



**Connecticut State  
Dental Association**

# Invitation to Exhibit

**155th Annual  
Charter Oak  
Dental Meeting**

**Mohegan Sun  
Resort Casino  
Sky Convention  
Center**



**May 11–13, 2022  
Exhibitor Prospectus**



# Join us!

*The Connecticut State Dental Association would like to invite you to be a part of our 155th Annual Charter Oak Dental Meeting being held May 11–13, 2022 at Mohegan Sun Resort Casino.*

*Our meeting has earned a reputation for being one of the finest dental meetings in the Northeast! Drawing over 3,000 dental professionals from Connecticut and the surrounding states. Our loyal Exhibitors continuously tell us that we treat them better than any other meeting and we pride ourselves on the high level of service we provide.*

*The Exhibit Hall is a crucial part of the educational experience—where attendees can meet with over 120 exhibiting companies offering the latest services and innovative products.*

*Position your organization to reach dental decision makers. We look forward to working with you to create a very successful meeting.*

Kevin H. Norige, DMD  
Annual Session Chairman

**//// LAUNCH NEW PRODUCTS AND SERVICES**

**//// COLLECT HIGH-QUALITY SALES LEADS**

**//// BUILD BRAND AWARENESS**

**//// CULTIVATE CUSTOMER RELATIONSHIPS**

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Please read through the information summarized here before completing your application. Returning Exhibitors with an application and booth deposit received by October 31, 2021, will be able to retain previous booth assignment. Booths paid in full prior to this date will receive a \$100 discount.

# General Information

## CONFERENCE DATES

Wednesday–Friday, May 11–13, 2022

## CONFERENCE LOCATION

Mohegan Sun, 1 Mohegan Sun Boulevard, Uncasville, CT 06382

1.888.226.7711 | [www.mohegansun.com](http://www.mohegansun.com)

# Exposition Schedule

## Wednesday, May 11

**12:00 pm–7:00 pm**      **Exhibitor Registration & Move-In**  
Booth personnel can pick up badges Wednesday, May 11th, from 12:00 pm–7:00 pm and from 7:00 am Thursday / Friday. All booth personnel should be prepared to provide a business card in exchange for their name badge.

## Thursday, May 12

7:00 am–8:00 am\*      Exhibitor Registration & Move-In  
8:30 am–5:30 pm      Exhibit Hall Open

## Friday, May 13

8:30 am–5:00 pm      Exhibit Hall Open  
3:30 pm–5:30 pm      Reception in Exhibit Hall  
5:30 pm\*\*              Exhibit Hall Closes

\* All crates must be out of the exhibit hall aisles by 8:00 am on Thursday. Any crates remaining in the aisles at this time will be removed at the exhibitor's expense

\*\* Early breakdown on Friday afternoon is strictly prohibited. Booths must remain open and staffed until 5:00 pm. Early dismantling of exhibit booths will not be allowed and will result in exhibitor losing preferred location request for the following year. Booth personnel will not have access to the loading dock until 5:00 pm.

# Contacts

## Advertising, Promotion, and Sponsorship Questions

Cynthia Holloway  
Director of Meetings and Continuing Education  
Phone 860.378.1800 Ext. 203  
Email [cholloway@csda.com](mailto:cholloway@csda.com)

## Logistical Information

Dawn Champagne  
Meetings and Continuing Education Coordinator  
Phone 860.378.1800 Ext. 201  
Email [dchampagne@csda.com](mailto:dchampagne@csda.com)



# 2022 Sponsor Perks at Each Level

Event  
Sponsors

Exhibit  
Only

Company logo and link on website	✓	
Company name and logo to appear in program guide	✓	
2' x 2' floor sticker in front of your booth	✓	
Company logo to appear on sponsor wall in registration lobby	✓	
Scavenger Hunt: company name listed in game on mobile app	✓	
Raffle or drawing listings on meeting app	✓	
Company name listed in preliminary program	✓	✓
Company name on event mobile app	✓	✓
Company name on website	✓	✓
Interactive floor plan	✓	✓

(Deadline October 31, 2021)

## Traffic Builders

**/// Scavenger Hunt** (Limited to 20 Exhibitors and played through the mobile app!)

This typically sells out! Your small investment of \$100 could have a big impact on your exhibiting experience as it will drive more traffic to your booth, give you greater name recognition during the meeting, and allow you to make a more memorable impression on our attendees. This has become a fun activity that many attendees look forward to and gives them a chance to win one of three \$250 grand prizes! Simply check it off on your booth application.

**/// Reception Drink Tickets**

During the Friday In-Hall Reception attendees will receive drink tickets to be used on the Exhibit Hall floor. Drink Ticket sponsorships will be available to 2022 exhibitors to purchase.

**/// Prize Drawings**

Daily drawings are held during exhibit hours. Exhibitors can contribute prizes for the drawings. They are part of the sponsorship opportunities and are limited to four (two per day).

## NEW THIS YEAR!

**/// Selfie Wall Photo Opp**

We'll have a selfie wall for attendees to stop and take photos with friends and colleagues. Be the first to sponsor a wall and have your logo go viral.

# Sponsorship Opportunities

Here are just some of the sponsorship opportunities that are available in conjunction with this exciting event! More details and opportunities will be announced as the meeting program and theme is further developed. Inquire for more details!

To confirm your sponsorship, please contact Cynthia Holloway at [cholloway@csda.com](mailto:cholloway@csda.com) or 860.378.1800, ext. 203.

<b>Tote Bag</b>	<b>\$7,000</b> 1 exclusive available	<b>SOLD</b> Includes your company name/logo on the bag and a 2nd complimentary booth space to distribute the bags
<b>Lanyards</b>	<b>\$3,500</b> 1 exclusive available	<b>SOLD</b> Your exclusive company name/information for name badge holders
<b>Water Cooler Covers</b>	<b>\$3,000</b> 1 exclusive available	<b>SOLD</b> Have your company's artwork/brand messaging on 24 water stations placed in all of the upper/lower level meeting rooms and the exhibit hall
<b>Writing Pads</b>	<b>\$2,500</b> 1 exclusive available	Company's logo and contact information full color imprint on 2,000 paper pads; distributed at each of the course locations
<b>Coffee Service</b>	<b>\$2,500</b> Thursday morning <b>SOLD!</b> Thursday afternoon Friday morning <b>SOLD!</b>	Napkins with logo <b>&gt;&gt;&gt; Only 1 opportunity left! &lt;&lt;&lt;</b>
<b>The Big Event</b>	<b>\$7,500 Gold</b> <b>\$3,000 Silver</b> <b>\$1,500 Bronze</b>	Company name recognition Reserved table for 10 4 tickets to the party
<b>Reception Drink Tickets</b>	<b>\$750</b> 1 exclusive available	Logo placed on the ticket
<b>Selfie Wall</b>	<b>\$500</b> 1 exclusive available	Logo and signage included
<b>Charging Station</b>	<b>\$800</b> 1 exclusive available	Your logo placed on Charging Devices and signage. Additional marketing includes logo on website sponsor page and listing on onsite floor plan.

# Exhibitor Information

## COI FORM

Certificate of Insurance information/ sample can be found on the website at [csdadentalmeeting.com](http://csdadentalmeeting.com).

## EXHIBITOR REFRESHMENTS

- Exhibitor's Lounge stocked with refreshments on set-up day and show days.
- Two complimentary express lunches per booth, per day (Additional express lunches can be purchased)

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Over 3,000 dental professionals attended 2019's CSDA annual meeting

<b>671</b>	Dentists
<b>1,127</b>	Hygienists
<b>624</b>	Dental Assistants
<b>365</b>	Office Staff
<b>144</b>	Students/Residents
<b>88</b>	Speakers/Guests
<b>7</b>	Lab Tech/Owner
<b>503</b>	Exhibit Representatives

## CONTRACT RULES AND REGULATIONS

The following 2022 rules and regulations will govern the exhibits at the 155th Annual Meeting of the Connecticut State Dental Association. An authorized signature on the contract confirms acceptance of the 2022 rules and regulations.

## BOOTH ASSIGNMENT

In assigning space to applicants, consideration will be given to date deposit is received and seniority status. The process of assigning booths begins in November. Returning exhibitors with application received by October 31st will be able to retain your prior booth assignment.

Exhibitor Kits begin going out in February via e-mail. The kit will contain all of the information you need to prepare for the show including: how to register booth personnel, make hotel reservations, purchase tickets to our social functions, provide information for our mobile app, and order additional items for your booth such as electricity and furniture/accessories, if needed. Advance delivery and load-in instructions are also included in the kit.

## FIRST-TIME EXHIBITORS PAYMENT POLICY

We love new exhibitors! We do have a policy that requires new/first-time exhibitors to pay by check.

## Exhibitor booth information

*Register for a booth before November 30th for inclusion in the Program Guide, which is distributed to dental professionals from Connecticut and the surrounding states!*

### BOOTH PACKAGE

- 10' wide x 8' deep (Note: pre-function booths are 8' wide and 7' deep due to fire codes)
- 8' high draped back wall, 3' high draped side walls (Ballroom is fully carpeted)
- One 8' x 40" skirted tall table, two folding chairs, one wastebasket
- 7" x 44" company ID sign with booth number.
- Virtual Booth (\$300 value)

### BOOTH PRICING

Premium/Pre-Function	\$2,250
Corner Booth	\$2,000
Inside Booth (includes booths 802-808)	\$1,700

***\$100 discount for booths paid in full by October 31st!***

# Advertising Opportunities

## CSDA's 155th Annual Charter Oak Dental Meeting | May 11–13, 2022

Reserve your spot today! Email Cynthia Holloway at [cholloway@csda.com](mailto:cholloway@csda.com) or call 860.378.1800, ext. 203.

### Digital



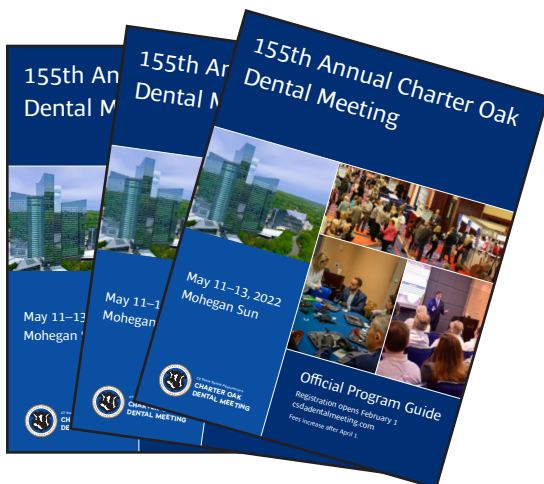
#### Website Banner

\$1,500 1 exclusive opportunity available  
Banner will be placed on the homepage of [csdadentalmeeting.com](http://csdadentalmeeting.com)

#### Mobile App

\$1,000 1 exclusive opportunity available  
Banner will be placed on the homepage of the Mobile App

### Print



#### Prime Spots

- |   |         |              |
|---|---------|--------------|
| <input type="checkbox"/> Back cover         | \$2,200 | 7.5"w x 8"h  |
| <input type="checkbox"/> Inside front cover | \$1,650 | 7.5"w x 10"h |
| <input type="checkbox"/> Inside back cover  | \$1,650 | 7.5"w x 10"h |

#### Inside Pages

- |                                    |         |              |
|------------------------------------|---------|--------------|
| <input type="checkbox"/> Full page | \$1,350 | 7.5"w x 10"h |
| <input type="checkbox"/> 1/2 page  | \$800   | 7.5"w x 5"h  |
| <input type="checkbox"/> 1/4 page  | \$500   | 3.5"w x 5"h  |

Print ad art files are due by October 31st and should be emailed to [cholloway@csda.com](mailto:cholloway@csda.com) in full color with no bleeds and in high resolution (300 dpi) PDF, TIFF, or JPG format. Payment is due full by October 31st. The CSDA reserves the right to release ad space if payment is not received by the due date or reject/withdraw an ad at its discretion. This contract is valid once signed. The CSDA will hold all advertisers liable for all payments under the contract.

## **RATES, REFUNDS, AND DEPOSITS**

No space will be assigned without a completed application and a 50% deposit per booth. Reserved space may be reassigned or canceled at the discretion of the exhibits chair. All requests for cancellation must be made in writing to the Connecticut State Dental Association and received before January 20, 2022. A refund will be issued minus a \$250 cancellation fee per booth. If a cancellation request is received after January 20, 2022, the entire booth fee will be retained by the CSDA.

## **PAYMENT IN FULL**

Outstanding booth space balances are due by March 1, 2022. Booth space applications received on or after this date must be accompanied by payment in full. If the appropriate amount is not paid by the due date, a contract may be canceled without refund of any deposit amount.

The Connecticut State Dental Association, in the event of conflict regarding space requests or conditions beyond its control, reserves the right to rearrange the floor plan. Any assigned booth space not claimed by the start of the meeting may be resold or reassigned without obligation on the part of the Connecticut State Dental Association with no refund due to the exhibitor.

## **COMPANY/BOOTH PERSONNEL VERIFICATION**

Each exhibit is limited to individuals, business firms, manufacturers, and dealers who have contracted and paid for space. Exhibit booths must be manned by registered exhibitor personnel at all times during all open exhibit hours. All exhibits personnel must be bona fide employees of the exhibiting company or representatives who received commission, brokerage, or salary from the exhibitor. False certification of individuals as exhibitor representatives, misuse of exhibitor badges or any other method or devices used to assist unauthorized persons to gain admission to the exhibit floor may be subject to a fine and expulsion of the exhibitor from the exposition and barring him/her from further entrance to the floor without obligation on the part of the CSDA for a refund of any fees.

Upon the exercise of the authority by the Connecticut State Dental Association, the exhibitor, their employees and/or agents, waives any rights to claim for damages against the Connecticut State Dental Association arising out of the enforcement of this paragraph.

## **SPACE**

The exhibitor acknowledges that the Connecticut State Dental Association is merely a licensee of Mohegan Sun and that the Convention Center and all other contracted space is licensed to the Connecticut State Dental Association. Accordingly, the exhibitor shall use its exhibit space in compliance with all rules and regulations with respect to such use from time to time imposed by Mohegan Sun. In addition, the exhibitor will only display products or materials manufactured or distributed by it in the regular course of its business, and, for no other items or things of any nature. The exhibitor recognizes and agrees that the contract of which these rules and regulations are a part, constitutes a sub-license agreement of its space, and shall not assign, further sub-license or otherwise apportion or dispose of its exhibit space or any other part thereof, or any use of all or any part of said space to any person, firm or entity other than the exhibitor.

## **INSURANCE & SECURITY**

The exhibitor assumes responsibility and agrees to indemnify and defend the Connecticut State Dental Association and hotel and the tribe and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

The exhibitor understands that neither the Connecticut State Dental Association nor Mohegan Sun maintain insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

All exhibits and respective contents are the sole responsibility of the exhibiting company. The exhibiting company assumes all risk and as stated above, is expected to obtain the proper insurance. The Connecticut State Dental Association will not be responsible for damage or loss by fire, riots, strikes, etc. As an additional service and courtesy to our exhibitors, overnight security will be provided once set-up hours end on Wednesday until 7:00 am the following morning and again once the show ends on Thursday until 7:00 am on Friday.





# 2022 CSDA Exhibit Space Application Trade Show: May 11–13, 2022

Please complete all sections of this contract and print as clearly as possible so we can translate the information accurately. In submitting this application, you agree that you have read, understand and will abide by all of the rules and regulations outlined in the prospectus.

## BOOTH LOCATION REQUEST

(see floor plan)

We would like to retain our 2019 booth space(s)

1st choice booth(s) # \_\_\_\_\_

2nd choice booth(s) # \_\_\_\_\_

If possible, do not locate our us next to or across from:

## BOOTH RATES

Location	Rate	QTY	Subtotal
Premium/Lettered	\$2,250	<i>Please inquire for availability</i>	
<input type="checkbox"/> Corner:	\$2,000	x _____ = \$ _____	
<input type="checkbox"/> Inside:	\$1,700	x _____ = \$ _____	
<b>Total Booth Cost</b>			\$ _____

We are paying 50% of our booth total \$ \_\_\_\_\_ with this application.

We are paying in full with this application (required after 3/01/22) \$ \_\_\_\_\_

Early Bird Discount (booth space must be paid in full by 10/31/21 to be eligible) \$ \_\_\_\_\_

**Booth balance due** (if applicable) \$ \_\_\_\_\_

## OPTIONAL ADD-ONS

(descriptions on page 4; payment in full is required)

- Charging Stations (\$800)
- Reception Drink Tickets (\$750)
- Selfie Wall (\$500)
- Scavenger Hunt (\$100)

**Today's total payment:** \$ \_\_\_\_\_

Return contract and check made payable to: Connecticut State Dental Association, 835 West Queen Street, Southington, CT 06489. For applications with credit card payment, fax to 860.378.1807 or scan and email to [annualmeeting@csda.com](mailto:annualmeeting@csda.com).

## CONTACT INFORMATION

\_\_\_\_\_  
Company name

\_\_\_\_\_  
Company products/services

\_\_\_\_\_  
Booth sign should read

\_\_\_\_\_  
Company zip code

\_\_\_\_\_  
Company website address for [csdadentalmeeting.com](http://csdadentalmeeting.com)

\_\_\_\_\_  
Name/Email of person completing this application

**Exhibitor Kit should be e-mailed to:**

\_\_\_\_\_  
Full name

\_\_\_\_\_  
Email address

\_\_\_\_\_  
Phone

## METHOD OF PAYMENT

(New/First time exhibitors must pay by check)

- Check made payable to CSDA
- MasterCard  Visa  American Express

\_\_\_\_\_  
Credit card number

\_\_\_\_\_  
Expiration date

\_\_\_\_\_  
CVV Code

\_\_\_\_\_  
Name on card

\_\_\_\_\_  
Credit card billing address

\_\_\_\_\_  
Authorized signature

If you are paying with a credit card and submitting a 50% booth deposit, please let us know if you would like us to automatically charge the remaining balance:

- Please charge the remaining balance on 10/31/21 so we can receive the \$100 discount.
- Please charge the remaining balance on 3/01/22. (Not discount eligible)



# See You Soon!

- ▶ **Discover New Customers**
- ▶ **Connect with the Dental Community**
- ▶ **Advance Your Brand**

[CSDADentalMeeting.com](http://CSDADentalMeeting.com)



CT State Dental Association's  
**CHARTER OAK  
DENTAL MEETING**





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*Book your spot in our exhibitor hall by November 30th  
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