attendance is improving each year. The diversity of programs for all disciplines of dentistry I feel has led to the improvement in attendance. Keep it up!”

Hear it Directly From Our 2015 Exhibitors

- **38%** have been exhibiting for 10 or more years
- **70%** have been exhibiting for 6 or more years
- **97%** of exhibitors surveyed plan to exhibit at 2016 MCDC

“I doubled sales over last year and this is now one of the best local trade shows for our company.”

“I will say it was the best yet. My manager goes to a lot of these shows and she said the turnout was by far the best she has seen.”
included with your booth space

All areas of the Exhibit Hall will be carpeted. All 10’ x 10’ booths will consist of drapes 8’ high and side-rails 3’ high. Exhibits may not be more than 10’ high, nor may they block the view of other exhibit spaces.

Complimentary furniture package:
(1) 6’ table (30” or 42” high), (1) side chair or high stool and (1) wastebasket

To receive the complimentary furniture package, exhibitors must submit their order on the Exhibitor Contract (page 11) along with the full payment for exhibit booth and any sponsorship by October 26, 2016.

what is not included

Upon confirmation of space, exhibiting companies will receive an exhibitor kit and order form from Heritage Exposition Services with complete information on booth furnishings, booth shipments, labor rates, storage, drayage and other information. The erection, dismantling, and decorating of display exhibits are under the jurisdiction of Heritage Convention Services. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period.

For additional furniture, shipping, storage, displays, accessories, and labor:
Heritage Exposition Services
(314) 534-8500
www.heritageexpo.com

For electric, internet, telecom, A/V, water, and meal delivery:
St. Charles Convention Center
(636) 896-1801
www.stcharlesconventioncenter.com

hotel reservations

St. Charles Embassy Suites
(attached to the St. Charles Convention Center)
Group Rate: $153.00 plus tax
(636) 946-5544 or 1-800-EMBASSY
Refer to Mid-Continent Dental Congress. Cut off date: October 19, 2016. Hotel features all suite accommodations, along with complimentary cooked-to-order breakfast and nightly manager’s reception with drinks and snack foods.

payment & cancellation

Booth payment must be received in full with contract for booth assignment to be issued. The Mid-Continent Dental Congress will have the right to dispose of space without any liability. Request for cancellations of exhibit space must be made in writing by August 29, 2016 for a full refund. After August 29, 2016 no requests for refund will be considered.

assignment of space

Booth space will be assigned beginning July 1, 2016. Mid-Continent Dental Congress cannot guarantee an exhibitor will be assigned any of the space requested, however, every effort will be made to assign booth space in accordance with exhibitor’s preferences. Exhibit space will be assigned based on first-come, first-served basis with years of prior participation and sponsorships given priority. If two contracts are received on the same day, priority will be given to the company with the longest exhibiting history.

how to register personnel

Online exhibitor personnel registration begins August 2016. A user name and password will be emailed to your company’s main contact with a link to registration. Exhibit space will receive up to (6) six complimentary badges per Bronze booth space purchase and unlimited complimentary badges per Silver and/or Gold booth space purchase. If an exhibitor registers more than the complimentary number allotted, the per person registration fee is $10.00. All exhibiting personnel who register onsite will incur a $10.00 badge fee. Reprints on-site are $10.00.

Exhibitor badges will not allow access into lectures. If admittance is desired, appropriate registration must be purchased. False certification of individuals as representatives of an exhibiting company to assist unauthorized persons in gaining admission to the exhibit floor is prohibited.

security

The Mid-Continent Dental Congress will provide security around the clock starting on Wednesday during exhibitor set up and ending on Friday after exhibitor tear down. The Mid-Continent Dental Congress does not guarantee exhibitors against loss and does not take responsibility for theft, damage by fire or accidents. See rules & regulations for more information.
Bronze Booth $1,500

- 10X10’ in dimension, including 8’ back drape, 3’ side drape partition, carpet, and complimentary standard booth sign listing name and booth number.
- Complimentary badges for up to 6 representatives.
- Recognition in the Pre-Registration Book, Onsite Program, GSLDS website and Pre-meeting marketing (deadlines apply).
- Special recognition for exhibitors with a show special.
- FREE marketing piece for you to advertise your presence at MCDC. [If indicated on contract. (see page 6)]

Silver Booth $1,850

ALL THE BRONZE FEATURES PLUS:
- Prime location, all corner booths.
- Silver back drape and side drape partition to highlight your booth.
- No charge for additional exhibitor badges, however, must pre-register representatives.
- Pre-Show Perk! Pre-registered attendee list of addresses to market and draw traffic to your booth (available from Oct. 10, 2016 to November 10, 2016).

Gold Booth $2,500

These sell out quickly!
ALL THE BRONZE AND SILVER FEATURES PLUS:
- Prime location in center aisle.
- Gold back drape and side drape partition to highlight your booth.
- 1/2 column (4.9” x 2.4”) B&W ad in GSLDS Fall 2016 publication before convention (ad must be received by Sept. 10, 2016).
Shipments to the Warehouse: Heritage Exposition Services will start receiving crated, boxed or skidded materials 30 days prior to show move-in. Shipments will be received Monday through Friday between the hours of 10:00 am and 4:00 pm.

Shipments to Show Site: Heritage Exposition Services will receive and unload shipments at show site only during exhibitor move-in on Wednesday, November 9, 2016 from 12:00pm - 6:00pm. Do not ship to show site at any other time.

Outbound Shipments: Exhibitors are responsible for labeling their exhibit materials and providing outbound shipping information.

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exhibition services

Heritage Exposition Services
620 Shenandoah Ave
St. Louis, MO 63104
(314) 534-8500/ www.heritageexpo.com

exhibit hall schedule

Wednesday, November 9, 2016
Exhibitor Move-In: 12:00 pm - 6:00 pm

Thursday, November 10, 2016
Registration: 7:00 am - 6:30 pm
Lectures: 8:00 am - 4:30 pm
Exhibit Hall Open: 9:00 am - 6:30 pm

Friday, November 11, 2016
Registration: 7:00 am - 4:00 pm
Lectures: 8:00 am - 4:30 pm
Exhibit Hall Open: 9:00 am - 3:00 pm
Exhibitor Move-out: 3:00 pm - 6:30 pm

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free marketing!

**Pre-Show Marketing Flyer**
We will design a complimentary marketing piece for you to use to let customers know about your presence at the Mid-Continent. The flyer will highlight the Exhibit Hall, educational sessions and other special events. We will then personalize it to include your company name and booth number. This pre-show flyer is a great way to drive business to your booth and get people excited to see you at MCDC. These flyers will be available in early September to give you plenty of time to market to your customers.

Please check the box on the exhibitor contract and an electronic file will be emailed for you to print and use. Or request them from nikki@stlouisdental.org

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sponsorships and marketing

**Boost Visibility Beyond Your Booth!**

The MCDC Sponsorships on the following page have been created to offer exhibitors increased exposure to Mid-Continent Dental Congress attendees. We know that exposure is crucial to success, which is why we are dedicated to meeting and exceeding all your signage, sponsorship and brand building needs.

We want you to be successful and we are committed to working with you to gain the most exposure possible through each of these sponsorship opportunities pre, onsite and post MCDC.

**Why Sponsor?**
- Build / create awareness of your service or product
- Increase brand exposure / recognition
- Enhance customer relationships
- Connect with new customers
- Spotlight a new product or service
**sponsorship opportunities**

**$300 Confirmation Email**
Reach out to 2500+ pre-registered attendees before they attend MCDC! Your company’s banner ad & website link will be included in the registration confirmation email sent to every attendee as they register for the MCDC. (1) available

**$400 E-Blast**
Your message to 2500+ pre-registered attendees. Highlight your new product or let attendees know of your show specials. E-mail will be sent out before the meeting to our member dentists and past/current attendees. As an e-blast sponsor, you will receive logo recognition, up to 250 words of body text and a live link to your website. (8) available

**$300 Mailer Inserts/ Pre-Registration Envelopes**
Your marketing postcard can be included in all pre-registration convention packets mailed to pre-registered attendees 3 weeks prior to MCDC! Show off your product/service, invite attendees to your booth, promote a drawing or announce your show special. Take advantage of this turnkey direct mail opportunity. Sponsors responsible for printing mailer insert and shipping expenses. Size restrictions apply. (3) available

**$450 Pre-Registered Attendee List**
Purchase a one-time use electronic list of pre-registered attendees. Attendee list contains mailing addresses only; attendee email addresses will not be included.

**$3,500 Convention Mobile App**
Put yourself in the hands of the attendees before, during & after the convention! Features include: exhibitor list; search for exhibitors by product/service; exhibitor show specials, listing of events; speakers and course descriptions & more! Sponsorship includes banner ad across the bottom of all the App screens (linked to website) & 4 alert notifications. (1) available

**$3,500 Tote Bags**
Each bag will include your company logo on one side and the 75th Anniversary MCDC logo on the other side. Production costs included. (1) available

**$1,000 Lanyards**
Each lanyard will include your company logo and the 75th Anniversary MCDC logo. Production costs included. (1) available

**$300 Pens**
Your company pens will be placed in each lecture room, as well as in the registration area – 2 days of exposure! Sponsor responsible for cost, production & shipping of pens. (1) available

**$300 Notepads**
Your notepads will be placed in each lecture room, as well as in the registration area – 2 days of exposure! Sponsor responsible for cost, production & shipping of notepads. (1) available

**$300 AM Coffee Break or PM Refreshment Break**
During Exhibit Hall mandatory attendee breaks. Your company name & logo will appear on signage at break station. Display your product information on table! (2) AM available & (2) PM available

**$250 Panel Display slide**
Multiple panel displays, prominently located throughout the convention center for maximum exposure. Slides displayed on a continuous loop during both days at the convention. Multiple available. $100 each additional slide.

**$300 1/2 page; $450 full page**
Official Program Ad
The Program of Mid-Continent Dental Congress is the official guidebook, schedule and attendee’s source for this year’s events. It is distributed to all registrants and includes course schedules, special events, a directory of exhibitors, the Exhibit Hall floor plan and more! Multiple ad spaces available.

**Speaker Sponsorship**
Support one of our nationally-known instructors as a sponsor of their lecture and/or workshop. Target your specific customers from the variety of topics that relate to your product and/or service. Contact Laura Breeden at laura@stlouisdental.org or (314) 569-0444 for more information.

**Custom Sponsorships**
Don’t see anything here that is an exact fit for what you’re looking for? Let us work with you to customize a sponsorship tailored to meet your needs and marketing objectives.

*Deadlines apply to all sponsorships*
FAQs

I need an extra table at my booth, who do I contact?
All extra furniture, accessories, modular displays can be rented through Heritage Exposition Services. Order forms are included in the Exhibitor Service Kit or by contacting Heritage at 1-800-360-4323/314-534-8500 or exhibitorservices@heritageexpo.com.

What if I need internet or electric in my booth?
All utilities can be ordered through the St. Charles Convention Center. Order forms are included in Exhibitor Service Kit or by contacting the convention center at 636-896-1801 or exhibitorsvs@stcharlesconventioncenter.com.

How can I increase my traffic at my exhibit booth?
Sponsorships have been created to offer exhibitors increased exposure to the Mid-Continent Dental Congress attendees. View the sponsorship and marketing opportunities on page 7.

When can I dismantle my exhibit booth?
You may start to dismantle your booth at the close of the Exhibit Hall on Friday at 3:00 pm. No exhibit shall be packed, removed or dismantled prior to the closing on Friday without prior permission from show management.

How do I register and receive badges for company representatives attending the Mid-Continent Dental Congress?
On-line registration will open in August 2016. Exhibitors will receive an email from QMS Registration Services. Badges will not be mailed and are available for pick up on-site beginning Wednesday, November 9, 2016.

How many attendees are expected at the 2016 Mid-Continent Dental Congress?
Projected total attendance for 2016 is 2600+ dental professionals.

How can I obtain a list of 2016 Mid-Continent Dental Congress attendees?
Silver and Gold Booths receive a list of registered attendees, addresses only, as part of the booth package. Bronze booths may purchase the list for a fee of $450.00. List is available from October 10 - November 10, 2016 only; available for pre-show marketing only.

What is the cancellation policy?
Requests for cancellation of paid exhibit space must be made in writing by August 29, 2016 for a full refund. After August 29, 2016, no requests for refund will be considered.

When and where is the 2017 Mid-Continent Dental Congress?
Thursday, November 9 and Friday, November 10, 2017 at the St. Charles Convention Center.

Who do I contact for questions not answered here?
You may contact Laura Breeden, Meetings Director, at 314-569-0444 or laura@stlouisdental.org.

View of 2015 Mid-Continent Dental Congress Exhibit Hall.
Rules & Regulations

CONTRACT FOR EXHIBIT SPACE:
By submitting an application for exhibit space, applicant releases the Mid-Continent Dental Congress from any and all liabilities to applicant, its agents, licensees, or employees that may arise or be asserted as a result of submission of an application or of participation in this exhibit. Acceptance of an applicant does not imply endorsement by Mid-Continent Dental Congress of the applicant’s products or services; nor does rejection imply lack of merit of same. This application for space (when endorsed by the Mid-Continent Dental Congress with notice of space assignment) constitutes a contract for the right to use the space. Rental for space is payable prior to the actual show opening. No refund may be made for space that is not used or for space that is unused during part of the exhibit. Should space remain unoccupied at the opening of meeting, the Mid-Continent Dental Congress may rent or use without obligation or refund.

INABILITY TO PERFORM:
If the Mid-Continent Dental Congress should be prevented from conducting the Convention and Exhibit by any cause beyond its control, or if it cannot permit the exhibitor to occupy this space due to circumstances beyond its control; the Mid-Continent Dental Congress will refund to the exhibitor the amount of the rental fee paid by him less a proportionate share of the exhibit expenses. The Mid-Continent Dental Congress shall have no further obligation or liability to the exhibitor.

ARRANGEMENT OF EXHIBITS:
The space provided will be as shown on the floor plan insofar as possible, but the Mid-Continent Dental Congress reserves the right to make changes at any time in the location, size and display limits of any booth if this is in the best overall interest of the show. Exhibits may not project beyond the space allotted or interfere with traffic or other exhibits. Aisles are under control of the Mid-Continent Dental Congress and may not be used for exhibits. The Mid-Continent Dental Congress shall have the right to prohibit, bar, prevent and remove any exhibit or proposed exhibit, or any part or portion thereof, which in the judgment of the Mid-Continent Dental Congress is unsuitable or inappropriate.

PRODUCT SALES:
Orders may be solicited from visitors to be delivered from exhibitor’s regular place of business. Those who wish to distribute merchandise on-site must store items discreetly within their booth space. The Mid-Continent Dental Congress reserves the right to place additional restrictions on the sales and filling of orders, as it may, from time to time, deem necessary. Violation of these rules will result in ejection from the meeting. Distribution of souvenirs and samples in a dignified fashion is permitted, provided there is no interference with other exhibits. The Mid-Continent Dental Congress may withhold or withdraw permission to distribute souvenirs, advertising or any other material it considers objectionable.

USE OF EXHIBIT SPACE:
No exhibitor may sublet, assign or apportion any part of the space allotted, or represent, advertise or distribute literature for the product or services of any firm or individual except as approved in writing by the Mid-Continent Dental Congress. The purposes of the exhibit are to inform and educate the dental profession regarding services and products available from the exhibitors. Violation of this rule shall be cause for eviction, without refund. NOTE: Displays, demonstrations or meetings by exhibitors cannot be held anywhere other than the Exhibit Area.

RESTRICTIONS:
The Mid-Continent Dental Congress reserves the right to restrict exhibits which, because of noise, method of operation, or any other reason, become objectionable or otherwise detract from or are out of keeping with, the character of the Convention as a whole. It may forbid installation or request removal or discontinuance of any exhibit or promotion that, if continued, departs substantially from the design and description given advance approval. In the event of such restrictions or evictions, the Mid-Continent Dental Congress is not liable for any refund of rental or other expenses. Advertising, displays, demonstrations and conferences in the interest of business are not permitted except by firms that have rented space to exhibit and have cleared plans in advance.

CONDUCT:
Exhibitors operating sound video equipment, loudspeakers or any other noise-creating devices shall do so only at a level which will not interfere with other exhibitors, or the Mid-Continent Dental Congress may require discontinuance of their use. All demonstrations, interviews and other exhibit activities must be conducted so as not to infringe on the rights of other exhibitors or offend visitors to the exhibit. No undignified manner of attracting attention will be permitted. The exhibitor agrees not to sponsor group functions, such as tours, film showings, speeches or other activities in conflict with any officially programmed Convention event except as approved in writing by the Mid-Continent Dental Congress. No music will be played in the Exhibit Hall unless proof of licensing is furnished to the Mid-Continent Dental Congress.

FIRE REGULATIONS:
Booth decorations and construction must conform to local fire regulations. Combustible or explosive materials and substances may not be used. Cloth and other flammable materials must be flameproof. Packing containers, excelsior, wrappings and similar materials must be removed from the exhibit area and not stored under tables or behind displays.

CARE OF PREMISES:
Exhibitors will be responsible for any damage done to the building by them, their agents, or employees. All property destroyed or damaged by exhibitors must be replaced, in its original condition, by the exhibitor or at the exhibitor’s expense. No part of an exhibit and no signs or other materials may be pasted, nailed or otherwise affixed to walls, doors, or other surfaces in a way that might mar or deface the premises or booth equipment and furnishings. Damage from failure to observe this notice is payable by the exhibitor.

CONFLICT OF INTEREST:
Funds received from commercial sources in support of any educational program shall be unrestricted and program selection will be based on perceived needs for professional information and not for the purpose of endorsing specific commercial products, treatments or services. Generic names shall be used whenever possible. When reference is made to a specific product by trade name, reference shall also be made to competitive products. Instructors are required to disclose potential biases.

REMOVAL OF PROPERTY:
Exhibitor agrees to remove all exhibitor’s property from the premises by the end of the day, Friday, November 11, 2016. In the event exhibitor fails to comply with the foregoing, GSLDS shall be authorized to remove such property at the expense of the exhibitor any time following the event. If such property is not claimed within 3 days following the event, such property shall be deemed abandoned by the exhibitor and GSLDS may dispose of such property in its sole discretion. Exhibitor agrees that GSLDS will have a first lien on such materials for payment of costs accrued for removal and storage.

INSURANCE:
Exhibitors are required to carry insurance on their exhibits at their own expense to fully protect against all risks assumed or incurred in, or in connection with its exhibit, the exhibition or the meeting, or under these rules and regulations, or the contract of which the same form a part. The exhibitor shall indemnify the Mid-Continent Dental Congress against, and hold them harmless from, any complaints, suits or liabilities, resulting from negligence of the exhibitor in connection with the exhibitor’s use of display space. Please submit a copy of insurance with your application for exhibit space.

INTERPRETATION & ENFORCEMENT:
These regulations become a part of the contract between the exhibitor and the Mid-Continent Dental Congress which has full power of interpretation and enforcement of these rules and may amend them at any time. All matters in question, not covered by these regulations, are subject to the decision of the Mid-Continent Dental Congress, and all decisions so made shall be binding on all parties affected by them, as by the original regulations. Exhibitors or their representatives who fail to observe these conditions of contract, or who, in the opinion of the Mid-Continent Dental Congress, conduct themselves unethically, may be dismissed from the exhibit without refund or other appeal.
Exhibitor Contract
Mid-Continent Dental Congress | Nov. 10-11, 2016 | St. Charles Convention Center | St. Charles, MO

Company Name ____________________________________________________________

Address _______________________________________________________________________________________________

City __________________________________________ State ___________________ Zip ________________

Key Contact Name _____________________________________________ Title ________________________________________

Phone ______________________________ Fax ______________________________

Email ______________________________ Website ______________________________________________________

Product/Service Description __________________________________________________________________________________

Prefered booth choice (assignments will be made July 2016. Visit greaterstlouisdentalsociety.org to view assigned booths for your selections)

1st __________________________ 2nd ______________________ 3rd __________________________ 4th __________________________

Marketing Contact Name & Email (if different from key contact)  ________________________________________________________

We request that our exhibit space not be adjacent to or opposite the following probable exhibitors:

______________________________________________________________________________________________________

Please place our exhibit space near the following probable exhibitors:

______________________________________________________________________________________________________

We will be offering the following meeting special(s) at Mid-Continent Dental Congress:

______________________________________________________________________________________________________

COMPLIMENTARY FURNITURE PACKAGE: Please check mark your preferences. All booths also include a wastebasket. Must make selection by October 26, 2016 to receive package.

- 6’ skirted table, 30” high (standard) and chair  OR  6’ skirted table 42” high (counter height) and stool

- No furniture needed

COMPLIMENTARY MARKETING FLYER (see pg. 6):  Yes  No

BOOTH AND SPONSORSHIPS:

Booth Amount $______________________  Sponsorship Amount $______________________

__ Pre-Reg Attendee List  __ Mailer Insert  __ E-Blast  __ Mobile App
__ Tote Bags  __ Pens  __ Notepads  __ Lanyards
__ Coffee/PM Break  __ Panel Display  __ Official Program Ad  __ Confirmation Email

PAYMENT: Check payable to Greater St. Louis Dental Society enclosed ________  Card Type:  M/C  Visa

Credit Card # ____________________________________________  Expiration Date __________________

We hereby apply for exhibit space for our use at the Mid-Continent Dental Congress to be held November 10-11, 2016. We understand that full payment for booth rentals must accompany this contract and that the Mid-Continent Dental Congress will assign exhibit space in the order in which the applications are received, along with other specific criteria set up by the Exhibits Committee. We also understand that the Greater St. Louis Dental Society has appointed Heritage for trade show exhibitor services. We further understand that the rental fee per booth includes only those services as set forth in the official exhibitor prospectus. If our choice of exhibit space has been assigned, we request the Exhibit Committee to assign us what it considers the best available remaining exhibit space. We understand that this contract becomes a binding contract when signed by us and accepted by the Mid-Continent Dental Congress, and we agree to remit rental for the exhibit space in accordance with the terms of payment as stated in the exhibitor prospectus. We agree to comply with the exhibit regulations, instructions and conditions of the contract published in the official exhibitor prospectus, and with all conditions under which facilities are provided to the Mid-Continent Dental Congress.

Signature: __________________________________________________________________ Date: _____________________________

indicates approval for changes