A NEW chapter of the Mid-Continental Dental Congress is beginning in 2020 and we want you to be a part of it!

The Greater St. Louis Dental Society invites you to participate as an exhibitor at the 79th Annual Mid-Continental Dental Congress in St. Louis, Missouri on October 22 & 23, 2020. The two-day convention will bring dental professionals together for the highest quality dental education, an expansive Exhibit Hall, networking, social events and much more. Exhibitors will have the opportunity to reach more than 2,500 dental professionals in one place where you can demonstrate your latest technology, products and services, close deals with buyers, reconnect with current customers, and secure new leads.

We are excited to be moving back to downtown St. Louis to host the convention at the newly renovated St. Louis Union Station for the next four years. Union Station combines historic elegance with modern and stunning detail. Luxury hotel rooms, unique-themed restaurants and several new family attractions will give Mid-Continental a boost of excitement to promote growth and attract even more attendees. We hope your company will be a part of it. Reserve your booth today!

**WHY SHOULD YOU EXHIBIT**

Top 5 Reasons to Exhibit at the 2020 MCDC:

- Be a part of Missouri’s largest dental meeting of the year. This conference is the leading source of continuing education in Missouri.
- Reach an audience with buying power. We have more than 2,500 dental professionals in attendance.
- Interact with your customers face to face and fortify new and existing relationships.
- Don’t lose business to a competitor. More than 100 companies will be exhibiting at MCDC.
- Build your brand and introduce new products with a bang at our fantastic new venue.

**THE MID-CONTINENT DENTAL CONGRESS IS YOUR BEST RESOURCE TO REACH ST. LOUIS AND SURROUNDING AREA DENTISTS & THEIR STAFF.**

**Exhibit Hall Schedule**

| Wednesday, October 21, 2020 | 6:00 pm - 9:00 pm |
| Thursday, October 22, 2020 | 7:00 am - 9:00 am |
| Registration | 7:00 am - 6:30 pm |
| Lectures | 8:00 am - 4:30 pm |
| Exhibit Hall Open | 9:00 am - 6:30 pm |
| Exhibit Hall Happy Hour | 4:30 pm - 6:30 pm |
| Friday, October 23, 2020 | 7:00 am - 5:00 pm |
| Registration | 8:00 am - 4:30 pm |
| Exhibit Hall Open | 9:00 am - 5:00 pm |
| Exhibitor Move-out | 5:00 pm - 6:30 pm |

**Meeting Contact:**

Laura Breeden, Meetings Director
Greater St. Louis Dental Society
(314) 569-0444 | Fax (314) 569-0448
laurastlousdental.org
greaterstlousdental.org

**Send Exhibitor Contract To:**

Greater St. Louis Dental Society
11457 Olde Cabin Rd., Suite 500
St. Louis, MO 63141
Fax: (314) 569-0448
Email: laurastlouisdental.org

**Convention Location:**

St. Louis Union Station
1820 Market Street
St. Louis, Missouri 63103
(314) 621-5262

**Convention Hotel**

St. Louis Union Station Hotel, Curio Collection by Hilton
1820 Market Street
St. Louis, Missouri 63103
(314) 251-1254

**WHAT EXHIBITORS HAD TO SAY:**

- “It was an awesome convention!”
- “Great event; glad to see so many attendees.”
- “Well done! Very well attended!”
- “The staff at GSLDS made the process easy and the attendance was better than I expected.”
- “I wrote more business than I usually do.”

**WHAT’S HAPPENING INSIDE THE EXHIBIT HALL:**

- 9 hours of attendee time to shop the Exhibit Hall
- Exhibit Hall complimentary attendee Happy Hour
- Booth traffic driving opportunities
- Morning & afternoon breaks with complimentary food & drinks for all attendees
- Situated right in the middle of the action - attendees must walk through the Hall to get to classes
- $25 rebate for dentists making purchases in the Exhibit Hall during the convention

**exhibits deliver results**

- 66% of attendees surveyed over the last two years visited with five or more exhibitors at MCDC.
- 56% of attendees surveyed bought at MCDC or planned to buy afterwards.
- 99% of exhibitors surveyed planned to exhibit again at future Mid-Continental meetings.

*Exhibit Hall hours subject to change.*
Historic St. Louis Union Station

The Midway once serviced more than 10,000 rail passengers a day. The area was connected to the massive Train Shed, where passengers lined up to board trains through one of 32 boarding gates. The Midway was constructed with a light steel trussed roof of glass and iron. Today the Midway is St. Louis Union Station's premier exhibit space, with 56,000 square feet of space to house our expanding Exhibit Hall.

OUR 2019 EXHIBITORS

- 360Care
- Accent Dental of St. Louis
- ADS Midwest
- ALPHAEON Credit
- Aspen Dental
- A. Titan Instruments
- ATSU - Missouri School of Dentistry & Oral Health
- Avid Dental Products
- Benco Dental
- BioHorizons
- Bisco Dental Products
- BMO Harris Bank
- Brasseler USA
- Buckingham Strategic Wealth
- Burkhart Dental
- BWTP PC
- CareCredit
- Carestream Dental
- Central Bank of St. Louis
- Colgate
- Commerce Bank
- Compass Health Network
- CORDENTAL Group
- Cortel Designs Loupes
- COSMEDENT
- ddsmatch.com
- Delta Dental of Missouri
- Dental Anesthesia Center, The
- Dental Intelligence
- DentaQuest
- Dentist Placement Professionals
- Dentsply Sirona Endodontics
- Designs for Vision, Inc.
- Digital Doc, LLC
- Digital Healthcare Professionals
- Doctible
- Drop Delivery System
- Eclipse Loupes and Products
- Edmonds Dental Prosthetics
- EHRC Technologies
- Enova Illumination
- Essentials Dental Supply
- Farmor Real Estate
- First Merchants
- Garfield Refining
- GC America, Inc.
- GlaxoSmithKline
- Goetzte Dental
- Henry Schein Dental
- Hu-Friedy Mfg. Co.
- Inviasign iTero
- Ivoclar Vivadent
- Karl Schumacher Dental
- KaVo Kerr
- Kettenbach
- Legacy Practice Transitions
- LumaDent, Inc.
- MDIS/MEDPRO
- Mectron Piezosurgery
- Med Care Pharmaceuticals
- Midwest Dental
- Midwest Oral Maxillofacial & Implant Surgery
- NDX Keller
- Neodent
- NSK Dental
- Oral Pathology Consultants
- Orascoptic
- Otten-Rey Dental Sales
- Pacific Dental Services
- Patterson Dental
- Philips Oral Health Care
- Planmeca USA, Inc.
- PNC Healthcare Business Banking
- Procter & Gamble Crest & Oral-B Professional Sales Associates
- Regions Bank
- Rose Micro Solutions
- Salvin Dental Specialties, Inc.
- SciCan Inc.
- Scratchpay
- Snap On Optics
- Solutionreach
- Southern Implants
- Spectrum Reach
- Summit Dental Technologies
- SurgiTel
- Swell
- Tokuyama Dental America
- Ultradent Products, Inc.
- Ultralight Optics, Inc.
- UMB Bank
- Uplift Marketing
- U.S. Army Healthcare Recruiting
- Vatech America
- Verch Dental Ceramics
- Vivial
- VOCO America, Inc.
- Weave
EXHIBITING AT MCDC

General Information

WHAT’S INCLUDED IN YOUR BOOTH
All 10’ x 10’ booths will consist of drapes 8’ high and side-rails 3’ high, and include a 7” x 44” one-line identification sign. Exhibits may not be more than 10’ high, nor may they block the view of other exhibit spaces.

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

To receive the complimentary furniture package, exhibitors must submit their order on the Exhibitor Contract along with the full payment for exhibit booth by 09/30/20.

COMPLIMENTARY MARKETING PIECES Created by us, for you!
We will design two complimentary marketing pieces for you to use to let customers know about your presence at the Mid-Continent. We will create a one-page flyer that you may email or print, AND a social media post, sized and ready to go for posting on your Facebook, Instagram or anywhere you like. We will personalize them to include your company name, logo and booth number. Both will be emailed to the company contact in September 2020.

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

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

For electric, internet, office equipment, audio or visual equipment:
St. Louis Union Station
(314) 707-1384 | gbuerkle@lhmhotels.com

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 July 1, 2020, for a full refund, provided all levels of booth space are sold. Cancellations will result in a fee of $100 per booth. After July 1, 2020, no requests for refund will be considered.

ASSIGNMENT OF SPACE
Booth space will be assigned beginning June 2020. 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 a 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.

HOTEL RESERVATIONS
St. Louis Union Station Hotel, Curio Collection by Hilton
314-231-1234 | stlouisunionstation.com
Convention Rate: $165.00 plus taxes.
Refer to Mid-Continent Dental Congress.
Deadline: October 1, 2020. The AAA Four Diamond Hotel provides a truly elegant experience in the heart of a bustling metropolitan area. Hotel amenities include a fitness center, outdoor seasonal pool and The Grand Hall Experience 3D Light Show.

FREIGHT AND SHIPMENTS

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 Mon.-Fri. between the hours of 10:00am - 4:00pm.

Shipments to Show Site: Heritage Exposition Services will receive and unload shipments at show site only during exhibitor move-in on Wednesday, October 21, 2020 from 6:00pm - 9:00pm and Thursday, October 22, 2020 from 7:00am - 9:00am. 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.

REGISTER EXHIBIT PERSONNEL

Online exhibitor personnel registration begins July 2020. A password will be emailed to your company’s main contact with a link to registration. Prior to MCDC, exhibitors will receive up to (6) six complimentary badges per Standard Booth space purchase and unlimited complimentary badges per Premium 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 on-site or get a badge re-printed will incur a $10.00/badge fee. 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.
WE WANT YOU TO SUCCEED

Midway Exhibit Hall Happenings

Free Happy Hour in the Hall

Thursday, 4:30 – 6:30 pm | 2 HOURS UNOPPOSED EXHIBIT TIME!
All attendees can enjoy a free drink & complimentary appetizers while visiting with exhibitors at our Happy Hour in the Midway Exhibit Hall, provided by GSLDS. You can also buy your customer or potential customer a drink! Happy Hour starts at the conclusion of lectures and will feature a variety of complimentary appetizers.

Daily Attendee Breaks

7 HOURS UNOPPOSED EXHIBIT TIME!
Our attendees enjoy food and beverages in the Midway Exhibit Hall during our daily mandatory break times. Staggered breaks 30-minute breaks each day are from 9:30am – 10:30am in the morning and 2:30 - 3:30 pm in the afternoon. Our lunch break is from 11:30am - 1:00pm, and Union Station has many lunch options on-site, so attendees will have plenty of time to visit the Hall. Premium booth locations surround the food and beverage stations.

$25 Rebate for Purchases

NO ACTION IS REQUIRED BY YOU, OUR EXHIBITORS!
GSLDS & Affiliate member dentists receive a $25 Rebate to redeem for purchases made at YOUR BOOTH! Provided by GSLDS. Our members love this benefit and many of them take advantage by making purchases in the Exhibit Hall during Mid-Continent.

Promoting Your Show Specials

OFFER A SHOW SPECIAL AND RECEIVE SPECIAL RECOGNITION!
Exhibitors offering show specials will have their company name, booth number and special listing on the Meeting App, an exclusive Show Special e-blast sent to registered attendees, and the on-site Exhibitor Program. Attendees love show specials and they help draw traffic to your booth.
**Exhibitor Floor Plan**

**STANDARD BOOTH**

- **$1,900**
- 10’x10’ in dimension, including 8’ back drape, 3’ side drape partition, and complimentary standard booth sign listing name/booth number.
- Complimentary furniture package (place order on contract).
- Complimentary badges for up to 6 representatives (must register prior to MCDC).
- Recognition in the Registration Book, On-site Program, GSLDS website, Meeting App and Pre-meeting marketing (deadlines apply).
- Special recognition for exhibitors with a show special.

**PREMIUM BOOTH**

- **$2,500**
- Prime location, surrounding food and beverage stations and/or entrances and exits.
- Gold partition to highlight your booth.
- No charge for additional exhibitor badges, however, must register representatives prior to MCDC.
- Half-column, full color (2.4” x 4.9”) ad in GSLDS Fall 2020 publication before convention (ad must be received by 9-1-20).
- Pre-Show Perk! Registered attendee list of addresses to market and draw traffic to your booth (available from 9-24-20 to 10-20-20).
CONTRACT FOR EXHIBIT SPACE
Mid-Continent Dental Congress • St. Louis Union Station • October 22-23, 2020 • mcdcstl.org

Exhibiting Company Information
Company Name__________________________________________
__________________________________________
Address__________________________________________
City__________________________________________
State     Zip__________________________________________
Key Contact Name ___________________________________________
Title ___________________________________________
Phone ___________________________________________
Fax ___________________________________________
Email ___________________________________________
Web ___________________________________________
Product/Service Description ___________________________________________

Exhibit Space Requested Preferred Location
1. Booth # (s)_________ 2. Booth # (s)_________
3. Booth # (s)_________ 4. Booth # (s)_________

Marketing Contact Name & Email (if different from above)
__________________________________________

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 Sept. 30, 2020, to receive package.
Table/Chair:
__6’ skirted table, 30” high (standard) and chair  (or)
__6’ skirted table 42” high (counter height) and stool
__No furniture needed

Total Payment $___________________________
☐ Check payable to Greater St. Louis Dental Society
Card Type:  ☐ M/C  ☐ Visa  ☐ AMEX
Credit Card # __________
CVV: _______ Expiration Date __________

Signature indicates approval for charges on your account

Payment and 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 July 1, 2020 for a full refund, provided all levels of booth space are sold. Cancellations will result in a fee of $100 per booth. After July 1, 2020 no requests for refund will be considered.

Agreement: We hereby apply for exhibit space for our use at the Mid-Continent Dental Congress to be held October 22-23, 2020. 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 Council on Scientific Sessions. We also understand that the Greater St Louis Dental Society has appointed Heritage for tradeshow 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 Meetings Director to assign us what he/she 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.

Agreed:

Signature

Date

Questions? Contact: LAURA BREEDEN, MEETINGS DIRECTOR
(314) 569-0444 | Fax (314) 569-0448 | laura@stlouisdental.org
Return to: 11457 Olde Cabin Rd. Ste. 300, St. Louis, MO 63141
RULES & REGULATIONS

CONTRACT FOR EXHIBIT SPACE: By submitting an contract for exhibit space, applicant releases the Mid-Continent Dental Congress from all liabilities to applicant, its agents, licensees, or employees that may arise or be asserted as a result of submission of an contract or of participation in this exhibit. Acceptance of a contract 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 contract 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. 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 exhibitor, 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 immediate and automatic removal. NOTE: Displays, demonstrations or meetings by exhibitors cannot be held anywhere other than the Exhibit Area unless approved prior by MCDC.

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, demonstrations, conferences in the interest of business are not permitted except by firms that have rented space to exhibit an 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. No video equipment, loudspeakers or any other noise-creating devices shall do so only at a level which will not interfere with other exhibits in the Mid-Continent Dental Congress. The Mid-Continent Dental Congress may require discontinuance of their use. All demonstrations, interviews and other 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.

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 in the Mid-Continent Dental Congress. The Mid-Continent Dental Congress may require discontinuance of their use. All demonstrations, interviews and other 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.

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.

CANCELLATION POLICY: 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 July 1, 2020, for a full refund, provided all levels of booth space are sold. Cancellations will result in a fee of $100 per booth. After July 1, 2020, no requests for refund will be considered.

EARLY SHUTDOWN PENALTY: Any exhibitor who dismantles their Exhibit booth prior to Friday’s Exhibit Hall closing may be fined $300 and may forfeit their right to exhibit at future conventions.
# Sponsorship Packages

## 2020 Perks at Each Level

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Diamond ($10,000 limited to 2)</th>
<th>Platinum $6,000</th>
<th>Gold $3,000</th>
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</thead>
<tbody>
<tr>
<td>Company name/logo/link (where applicable) included in:</td>
<td></td>
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<td></td>
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<tr>
<td>• Logo in Official MCDC Registration Booklet (mailed to 13,000+ dental professionals)</td>
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<tr>
<td>• Logo in pre-convention and post-convention issues, of our publication: <em>The Dental Arch</em></td>
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<tr>
<td>• Logo on Mid-Continent Dental Congress website</td>
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<tr>
<td>• Name on Official MCDC Meeting App</td>
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<tr>
<td>Company logo featured on on-site signage denoting sponsor level</td>
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<tr>
<td>Sponsor ribbon on company name badges denoting sponsor level</td>
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<tr>
<td>Floor cling in front of booth denoting sponsor level</td>
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<tr>
<td>Final attendee registration list including names and mailing addresses</td>
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<td>Verbal recognition at GSLDS Annual Business Meeting held during MCDC with many member dentists in attendance</td>
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<tr>
<td>Individualized 4’ x 8’ <em>logo banner hung high</em> in Midway Exhibit Hall</td>
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<tr>
<td>Half page color advertisement in <em>The Dental Arch</em> publication, Fall issue out before convention</td>
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<tr>
<td>One complimentary booth in Exhibit Hall (Diamond - Premium booth; Platinum - Standard booth)</td>
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<tr>
<td>Opportunity to place promotional <em>materials at the registration</em> desk</td>
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<tr>
<td>One (1) 100-word corporate profile on MCDC website</td>
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<td>Social media mention on GSLDS Facebook and Instagram</td>
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<tr>
<td>Complimentary tickets to our <em>St. Louis Aquarium at Union Station</em> social event (quantity TBD)</td>
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<tr>
<td>Full page color advertisement in the MCDC Official Registration Book mailed to 13,000+ dental professionals</td>
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<tr>
<td>Large 10’ x 8’ floor cling on staircase landing from Grand Hall Lobby to Midway Exhibit Hall entrance</td>
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<tr>
<td>Meeting app alerts to announce specials, new products, introduce your rep, etc.</td>
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<tr>
<td>Opportunity to place promotional materials in attendee’s registration packets, mailed prior to MCDC</td>
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</table>

NEW FOR 2020
A LA CARTE

Advertising & Promotional Opportunities

$500 | Registration Confirmation Email
Reach out to 2,500+ registered attendees before they attend MCDC!

$500 | E-Blast
Your exclusive message to 3,000+ dental professionals, registered attendees, past attendees, and member dentists.

$400 | Inserts in the Mailed Registration
Packets
Your marketing postcard can be included in all convention registration packets mailed to registered attendees. 1,300+ envelopes mailed.

$3,000 | Meeting App
Put yourself in the hands of the attendees before, during & after the convention. Your logo on every screen!

$1,000 | Conference badge sponsor
Have your logo and booth number displayed on each attendee badge.

$500 | Afternoon or Morning Break
Sponsor food and drink in the Exhibit Hall during mandatory attendee breaks.

$750 | Tote Bags
Bag will include your company logo or name. Company responsible for cost, production & shipping.

$750 | Lanyards
Each lanyard will include your company logo or name. Company responsible for cost, production & shipping.

$200 | Pens or Notepads (per day)
Your company pens or notepads will be placed in lecture rooms and common areas. Supplied by company.

$800 - $1,000 | Advertisement
Registration booklet mailed to more than 13,000+ dental professionals. The Official Booklet and On-site Guide for MCDC!

$500 | Window Cling
Your company window cling on doors to parking lot in West Exhibit Hall Midway. Approximately 3.2’ wide x 7.4’ tall.

$500 | Window Cling
Your company logo or name. Company responsible for cost, production & shipping.

$200 | Floor Cling in Midway Exhibit Hall
Lead attendees to your booth. Place your floor cling anywhere you like in the Midway Exhibit Hall. 2’ x 2’.

$750 | Elevator Cling Main Level
Your company cling on the elevator main level leading to Ballrooms. Approx. 3.5’ wide x 7’ tall.

$750 | Elevator Cling Ballroom Lower Level
Your company cling on elevator lower level exiting Ballrooms. Approx. 3.5’ wide x 7’ tall.

$2,500 | Banner Ballroom Elevator
Large 7’ x 12” banner hung above the elevator.

$2,000 | Stair clings from Midway Exhibit Hall to Pegram
Display your company on an entire staircase. You’ll receive 8 steps, each 19’ x 5.75”. Put a cohesive design on all the stairs for maximum impact.

$750 | Banner half circle Midway Arch
7’ x 3.5’ banner hung in the Midway Arch

$750 | Union Station Grand Hall Market train car sponsorship
Get your very own train car in the Grand Hall Market. You’ll receive a custom made train car advertising your company that can be used for future meetings.

Full descriptions sent by request and with booth confirmation assignments in June 2020. Deadlines and limitations apply.

OUR 2020 SPEAKER LINEUP (additional speakers TBA)

Joyce Bassett, DDS
Cynthia Biron, RDH, EMT, MA Ed
Robert L. Blackwell, DDS
Shannon Brinker, CDA
Elizabeth Burns, DDS, RYT 200, CLC
Jackie Dorst, RDH
Gary L. Dougan, DDS, MPH
Richard Drake, DDS & Gy Yatros, DMD
Jim Grisdale, DDS
Theresa Groody, M.Ed., EFDA, CDA
Susan Gunn
Larry M. Guzzardo
Mark Herrera
Janice Hurley
Jo-Anne Jones, RDH
Mark Kleive, DDS
Anne L. Koch, DMD
Tricia Osuna
Daniel G. Pompa, DDS
Todd C. Snyder, DDS
Michael Tabor, DDS
Terry T. Tanaka, DDS
Ryan Vet
Thomas A. Viola, R.Ph.
## CONTRACT FOR SPONSORSHIPS & MARKETING OPPORTUNITIES

### EXHIBITING COMPANY INFORMATION

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Contact Name</th>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>Zip</th>
<th>Email</th>
<th>Web</th>
<th>Phone</th>
</tr>
</thead>
</table>

### SPONSORSHIP PACKAGES

- **Diamond Level Sponsor $10,000**
  
  Receive a huge range of benefits, recognition, advertisements, signage, one complimentary Premium booth. *(Only 2 sponsorships available.)*

- **Platinum Level Sponsor $6,000**
  
  Receive a range of benefits, recognition, signage and one complimentary Standard booth.

- **Gold Level Sponsor $3,000**
  
  The most affordable sponsorship level. Includes signage, attendee lists, advertisement and recognition.

### MARKETING OPPORTUNITIES

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500</td>
<td>Registration Confirmation Email</td>
</tr>
<tr>
<td>$500</td>
<td>E-Blast from your Company</td>
</tr>
<tr>
<td>$400</td>
<td>Inserts in the Mailed Registration Packets</td>
</tr>
<tr>
<td>$3,000</td>
<td>Meeting App</td>
</tr>
<tr>
<td>$1,000</td>
<td>Conference badge sponsor</td>
</tr>
<tr>
<td>$500</td>
<td>Afternoon or Morning Break</td>
</tr>
<tr>
<td>$750</td>
<td>Tote Bags</td>
</tr>
<tr>
<td>$750</td>
<td>Lanyards</td>
</tr>
<tr>
<td>$200</td>
<td>Pens or Notepads</td>
</tr>
<tr>
<td>$500</td>
<td>Window Cling</td>
</tr>
<tr>
<td>$500</td>
<td>VIP Suite for you and your customers</td>
</tr>
<tr>
<td>$2,000</td>
<td>VIP Speaker Hospitality Room</td>
</tr>
<tr>
<td>$200</td>
<td>Floor Cling in Midway Exhibit Hall</td>
</tr>
<tr>
<td>$750</td>
<td>Elevator Cling Main Level</td>
</tr>
<tr>
<td>$750</td>
<td>Elevator Cling Ballroom Lower Level</td>
</tr>
<tr>
<td>$2,500</td>
<td>Banner Ballroom Elevator</td>
</tr>
<tr>
<td>$2,000</td>
<td>Stair clings from Exhibit Hall to Pegram</td>
</tr>
<tr>
<td>$750</td>
<td>Banner half circle Midway Arch</td>
</tr>
<tr>
<td>$750</td>
<td>Grand Hall Market train car sponsorship</td>
</tr>
</tbody>
</table>

### ADVERTISING OPPORTUNITIES

- **$800 Official Registration Book Advertisement**
  
  Yes, I’d like to purchase a half-page, color advertisement in the Official Registration Book. *(LIMITED NUMBER OF SPOTS)*

- **$1,000 for back cover placement. (one spot available)**

### Payment for Sponsorships and Marketing

<table>
<thead>
<tr>
<th>Sponsorship &amp; Marketing Amount</th>
<th>Advertisement Amount</th>
</tr>
</thead>
</table>

**Total Payment $**

- **Check payable to Greater St. Louis Dental Society**
  
  Card Type:  
  [ ] M/C  [ ] Visa  [ ] AMEX

  Credit Card #

  CVV: ______  Expiration Date: ______

  Signature indicates approval for charges on your account

**NOTE:** Please email a high-resolution logo in either .ai, .jpg or .png format to nikki@stlouisdental.org to be used on signage. If we do not receive a quality, updated logo the signage and printed materials may look inferior.

### Questions? Contact:

**LAURA BREEDEN, MEETINGS DIRECTOR**

Greater St. Louis Dental Society  
(314) 569-0444 | Fax (314) 569-0448  
laura@stlouisdental.org

Return contract to:  
Greater St. Louis Dental Society  
11457 Olde Cabin Rd. Suite 300  
St. Louis, MO 63141

Agreed:

Signature

Date
**ST. LOUIS UNION STATION** Historic venue with new must-see experiences for our attendees and their families.

---

**THE ALL NEW ST. LOUIS AQUARIUM**

The St. Louis Aquarium at Union Station will be an immersive and engaging experience offering unique perspectives of our underwater world. From the local streams and rivers to the depths of the oceans, take a journey and explore the hidden treasures of the Missouri and Mississippi waterways, appreciate the “monsters” of our global rivers and delight in the stealth and grace of our ocean’s greatest predators.

---

**NEW OLD-FASHIONED SODA FOUNTAIN**

The St. Louis Union Station Soda Fountain is a refreshing blast from the past with sweets, treats, and eats for everyone. Whether you’re a kid, a kid at heart, or with your sweetheart, there’s no better place to satisfy a sweet tooth.

---

**FIRST OF ITS KIND LIGHTSHOW IN THE GRAND HALL**

Experience color and wonder of a stunning light show. Created by Technomedia, an award-winning collaborator with Cirque du Soleil, the 3D light show is the first of its kind in the US and includes more than 30 vignettes set to music.

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**THE BRAND NEW ST. LOUIS WHEEL**

The St. Louis Wheel is a 200-foot high observation wheel with 42 fully enclosed, climate controlled gondolas that seat up to six adults each. Wheel passengers will take three to four rotations high over the St. Louis skyline during the 15-minute ride.

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**CURIO COLLECTION HOTEL**

The AAA Four Diamond Union Station Hotel provides a truly elegant experience in the heart of a bustling metropolitan area. Transport yourself to a time when travel was an art and the fine details were important.

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**AND MORE!** Other new attractions include a ropes course, mirror maze, fire show, carousel, mini golf, and Train Shed dining.