



WORLD DENTAL CONGRESS
SAN FRANCISCO 2019

Exhibitor Prospectus

Moscone Convention Center
Thursday-Saturday, 5-7 September, 2019



Learn more at www.world-dental-congress.org

ADA FDI World Dental Congress brings together leaders across the world in dental practice, research, academia and industry to present the highest quality and most innovative and effective continuing education.

For 2019, the American Dental Association (ADA), FDI World Dental Federation, California Dental Association (CDA) and San Francisco Dental Society will collaborate to host the ADA FDI World Dental Congress. This combined meeting will feature more than 450 exhibiting companies leading the field in cutting edge products and services.

Who attends?

Anticipated attendance of up to 30,000–35,000 participants consisting of dentists, dental hygienists, dental assistants, business assistants and lab technicians, among other members of the dental team from the U.S. and over 50 countries around the world.

Who should exhibit?

Companies that offer innovative products and services related to the dental industry.

What is included in my booth package?

- Exhibit space
- Company listed in Onsite Guide (information must be received by 17 May, 2019)
- Company description, product information and a hyperlink in the mobile app
- 50-word company description and company logo included with online floor plan listing
- 10 exhibit personnel badges per 100 square feet of exhibit space
- Booth amenities:
 - 8' back drape and 3' side drapes
 - Booth identification sign
- Exhibitor Kit — available in March 2019 to all paid exhibitors. It includes various order forms from the show contractor and logistics information.

Visit www.world-dental-congress.org for more information.



Exhibitor Application Procedures

2019 Booth Fees

Advance Online Renewal Rate*: USD 4,500 per 10 ft. x 10 ft.

Standard Booth Rate**: USD 5,500 per 10 ft. x 10 ft.

Nonprofit USD 3,300 per 10 ft. x 10 ft.

There is an additional charge of USD 900 for each exposed corner.
Conference rooms are USD 4,500 per 10 ft. x 10 ft.

All rates are in U.S. dollars.

*Available through October 20, 2018.

**As of November 1, 2018 at the start of open hall sales.

How to Reserve Exhibit Space

Current 2018 FDI exhibitors will have the opportunity to select 2019 ADA FDI World Dental Congress exhibit space with a savings of USD 1,000 (per 10 ft. x 10 ft. booth space) during an advanced sales online renewal process. Exhibit space selection will begin mid-September, 2018. Information about the renewal process will be sent via email to each exhibitor.

For all other companies interested in exhibiting at the ADA FDI World Dental Congress, online sales will open 1 November, 2018.

For questions, contact Rhonda King at rhonda@corcexpo.com or +1.312.265.9656.

Payment Schedule

Deposit: To be considered for exhibit space, all applications for commercial exhibit space must be accompanied by a USD 1,000 deposit per 10 ft. x 10 ft. booth (payable to the American Dental Association in U.S. funds and drawn on a U.S. bank). The balance is due on 19 April, 2019. **All applications received after 19 April, 2019 must include full payment.**

Acceptable payment forms are: check, Visa, MasterCard, American Express, ACH or wire transfer. Selected exhibitors will be notified of their booth location. Non-selected applicants will receive a full payment refund based on the method of payment.

2019 Exhibit Schedule*

Exhibit Move-in

Monday, 2 September 8 a.m.-4:30 p.m.	Tuesday, 3 September 8 a.m.-5 p.m.	Wednesday, 4 September 8 a.m.-4 p.m.
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Exhibition Hours

Thursday, 5 September 9 a.m.-4:30 p.m.	Friday, 6 September 9 a.m.-5 p.m.	Saturday, 7 September 9 a.m.-4 p.m.
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Exhibit Move-out

Saturday, 7 September 4-8 p.m.	Sunday, 8 September 8 a.m.-4:30 p.m.	Monday, 9 September 8 a.m.-Noon
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*Hours subject to change

Questions

If you have questions about or need assistance with the application process, please contact the ADA exhibit office:

Exhibit Manager

Rhonda King
+1.312.265.9656
rhonda@corcexpo.com

For more information about exhibiting or sponsoring the 2019 ADA FDI World Dental Congress, please visit www.world-dental-congress.org.

Cancellation or Reduction of 2019 Exhibit Space

Both the exhibitor and ADA acknowledge that, in the event the exhibitor has to cancel, ADA will sustain substantial monetary losses that cannot precisely be determined. Due to the difficulty of determining and detailing these losses, the exhibitor agrees to pay the following as liquidated damages (and not a penalty) if they cancel or downsize their booth space.

If written notice of cancellation or reduction of booth space is received prior to 19 April, 2019, exhibitor agrees to pay a cancellation fee equal to \$1,000 per 10 ft. x 10 ft. booth space. If written notice of cancellation or reduction of booth space is received on or after 19 April, 2019, exhibitor agrees to pay a cancellation fee equal to 100% of the total fee for booth space. These cancellation fee terms will apply regardless of the execution date of the application. If the ADA does not receive any notice of cancellation in writing, the exhibitor will be liable for 100% of the total fee for booth space.

Moscone Convention Center Exhibit Hall

