



# DENTSPLY SIRONA

# WORLD 2019

## THE ULTIMATE DENTAL MEETING

### Exhibitor and Sponsorship Prospectus

October 3-5, 2019  
Mandalay Bay Casino and Resort  
Las Vegas, NV



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# Welcome

Don't miss the opportunity to be part of Dentsply Sirona World as we welcome thousands of dentists to the Mandalay Bay Casino and Resort in Las Vegas.

Occurring October 3-5, 2019, this event is set to transcend last year's **Dentsply Sirona World** Celebration and deliver a stellar experience to attendees as well as sponsors and exhibitors.

Dentsply Sirona World is Dentsply Sirona's annual educational experience that promises to provide the best that dentistry has to offer; it is the Ultimate Dental Meeting. During this three-day event, thousands of doctors and dental professionals gather in one place to gain new ideas and innovative means to better build and manage their practice, network with peers and leading clinicians, and expand their knowledge of Dentsply Sirona products, technologies and software.

There is a sponsorship opportunity for any budgetary level at Dentsply Sirona World from a highly visible booth on our trade show floor to logo placement on Dentsply Sirona World event ads.

This official Exhibitor and Sponsorship Prospectus contains conference rules and regulations, as well as the exhibitor and sponsorship applications.

# Dates, Deadlines and Events

Initial payment due upon receipt of Sponsorship Application. 50 percent of exhibitor fee due upon receipt of application.



## Preliminary Dentsply Sirona World 2019 Exhibit Hall Schedule

### **Wednesday, Oct. 2**

Trade show booth setup: 8 a.m.

### **Thursday, Oct. 3**

Trade show floor hours: 11:30 a.m. – 8:30 p.m.

### **Friday, Oct. 4**

Trade show floor hours: 10:30 a.m. – 7:30 p.m.

### **Saturday, Oct. 5**

Trade show floor hours: 9 a.m. – 5 p.m.

Trade show move out: 5 p.m.

Please Note: Trade show floor hours are subject to change. Please reference the final agenda or Dentsply Sirona World app for the most up-to-date trade show hours.

# Sponsorship Opportunities

Dentsply Sirona World offers many tools to help build long-term relationships with leading buyers to increase awareness and ensure your success. Please note that sponsorships are limited and will go quickly.

Exclusive sponsorship, advertising and promotional opportunities have been developed to increase your company's visibility and attract your current and prospective customers at Dentsply Sirona World. You can maximize your exposure by selecting one of the strategic marketing packages listed below.

## Emerald

**Only 1 opportunity available**

**\$150,000**

**Entertainment:** Concert Sponsor

**Booth Space:** 20'x40'

**Thirty Badges Total** (20 General, 10 VIP)

**Breakout Session Room:** A breakout room with standard AV package to include a screen and projector during all breakout sessions for up to 80 people (theater style) for duration of event. *\*Breakout session subjects can only be repeated once.*

**In Room Video Loop:** Yes

**Program Ad:** Full Page

**In-booth Interview during trade show hours:** Yes

**Item in Attendee Bag:** Yes

**Dentsply Sirona World Website:** Logo placement on registration website

**Dentsply Sirona World Ad:** Logo placement on Dentsply Sirona World event ads

**Ad in Dentsply Sirona World Magazine:** Full Page in 2 Issues

**Eblast to Attendees:** 1 Scheduled Eblast to Registered Attendees

## Diamond

**Only 1 opportunity available**

**\$125,000**

**Entertainment:** Comedian Sponsor

**Booth Space:** 20'x40'

**Twenty Badges Total** (15 General, 5 VIP)

**Breakout Session Room:** A breakout room with standard AV package to include a screen and projector during all breakout sessions for up to 80 people (theater style) for duration of event. *\*Breakout session subjects can only be repeated once.*

**In Room Video Loop:** Yes

**Program Ad:** Full Page

**In-booth Interview during trade show hours:** Yes

**Item in Attendee Bag:** Yes

**DSW Website:** Logo placement on registration website

**DSW Ad:** Logo placement on Dentsply Sirona World event ads

**Ad in DSW Magazine:** Full Page in 1 Issue



# Platinum

**Only 1 opportunity available**

**\$100,000**

**Entertainment:** Closing Party

**Booth Space:** 20'x40'

**Twenty Badges Total** (15 General, 5 VIP)

**Breakout Session Room:** A breakout room with standard AV package to include a screen and projector for up to 80 people (theater style) for four sessions. *\*Breakout session subjects can only be repeated once.*

**In Room Video Loop:** Yes

**Program Ad:** Full Page

**In-booth Interview during trade show hours:** Yes

**Item in Attendee Bag:** Yes

**DSW Website:** Logo placement on registration website

**DSW Ad:** Logo placement on Dentsply Sirona World event ads

# Gold

**Only 1 opportunity available**

**\$80,000**

**Entertainment:** Opening Night Cocktail Hour (Thursday)

**Booth Space:** 20'x20'

**Fifteen Badges Total** (10 General, 5 VIP)

**Breakout Session Room:** A breakout room with standard AV package to include a screen and projector for up to 80 people (theater style) for two sessions. *\*Breakout session subjects can only be repeated once.*

**In Room Video Loop:** Yes

**Program Ad:** Full Page

**In-booth Interview during trade show hours:** Yes

**Item in Attendee Bag:** Yes

**DSW Website:** Logo placement on registration website

**DSW Ad:** Logo placement on Dentsply Sirona World event ads

# Silver

**Only 3 opportunities available**

**\$50,000**

**Entertainment:** Choice of one Health & Wellness Activity or business speaker

**Booth Space:** 20'x20'

**Ten General Badges**

**Breakout Session Room:** A breakout room with standard AV package to include a screen and projector for up to 80 people (theater style) for one sessions. *\*Breakout session subjects can only be repeated once.*

**Program Ad:** Full Page

**In-booth Interview during trade show hours:** Yes

**Item in Attendee Bag:** Yes

**DSW Website:** Logo placement on registration website

**DSW Ad:** Logo placement on Dentsply Sirona World event ads

# Bronze

**Only 6 opportunities available**

**\$30,000**

**Booth Space:** 10'x20'

**Ten General Badges**

**F&B Sponsorship:** Break / Lunch

**Program Ad:** Half Page

**Item in Attendee Bag:** Yes

**DSW Website:** Logo placement on registration website

**DSW Ad:** Logo placement on Dentsply Sirona World event ads

# Why Exhibit at Dentsply Sirona World?

At the 2017 **Dentsply Sirona World** in Las Vegas, tickets were sold out. At the 2018 **Dentsply Sirona World**, nearly 5,000 dental professionals made the trip to the Sunshine State. You truly do not want to miss out on being an exhibitor at this amazing educational festival.

We anticipate even stronger attendance with unrivaled sales and branding potential for our exhibitors and sponsors at Dentsply Sirona World. Many of the sponsors and exhibitors from past celebrations told us that consistently, Dentsply Sirona-sponsored trade shows are their most successful trade show appearance ever!

As a sponsor or exhibitor, your organization can showcase valuable products and services while connecting with decision makers. Additionally, Dentsply Sirona World offers exhibitors and sponsors a portfolio of marketing opportunities to position their organization and enhance their exposure to core audiences. No other dental conference can match our value.

Attendees of Dentsply Sirona World want to identify solutions for today's issues and prepare for tomorrow's challenges.

As a sponsor or exhibitor, you are a critical component in providing these solutions, and making this one-of-a-kind professional development and educational experience possible.



Join **Dentsply Sirona World** 2019 for greater education and entertainment.

## Exhibitors Who've Attended 7 Years

CareCredit • cerecdocctors.com • Meisinger USA • Patterson Dental • Zyris

## Exhibitors Who've Attended 6 Years

Pacific Dental Services  
Shofu Dental Corporation  
Ultralight Optics Inc

## Exhibitors Who've Attended 5 Years

Bank Of America Practice Solutions  
Compassionate Finance  
Designs For Vision, Inc  
Digital Doc, LLC  
Heartland Dental

Kuraray Noritake Dental  
Snap On Optics  
Wells Fargo Practice Finance  
Zirc Company

## Exhibitors Who've Attended 4 Years

1-800-DENTIST  
3M ESPE  
Air Techniques  
Birdeye  
Burbank Dental Laboratory Inc  
ClearCorrect  
Coltene  
ContactEZ, Interproximal Solutions  
DentalPost  
DentalVibe  
Doctor.com  
DryShield

Fortune Management  
Harvest Dental Products, LLC  
HR for Health  
Indenco Dental Products, Inc  
Ivoclar Vivadent Inc  
LendingClub Patient Solutions  
Septodont  
Spear Education  
VITA North America  
VOCO America, Inc  
Weave

## Exhibitors Who've Attended 3 Years

Apex Dental Materials  
CADStar/Klim Institute  
Cosmedent, Inc  
dentistry.com  
Digital Enamel  
DMG America  
Freedom Day USA  
Implant Seminars  
Infinity Massage Chairs  
Kerr Corporation  
LoupeCam by VizVOCUS Inc

Merz Dental GmbH  
Opera DDS (Prehensile, LLC)  
OraCare  
Power Dental U.S.A. Inc.  
Six Month Smiles  
Smile Reminder  
Stratasys  
TruDenta  
Vident  
Zephyr Sleep Technologies



## Exhibitors Who've Attended **2 Years**

3D Dentists	Dental Product Shopper	Glidewell Labs	RevenueWell
3M Oral Care	Dental USA	Hager Worldwide	RGP Dental
AA Dental Design	Dentistry By Design	Henry Schein Dental	Sage Dental
Alpha Omega: Pascal & Diashine	Digital Dentistry Seminars	Live Oak Bank	Sheervision
Axis Dental	Dolphin Imaging & Management Solutions	Medentika	Tekscan
Banyan	Dowell Dental Products	MIS Implants Technologies	Tel-a-Patient
Biomet 3i	Dr Robert Conrad	Officite LLC	The Children's Dental Center
BioResearch Assoc Inc	Florida Probe Voice Works	Premier Dental Products Company	
Cerec Seminars Laboratory	Formlabs	Quintessence Publishing Company	
Dental Arts Laboratories, Inc.	FUJI CYBER RELAX / ACIGI		
	GC America		

## Exhibitors Who've Attended **1 Year**

ACDNA	Creative Pixel Media	Great Expressions Dental Centers	Pro-Dex
Adec	CrystalMark Dental Systems	Great Lakes Education Center	ProSites
Advanstar	Danville Materials	Guidance Endodontics	RecallMax
AdviceMedia	Data Guardian Pros	HASS Bio America, Inc.	Rod Kurthy, DMD, Dental Publications
Aegis Communications	Demandforce	Healthcare Professional Funding	S.A.I.D.
Aesthetic Porcelain Studios	Dental Lifeline Network	Hu-Friedy	Salli USA
Albensi Laboratories	Dental Services Group	Infinite Therapeutics	Select Merchant Solutions, LLC
Align	DentalEZ Integrated Solutions	Keating Dental Arts	Seltzer Institute
Alpha Dental Studio	Dentaltown	KOHAN Architecture	siCAT
American Express Merchant Financing	Dentist Select	Launch Loyalty	Simplifeye
American Orthodontics	Dentistry Today	Lighthouse by Web.com	Sleep Optima
America's Best 401K	DentLight, Inc.	MagnaVu	Smile Vision Lab
Bicon Dental Implants	Dentona	McKenzie Management	SNAP Cosmetic
BioHorizons	DigiDent Labs	Medmark	Simulation Software
Bisco	Digital Air Strike	Merrill Lynch	Social Dental
Brand Target	Digital Dental Solutions Lab	Microcopy	Southwest Center for Advance Clinical Studies
CallSource	Digital Resource	Midwest Dental Arts	Spectrum Dental Science
Captex	Doctor Multimedia	Millenium Dental Technologies	SprintRay Inc.
CareCru Inc.	Doctorbase Lab	Millenium Lasers	SS White
Carl Zeiss Meditec	Dr James Klim/ CADstar	National Dental Network	Televox
CARR Healthcare Realty	Dr Neal Patel/ Dr Alex	Neocis	The JP Institute
Ceatus Media Group	Touchstone	NFDH	The Progressive Dentist
Center for Technology Integration	Drake Precision Dental Laboratory, Inc	OneMind Health	Tony Robbins
Centrix Inc	DTI Dental	Onpharma	Trident Dental Laboratories
CEO for Dentists	EagleSoft	OraPharma, Inc	Triodent
CEREC on Demand	Everyday Health	Osspray	VH Technologies Ltd
Cerecology	Fotona	Patient Prism	Vision Magazine
ClearShot	Glidewell Direct	PatientPop	Wiltrace
Coast Dental	Glossique	Podium	Zero Gravity Skin
Computer Assisted Dentistry	Gordon J Christensen - Practical Clinical Courses	PowderPerfekt	Zoll Dental
ConsultPro		Pro-Art Dental Lab	

## Dentsply Sirona

**World** booths come in two sizes: 10' x 10' and 10' x 20' (in-line booth, cross-aisle booth or bordering entrance booth).

# Exhibitor Opportunities

**10' x 10' - \$10,000** (includes complimentary registration for three employees)

**10' x 20' - \$17,500** (includes complimentary registration for five employees) Also available as part of the Bronze sponsorship package.

**20' x 20'** - Available only for Gold & Silver Sponsorships

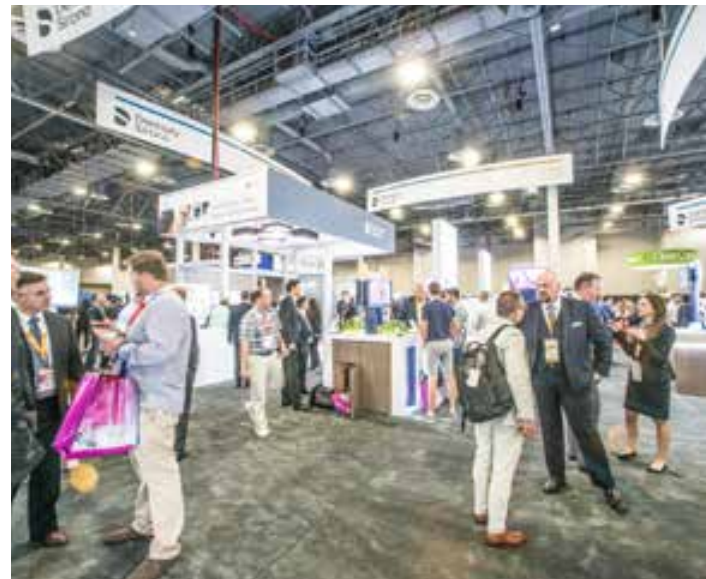
**20' x 40'** - Available only for Emerald, Diamond and Platinum Sponsorships

Additional Badges can be purchased for \$995 each

Each booth space includes: 8-foot back drape, 3-foot side dividers and a customized vendor identification sign

**Please Note:** Additional booth items (tables, chairs, carpet, etc.) may be ordered through the Exhibitor Service Manual. See following pages for sponsorship benefit details.

**Submit your exhibitor application at:**  
[www.dentsplysironaworld.com/exhibitors](http://www.dentsplysironaworld.com/exhibitors)



# Exhibitor FAQ

## May I make sales on the exhibit floor?

**YES.** Sales using credit cards and orders for future shipments may be made on the exhibit floor. All sales are between the customer and the exhibiting company; Dentsply Sirona is not a party to any of these sales.

## May exhibitors attend the breakout sessions?

**YES.** Your exhibitor registration includes attendance to all scientific and social sessions. Only registered exhibitors are allowed to be on the exhibit floor and in breakout sessions.\* Each exhibiting and sponsoring company will receive an allotment of registrations. Any additional attendees must register at a cost of \$995 per person.

## Will an official Exhibitor Service Kit be provided?

**YES.** An official Exhibitor Service Kit with full rules and regulations will be available April 15, 2019.

## Will I be allowed to set up my booth by myself?

10' x 10' portable booths without structure may be set up by the exhibitor; however, all booths with structure, no matter what size booth, must be installed by show service labor. Exhibitor Service Manual with further details on booth setup for booths larger than 10' x 10' and with structure to follow.

## May I have food/beverage in my booth?

**YES.** However, only food and beverage provided by Mandalay Bay catering services can be served in the booth area. We encourage creativity and traffic builders for your booth!

## Can I have a lead retrieval in my booth?

**YES.** All exhibitors will be forwarded lead retrieval information with their Exhibitor Service Manual.

Please Note: Booth assignments will be allocated by sponsorship seniority. After that, assignments will be made as applications and deposits are received and are on a first-come, first-served basis. Final allocation of booth assignment will be solely based on the discretion of Dentsply Sirona, Inc. \*CE Credits are NOT applicable for Exhibitors.

# Additional Information

Please note that for any lectures or hands-on programs, individual companies are responsible for providing speakers and supplies, and for taking care of all expenses associated with both the speaker and program. Companies are responsible for providing all artwork for logos for specified items within 30 days of Exhibitor or Sponsorship Application submission. Dentsply Sirona reserves the right to incorporate the logo into appropriate artwork for specified piece.

## Top Reasons to become a Sponsor/ Exhibitor at Dentsply Sirona World

- Gain access to a large audience of dental professionals and others interested in the field. Thousands of attendees from around the world are anticipated.
- Opportunities to promote products and services to your core audience of highly qualified and focused individuals with decision-making and buying power.
- Attendees are interested and engaged in their profession and pursue opportunities to learn, explore new products and services, and research products for future purchase.
- Gain new industry insight by attending keynote and session speaker presentations throughout the event.
- General session, breakout meeting rooms and attendees breaks and meals are located in close proximity to the Exhibit Hall for continuous traffic flow.
- Extensive marketing reach that is targeting the growing digital dentistry audience.
- Plenty of opportunities for networking.





# Rules and Regulations

Dentsply Sirona World is run by Dentsply Sirona and is not connected with any other entity. Furthermore, Dentsply Sirona World is wholly owned and operated by Dentsply Sirona. All payments for the event, exhibitors and sponsors should be made payable to "Sirona Dental, Inc."

## Booth Assignments

Booth space shall be allocated by sponsorship seniority and at the sole discretion of Dentsply Sirona. After that, booths will be assigned on a first-come, first-assigned basis. Requests for booth locations will be considered, but are not guaranteed. Receipt of application does not guarantee acceptance or booth assignment. Final allocation of exhibit space shall be solely at the discretion of Dentsply Sirona. There is no guarantee that requested spaces shall be assigned. Application for booth space must be made by completing on-line application form. For exhibitors, 50 percent of exhibitor fee must be provided at time of application. For sponsors, 25 percent of sponsor fee must be submitted at time of application. Booths will not be reserved by phone. No exhibitor will be allowed in the Exhibit Hall if there is an outstanding balance on the account.

## Acceptability of Exhibitors

Dentsply Sirona is under no obligation to extend exhibition privileges to any company regardless of whether or not said company has exhibited or advertised in the past. Products and services exhibited must be related to the dental industry. Dentsply Sirona shall be the sole judge as to acceptability of exhibits. Products that fall under FDA Guidelines must have FDA certification to exhibit. An exhibit may not display any product or distribute advertisements for any product that infringes on the trademark, copyright or patent of another company. Each exhibitor must execute a contract for the right to use the space allotted. Subleasing or sharing of space with another business, firm or individual is strictly prohibited.

## Arrangement of Exhibits

The exhibitor agrees to arrange his/her exhibits so as not to obstruct or interfere in any way with the general view or the view of the exhibits of other exhibitors, or the free passage of spectators. The decision of

the Exhibit Committee as to what constitutes such obstruction or interference shall be final.

## Liability

In the event of fire, strikes, riot, civil commotion, acts of God, war or other unavoidable circumstances rendering it impossible or impracticable for any reason for Dentsply Sirona to perform under the aforementioned contract, the company's performance under such contract shall be excused. In addition, Dentsply Sirona 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 event site, 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 cause beyond its control or the control of Dentsply Sirona or the designated Dentsply Sirona World event site. Dentsply Sirona will, however, in the event of its not being able to hold Dentsply Sirona World exhibition for any of the reasons set forth above, reimburse exhibitors prorated on the amount of rental paid by each exhibitor as follows: total rentals paid by all exhibitors, less expenses incurred by Dentsply Sirona in constructing and installing the exhibits, shall be refunded to exhibitors in the ratio of their rental payments prorated by the number of days the exhibit fails to proceed as scheduled. Dentsply Sirona or its designated Dentsply Sirona World event site shall not have any liability whatsoever to any person or property who or which might sustain injury or damage due to any act or failure to act by the exhibitor, his agents, servants or employees. Further, exhibitors shall indemnify and hold harmless Dentsply Sirona from any and all liability claims that might ensue from any cause whatsoever, and shall defend and pay all fees and costs in connection with any such claim.



# Rules and Regulations (cont.)

## Disclaimer

Dentsply Sirona does not promote the purchase or license of any product or technique discussed at the seminars nor does Dentsply Sirona guarantee that products or techniques discussed will receive a positive response from the attendees. It is the responsibility of the individual companies to ensure proper marketing for their products. Participants are responsible for determining whether products or techniques discussed at Dentsply Sirona World can be legally sold or licensed by the persons or companies presenting the product or technique. Furthermore, Dentsply Sirona does not endorse any particular product or technique and makes no claims or representations as to their clinical effectiveness. The opinions expressed are exclusively those of the various speakers, clinicians and other commercial entities and not those of Dentsply Sirona.

## Cancellations – Exhibitors

Applications for exhibit space requires a 50 percent payment of which 50 percent will be deemed a non-refundable deposit. Cancellations made prior to May 15, 2019, are entitled to a refund of monies paid (less the 50 percent non-refundable deposit). Cancellations made after June 1, 2019, will forfeit all monies paid. All cancellations must be in writing and delivered by email: [danny.vezmar@dentsplysirona.com](mailto:danny.vezmar@dentsplysirona.com) or by mail: ATTN: DANNY VEZMAR, Dentsply Sirona, 13320-B Ballantyne Corp. Place Charlotte, NC 28277. Voicemail and verbal communications do not constitute written cancellation notice.

## Payment Schedule – Sponsorships

Applications for sponsorship will be invoiced by Dentsply Sirona directly to the sponsor and payments will be due in full by the following schedule:

25 percent - Due upon receipt of application.

75 percent - Due by June 1, 2019.

All sponsorship payments are non-refundable and sponsorship will be canceled if payment in full is not made by June 1, 2019. Please see sponsorship application for payment methods.

## Abandonment of Space

Any space not claimed and occupied two hours prior to the show opening may be resold or reassigned without refund. All booths must be staffed by an authorized company representative during all show hours. Each exhibit must be open for the full duration of official show hours and must be closed at all other times. Invitations to participate in future Dentsply Sirona events will be withheld if booth space is abandoned.

## Space Relocation

Any or all space designated for the exhibitor is subject to reassignment by the organizers for any reason and at any time the organizers see fit in the interest of Dentsply Sirona World. Dentsply Sirona may also reassign or assign the space to an exhibitor based upon the need of an exhibitor for water, drain, gas, electricity, steam, or other services and the availability, capacity and locations of these services. The decision to reassign or assign space will be final. All attempts will be made to give an equivalent space in terms of size and visibility, but cannot be guaranteed. The amount of rent paid will only be appropriately adjusted if the square footage of the space is reduced.

## Exhibitor Conduct

No exhibitor or member of an exhibit staff shall behave in a manner offensive to decency or good taste in the sole judgment of Dentsply Sirona staff. Exhibitors must conduct themselves in a professional manner and must maintain a professional appearance and demeanor. All exhibitors and their representatives, including models or demonstrators, must be properly and modestly clothed. Models in the employ of exhibitors must remain in the exhibit space assigned to the exhibitor. They may not circulate in public spaces, aisles or the registration area. Undignified methods of attracting attention are prohibited. Exhibitor personnel may not enter, photograph or videotape the exhibit space of another exhibitor without permission from the latter. Smoking is prohibited in the Exhibit Hall at all times.

## Exhibit Operation – Sales and Promotional Activities

Exhibitors are responsible for the cleanliness of their booths. Demonstrations and all other activities must be confined to the limits of the exhibitor's booth. Aisles must not be obstructed at any time. Exhibitors may not conduct activity of any kind that leads to the congestion of aisle traffic. If you intend to give away items that will attract large numbers of attendees, please purchase your booth space accordingly.

# Rules and Regulations (cont.)

You will be required to keep the line of attendees to a minimum and within the purchased booth space only. The use of megaphones, loudspeakers or sideshow tactics is prohibited. Sound projection equipment or any other type of sound or noisemaking apparatus must receive advance approval in writing from show management and must not impinge on adjacent exhibits. If written approval is received, the decibel level must not exceed 85 as stated in Section 29 of Federal OSHA Regulation 1910.95, applicable to trade shows. Decibel readers will be used to monitor all approved sound projection equipment. If the level exceeds the maximum level allowed, you will be required to adjust the decibel level accordingly. If multiple warnings are given, your previous approval to use the sound projections equipment will be revoked. Live and/or recorded music are prohibited in the Exhibit Hall. Exhibitors may not perform experimental procedures, demonstrate intra-oral technique or otherwise practice dentistry upon patients in the Exhibit Hall.

- a. Any transfer of value to Dentsply Sirona World attendees by exhibitors not included as part of the formal registration, including food and beverage, will be the responsibility of the exhibitor. The exhibitor shall assume all responsibility for compliance with all laws and regulations and any reporting requirements such as the federal Open Payments program. The following disclaimer must be included with all such items: "(Exhibitor Name) offer. No value is being offered or provided by Dentsply Sirona."

## Admission Credentials

All members of an exhibit staff must be full-time employees of the exhibiting company or must be employed for the duration of the exhibit. A dentist may not be registered as an exhibitor unless he or she is an officer of the company or a full-time (non-practicing) employee. Furthermore, dentists, hygienists, dental assistants or laboratory technicians may not be registered as guests. Exhibiting companies may not register any representative of their company as a dental professional if that individual is not a dental professional or if he/she does not meet the guidelines stated above. Exhibiting companies who do not follow these guidelines will forfeit their rights to exhibit and will be charged the applicable registration fees for all personnel who obtain entry in violation of the rules of admission. Exhibit personnel not pre-registered by the designated deadline must register on site. Badges are the property of show management and are not transferable. Properly badged exhibitors will be admitted to the exhibition hall one hour

prior to the show opening and may remain one hour after the show closing each evening. Guests will not be permitted in the Exhibit Hall during non-show hours under any circumstances. Any company circumventing the rules of admission will be expelled from the Exhibit Hall without refund and will be excluded from future invitations to exhibit. Dentsply Sirona reserves the right to refuse any exhibitor, guest or attendee admission to the Breakout Sessions. Additional exhibitor admission passes may be purchased at a rate of \$995 per person. Exhibitor passes include admission to all lecture, and social functions.

## Insurance

Dentsply Sirona assumes no responsibility for the safety of the personnel and property of exhibitors or of the personal property of their officers, agents, servants or employees, and any exhibitor wishing to insure his or her personnel or goods against injury, theft, damage by fire, accident or other cause, must do so at his or her own expense. However, reliable watchmen will be provided to guard exhibits commencing Thursday, October 3, continuing through each night until midnight Saturday, October 5, 2019, if necessary. For one and one-half hours before the public is admitted each morning, and 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 in the Exhibit Hall. At all other times, the watchmen will permit no individual to enter or leave the Exhibit Hall except by authority of the fire marshal, local police department or Dentsply Sirona World authorized representatives. A Certificate of Insurance is due at Dentsply Sirona by August 1, 2019, for the company name to be included in the program booklet. Please send the COI to: Dentsply Sirona, Inc., 13320-B Ballantyne Corp. Place Charlotte, NC 28277 or may be emailed to [danny.vezmar@dentsplysirona.com](mailto:danny.vezmar@dentsplysirona.com). All exhibitors and display houses must provide a certificate to be admitted to the hall. Certificates of Insurance are to name Dentsply Sirona, Mandalay Bay and Source One as additional insured and requires the following coverage, with respect to insurance:

- Comprehensive General Liability insurance, which includes contractual liability with limits of at least \$1,000,000 per personal injury for each occurrence and \$500,000 for property damage for each occurrence.



# Rules and Regulations (cont.)

- Workmen's Compensation to full compliance of federal and state laws covering all of the exhibitor's employees for any work done on the exhibitor's behalf. The exhibitor is responsible for all damages to the exhibit premises and for any and all claims and demands on account of any injury or death or damage to property done in or about the premises used by the exhibitor, his employees, agents or licensees occasioned by their negligence. The exhibitor agrees to indemnify and hold harmless Dentsply Sirona, its directors, officers, sponsors, the official Exhibitor Services company, Rosen Shingle Creek Hotel and/or their corporate entities from and against any or all liability and claims and demands which may arise from or be asserted in connection with the foregoing undertaking and responsibilities of the exhibitor. Dentsply Sirona shall not be liable for any loss or damage resulting from the perils of fire, natural disasters, riot, strike, civil commotion, smoke, and motor vehicle damage and aircraft damage. The exhibitor is required to carry his/her own insurance to cover multiple perils or acts of God. The exhibitor acknowledges that it is responsible for its own property through the appropriate amounts of insurance.

## Subletting of Space

The exhibitor agrees that the display will be confined to the area of space reserved, and that subletting or showing products, other than those manufactured or represented by the exhibitor, are strictly prohibited.

## Solicitation by Non-Exhibitors

Solicitation by non-exhibitors is prohibited. Companies that have not been assigned exhibit space are prohibited from soliciting business in any form. Violators will be asked to leave the Exhibit Hall and Dentsply Sirona World.

## Installation and Dismantle

Space will be available for setup on Wednesday, October 2, 2019. Dismantle may only begin after the Exhibit Hall closes on October 5, 2019. **Children Are Not Permitted** on the exhibit floor during installation and dismantle hours **Under Any Circumstances**. Hazardous materials and substances must be removed

by the exhibiting company from the Exhibit Hall at the close of Dentsply Sirona World. Failure to do so will result in the imposition of a removal and disposal fee. Unidentifiable substances will be treated as hazardous and charged accordingly.

## Booth Construction

Nothing shall be constructed, built, installed or used as part of or in connection with an exhibit that does not conform to the requirements of federal, state and municipal laws, ordinances and regulations. Rules of convention center management must be observed and obeyed. Booths must be assembled and displayed in a professional manner. Any variance from the following size restrictions must be requested in writing to show management no later than 45 days prior to move-in, and must receive written confirmation from show management. The booth back wall height may not exceed 8 feet, including signs, electrical lighting holders or other display items. Rear side walls must be 8 feet or lower and may extend no further than 5 feet from the back wall. Booth dividers may not exceed 3 feet in height. No construction is allowed on the sides of any booth that would obstruct the line of sight of adjacent booths. Open or unfinished visible sides of exhibits must be covered so as not to be unsightly or objectionable to other exhibitors. Signs must be made professionally. No sign may be placed outside the booth area in doorways, unless island booth space has been purchased and written approval received. Nails, tacks, tape, stickers and other materials must not be used on columns, walls, floors or other parts of the building. Exhibitors may not apply paint, lacquer or any other coating to the building, columns or floors. Floors must be protected against all damaging substances, including tape, that leave residue and must be carpeted.

## General

These Rules and Regulations are part of the agreement between the exhibitor and Dentsply Sirona. Dentsply Sirona reserves the right to interpret all matters and questions not covered by these Rules and Regulations. Furthermore, Dentsply Sirona may amend these Rules and Regulations at any time, and all amendments will be equally binding on all parties. Dentsply Sirona will give written notice of any changes in these Rules and Regulations.

# DENTSPLY SIRONA

# WORLD 2019

## THE ULTIMATE DENTAL MEETING

### Exhibitor and Sponsorship Prospectus

October 3-5, 2019  
Mandalay Bay Casino and Resort  
Las Vegas, NV