

PEOPLE.

PURPOSE.

PASSION.

PATHWAYS TO SUCCESS

THE OFFICIAL
MEETING
OF THE FDA

**EXHIBITOR
PROSPECTUS**



florida dental
ASSOCIATION
CONVENTION

JUNE 24-26, 2021
GAYLORD PALMS RESORT
& CONVENTION CENTER
ORLANDO, FL

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WHAT IS THE FLORIDA DENTAL CONVENTION?

The Florida Dental Convention (FDC) is a nationally recognized dental meeting that attracts more than **8,000 ATTENDEES**. Exhibiting at this event not only places your company in front of thousands of dental professionals, but also offers unique opportunities for these dental professionals to pair with your company's products and services. FDC is focused on providing world class continuing education and partnering attendees with exhibiting vendors to develop long-lasting relationships, so attendees remain on the forefront of the dental profession.

WHY EXHIBIT?

With more than 350 exhibiting companies in attendance, this is your opportunity to showcase your products and services to top decision makers and buyers from dental practices across the country in just three days. FDC is THE annual event that Florida dentists, hygienists, assistants, laboratory technicians and students look forward to every year.

Discover new clients and untapped business opportunities. Did you know 76% of attendees plan their booth visits in advance? Check out the many sponsorship and advertising opportunities (pg. 22-23) to let attendees know you will be at FDC2021!

Network on and off the show floor. Secure new contacts and renew relationships with industry leaders throughout the meeting. In the morning, join us for the opening keynote sessions and start your day off motivated and refreshed! In the evenings, network at one of the free social events available to all registered attendees.

Succeed! You are the reason FDC attendees emerge with innovative ideas and solutions to improve their practice's productivity! In turn, you will leave with new customers and fresh leads! Just ask our returning exhibitors about their success in the past years.

“

FDC does a good job organizing all the details of their convention. They listen to exhibitors and work hard to provide a good experience for both exhibitors and attendees.

JOANNE BISHOP,
PATIENT NEWS

”



FLORIDA DENTAL CONVENTION OVERVIEW

LOCATION

Gaylord Palms Resort & Convention Center

6000 W. Osceola Parkway, Kissimmee, FL 34746

DATES

June 24-26, 2021

FDC2021 offers special events to attract attendees and keep them in the Exhibit Hall longer:

- Cocktail Reception
- Corporate Learning Corner
- Sweet Tooth Break
- Lunch options available daily
- FDA Member Center

HOTEL RESERVATIONS

The hotel room block will open on July 1, 2020. You must contact the Gaylord Palms Resort & Convention Center directly to make your reservations. Phone: 407.586.0000 or website: hotel.floridadentalconvention.com

IMPORTANT CONTACTS

FDC EXHIBIT CONTACT

Deirdre Rhodes, Exhibits Coordinator
Florida Dental Association
545 John Knox Road, Ste. 200
Tallahassee, FL 32303
Phone: 850.350.7108
Email: drhodes@floridadental.org
floridadentalconvention.com

LEAD RETRIEVAL

Tradeshow Multimedia Inc.
4350 Renaissance Parkway, Ste. D
Warrensville Heights, OH 44128
Phone: 216.378.0700
Email: leads@tmiexpo.com

OFFICIAL CONTRACTOR

FREEMAN
1601 Boice Pond Road
Orlando, FL 32837
Phone: 407.816.7900
freeman.com

FACILITY/UTILITIES

Gaylord Palms Resort & Convention Center
6000 W. Osceola Parkway
Kissimmee, FL 34746
Phone: 407.586.0000



WE DO NOT USE
A THIRD PARTY
FOR HOTEL
RESERVATIONS.

EXHIBIT HALL HOURS & EVENTS

WEDNESDAY, JUNE 23, 2021

9 AM-5 PM
Exhibitor Registration & Booth Setup
5:30-7:30 PM
Exhibitor Appreciation Reception

THURSDAY, JUNE 24, 2021

7:30 AM-5 PM
Exhibitor Registration
7:30-9:30 AM
Booth Set-up
7:45-8:45 AM
Keynote Session – Free!
8 AM
Empty Containers Removed
11 AM-6 PM
Exhibit Hall Open to Attendees
11 AM-2:30 PM
Lunch Available for Purchase
4-6 PM
Cocktail Reception in Exhibit Hall
8-11 PM
Dueling Pianos – Free!

FRIDAY, JUNE 25, 2021

7:30 AM-5 PM
Exhibitor Registration
7:45-8:45 AM
Keynote Session – Free!
8:45 AM-6 PM
Exhibit Hall Open to Attendees
11 AM-2:30 PM
Lunch Available for Purchase
4-6 PM
Sweet Tooth Break in Exhibit Hall
7:30-10:30 PM
Friday Evening Social Event – Free!

SATURDAY, JUNE 26, 2021

7:30 AM-12 PM
Exhibitor Registration
9 AM-2 PM
Exhibit Hall Open to Attendees
11 AM-2 PM
Lunch Available for Purchase
2-8 PM
Exhibitors Dismantle
(Times are subject to change; exhibitors will be notified of changes in writing).

DATES & DEADLINES

TEAR OUT THIS PAGE
FOR REFERENCE!

AUGUST 2020

- 12** Deadline for Group 1 and Group 2 Exhibitors

SEPTEMBER 2020

- 14** Open Round/Live floor plan available for Group 3 Exhibitors

OCTOBER 2020

- 12** Booth fees increase today
16 Registration Brochure ad orders due

NOVEMBER 2020

- 2** Deadline for Cancellation/Reduction of booth space
16 Registration Brochure ad artwork due

JANUARY 2021

- 20** Final booth payment due
21 New booth applications require full payment

FEBRUARY 2021

- 1** Exhibitor badge registration opens
8 FREEMAN Service kit emailed

MARCH 2021

- 1** Company description due
18 Island Booth layout and structures due for approval

APRIL 2021

- 5** Official Program ad orders due
9 Pre-show Mailer Form and payment due
14 New Product and Sample Form due
26 Official Program ad artwork due

MAY 2021

- 3** Pre-show Mailer pieces must be received at the FDA office
6 Certificate of Insurance due
10 Exhibitor Appointed Contractor Form due
17 Laser equipment descriptions and safety features due
24 Last day to place free Lead Retrieval order

JUNE 2021

- 7** Last day to submit coupon artwork and marketing material requests
11 Last day for free exhibitor badge pre-registration
14 Last day FREEMAN warehouse accepts advanced shipments

JULY 2021

- 12** Post Mailing List Purchase Form due

AUGUST 2020

S	M	T	W	R	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

SEPTEMBER 2020

S	M	T	W	R	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER 2020

S	M	T	W	R	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER 2020

S	M	T	W	R	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

JANUARY 2021

S	M	T	W	R	F	S
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

FEBRUARY 2021

S	M	T	W	R	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

MARCH 2021

S	M	T	W	R	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

APRIL 2021

S	M	T	W	R	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

MAY 2021

S	M	T	W	R	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

JUNE 2021

S	M	T	W	R	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

JULY 2021

S	M	T	W	R	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

There are no due dates in December 2020.

LEAD RETRIEVAL

WHY IT IS ESSENTIAL
TO YOUR SUCCESS

"It was a great show" is no longer an acceptable result. Make the most of your time at FDC and take advantage of everything Lead Retrieval can provide you. Place your order by **May 24** at floridadental.org/leadretrieval to secure your free lead retrieval rental for FDC.

**NEW! GET A FREE LEAD
RETRIEVAL RENTAL WITH
YOUR BOOTH PURCHASE.**

WHY IS LEAD RETRIEVAL IMPORTANT?

GENERATE

real return on
your booth
investment.



EMPOWER

your sales staff
to pursue
revenue — and
be accountable!



ASK

qualified visitors
to exchange
information —
not just take your
freebies.



SHORTEN

your sales cycle
with accurate
data and
planned
follow-up.



MAXIMIZE

your

ROI.



WHAT DO I GET AT FDC?



FDC will provide a
lead retrieval rental
or use your own
mobile device. Must
be preordered by
May 24.



Use standard
survey questions
or customize your
questions to **get the
attendee data
you want.**



When an attendee
comes to your booth
**simply tap their
badge** to capture
their information.



**Leads are
uploaded and
available in
real-time, 24/7
during the event.**

CREATE A SUCCESSFUL LEAD RETRIEVAL PLAN:

STEP 1. Determine what type of
leads you are likely to get.

STEP 2. Create priority codes
based on the information
collected.

STEP 3. Create a lead
qualification process to use on
your Lead Retrieval rental at
the show.

STEP 4. Develop follow-up
tracks based on lead priority.

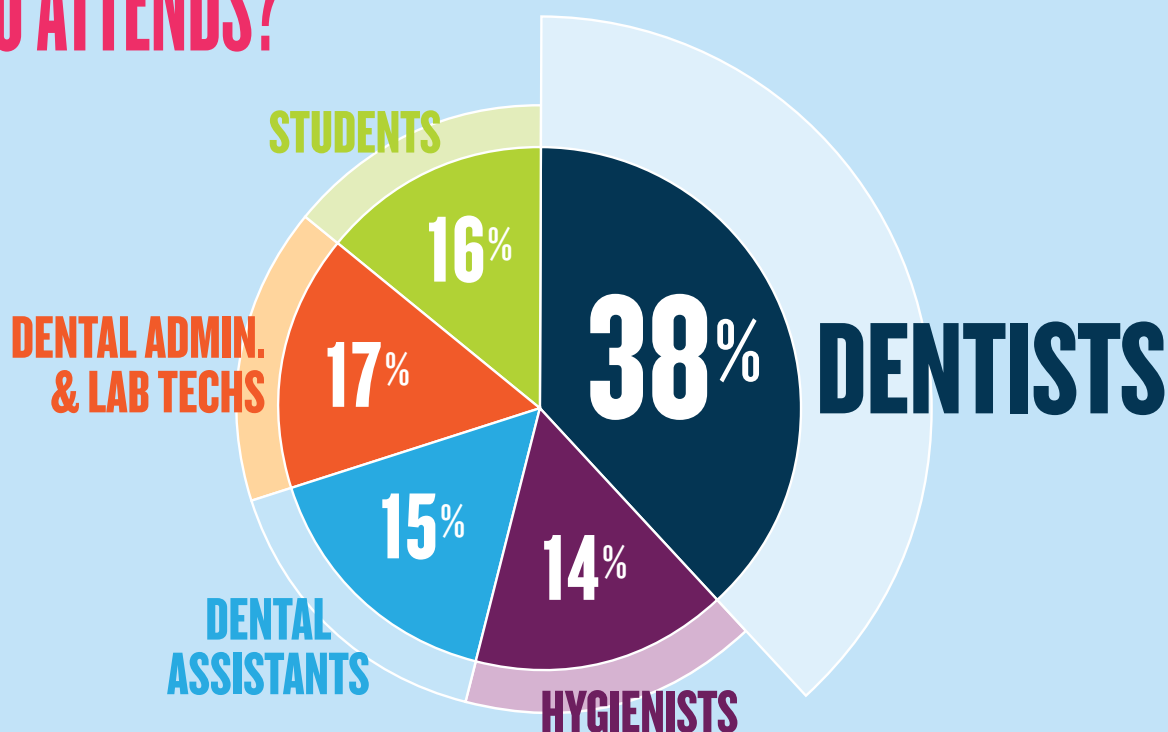
STEP 5. Write template follow-
up letters, emails and call
scripts.

*Exhibition industry research finds
that 87% of tradeshow leads are
never effectively followed-up.*

— Site: Competitive Edge, Tradeshow Multimedia Inc.

FDC ATTENDEE PROFILE

WHO ATTENDS?



Trade Show Executive's
FASTEST
50 Honored as one of the
50 Fastest-Growing
Shows of 2019

Florida Dental Convention was recongized by Trade Show Executive as one of the **“FASTEST 50”** growing shows of 2019 and 2015 for total attendance and as a “Next Fastest 50” growing shows of 2019 and 2015 for net square feet of exhibit space.

ATTENDANCE DISCLAIMER

The projected number of attendees expected to participate at FDC is not guaranteed. It is based on the attendance at previous conventions. While the Exhibit Hall is heavily promoted in advance and on-site at the convention, FDC is not responsible for low traffic or revenue at your booth. FDC will not provide refunds due to lack of attendance or perceived lack of attendance. For information on ways to increase booth traffic, contact FDC Exhibits Coordinator, Deirdre Rhodes, at 850.350.7108 or drhodes@floridadental.org.

“This is one of the largest events The Doctors Company attends and we look forward to it every year. This event provides an excellent opportunity for us to meet with many of our existing dental members face-to-face, and it provides the opportunity to meet many new business prospects as well.”

CHRISTIAN GROUX | THE DOCTORS COMPANY



FDC had an **11% GROWTH** in attendance from 2018 to 2019.

OUR GROWTH



EXHIBIT HALL



BOOTH SIZE & STRUCTURE

- Booths shown are 10 ft. deep x 10 ft. wide, with a maximum of 8 ft. back and 3 ft. sides.
- Islands (minimum) are 20 ft. deep x 20 ft. wide, with a maximum of 16 ft.
- Inline Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line.
- A corner is an end booth exposed on two sides.
- Peninsula Booths occupy both corners at the end of a row of Inline Booths, with an aisle on three sides.
- Booth setup and contents may not obscure the view of surrounding exhibitor's booth space.
- Hanging signs permitted above Island Booths only: Maximum 20 ft. from Exhibit Hall floor top of sign.
- All Island Booth layouts and structures must be approved by FDC before booths can be installed.



10' X 10' INLINE	PRICES BY OCT. 12	PRICES AFTER OCT. 12
*Corner Fee is an additional \$500 per corner		
	\$2,300	\$2,450
	\$2,600	\$2,760
	\$2,875	\$3,050
	FDA/FDAS and Crown Savings Providers	
	Location of Columns	

FDC EXHIBITS CONTACT

FDC EXHIBITS CONTACT

Deirdre Rhodes, Exhibits Coordinator

Phone: 850.350.7108

Email: drhodes@floridadental.org

HOW TO APPLY FOR EXHIBIT SPACE

Review the Exhibit Hall floor plan on pages 8-9, select up to four booth choices and complete the enclosed Application/Contract for Exhibit Space. All exhibitors requesting booth space must provide accurate information and must not be deceptive or misleading. FDC will not allow the following types of companies to exhibit: anti-aging facial products, LED light therapy for facial skin rejuvenation, any facial aesthetic devices, transcutaneous electrical nerve stimulation (TENS) units, electrical stimulation products, neuromuscular electrical stimulation (NMES) products and Electrical Muscle Stimulation (EMS) products. FDC reserves the right to decline or remove any exhibitor that, in its judgment, is not suitable or not keeping with the character of the exhibition. At its discretion, FDC may accept or reject any Application/Contract for Exhibit Space. Requests to exhibit received in any form other than on FDC's official Application/Contract for Exhibit Space or online submission for exhibit space will not be processed. Completed Application/Contract for Exhibit Space along with \$1,000 payment per 10' X 10' space should be returned as early as possible. No booths will be tentatively assigned without a completed official application and payment. For this reason, it is strongly recommended that those who wish to exhibit at the 2021 Florida Dental Convention apply for space immediately upon receipt of this prospectus.

PAYMENT INFORMATION

Prior to January 20, 2021, a \$1,000 deposit per 10' x 10' booth space must be received at the time of Application/Contract for Exhibit Space. Any remaining balance is due, in full, by January 20, 2021. Failure to make full payment for requested booth rental by January 20, 2021 may result in the cancellation of all or a portion of requested booth space by FDC without refund of the deposit amount applicable to forfeited booth space, unless prior payment arrangements are made, in writing, with FDC. Applications received after January 20, 2021 must be paid in full at the time of application. Payment may be made by Visa, MasterCard, American Express, Discover or by a check in U.S. funds drawn on a U.S. bank, made payable to the Florida Dental Association and mailed to Attention: Exhibits Coordinator, 545 John Knox Road, Ste. 200, Tallahassee, FL, 32303. Deposit or full payment for the maximum number of booths requested will be processed upon receipt of the application, the processing of payment in no way constitutes the acceptance of the application or ability to accommodate the maximum number of booths requested. Any refunds due based on actual booth assignment will be processed and returned following the final acceptance of the exhibit application and booth assignment notification email.

EXHIBIT BOOTH PRICING:

10' X 10' INLINE	PRICES BY OCT. 12	PRICES AFTER OCT. 12
	\$2,300	\$2,450
	\$2,600	\$2,760
	\$2,875	\$3,050

**Corner fee is an additional \$500 per corner*

BOOTH SPECIFICATIONS

Booths are 10' X 10'. FDC strongly recommends carpeting exhibit space for a more finished booth appearance. Please refer to the Exhibitor Service Kit sent by FREEMAN for carpet pricing (available February 2021). All exhibits must comply with the guidelines for display rules and regulations published by the International Association of Exposition & Events, specifically incorporated herein by reference. Please refer to the diagrams specified in this prospectus for further information (see page 20).

**RULE OF
THUMB:
YOU SHOULD HAVE
2 BOOTH STAFF PER
10' X 10' SPACE.**

21

EXHIBIT HALL HOURS



LISTING ONLINE
AND IN THE
ONSITE OFFICIAL
PROGRAM

SIX

COMPLIMENTARY
BOOTH REPRESENTATIVE
BADGES PER 10' X 10' SPACE*

6

EXCLUSIVE
NON-COMPETING HOURS

LISTING ON MOBILE APP



EXHIBITOR
APPRECIATION
RECEPTION
ON WEDNESDAY
FROM 5:30-7:30 PM

WHAT IS INCLUDED IN YOUR BOOTH FEE?

* Deadlines apply see pg. 4.

COCKTAIL RECEPTION



ON THURSDAY
FROM 4-6 PM



WEBINARS

COUPON ON
FDC MOBILE
APP AND
WEBSITE*



LEAD RETRIEVAL

MUST BE PRE-ORDERED BY
MAY 24; AFTER MAY 24
A FEE OF \$400 WILL APPLY.

8 FT.
HIGH PIPE AND
DRAPE BACK
WALL AND



SWEET TOOTH BREAK

ON FRIDAY FROM 4-6 PM

IDENTIFICATION SIGN

3 FT.
HIGH DRAPED
SIDE RAILS

EMAIL TEMPLATE TO
PROMOTE FREE EXHIBIT
HALL ONLY PASSES*
(AVAILABLE FOR DENTAL
PROFESSIONALS ONLY)



SOCIAL MEDIA RESOURCES*

FREE ACCESS TO KEYNOTE SESSIONS AND NIGHTLY SOCIAL EVENTS

ELIGIBILITY

FDC is committed to providing a quality exhibition. For FDC to accept an Application/Contract for Exhibit Space, products, services and technology must be educational in nature and directly relate to the dental industry. FDC will not allow the following types of companies to exhibit: anti-aging facial products, LED light therapy for facial skin rejuvenation, any facial aesthetic devices, transcutaneous electrical nerve stimulation (TENS) units, electrical stimulation products, neuromuscular electrical stimulation (NMES) products and Electrical Muscle Stimulation (EMS) products. FDC reserves the right to decline or remove any exhibitor that, in its judgment, is not suitable or not keeping with the character of the exhibition. At its discretion, FDC may accept or reject any Application/Contract for Exhibit Space. For those companies that have not previously exhibited at FDC, they must submit in writing the following references: three dental practices that are currently using their product/services and two dental meetings that they have previously exhibited at within the past three years. All references must include contact name, title, office/organization, address, city, state, zip, phone, email and website.

BOOTH SHARING/ CO-EXHIBITOR FEE

FDC prohibits the sharing of booth space, except when sharing the space with divisions of the same company or between companies co-marketing a product or services. If this is the case, a fee of \$100 is due per co-exhibitor at the time the Application/Contract for Exhibit Space is submitted along with the co-exhibitor company name(s).

EXHIBITOR BADGE REGISTRATION

Exhibitors receive six complimentary badges per 10' X 10' space for pre-registered personnel by June 11, 2021. Exhibitor badges provide access to the Exhibit Hall during setup, tear down and show hours only. Exhibitors may purchase additional exhibitor badges up to a limit of 10 total badges per 10' X 10' booth space. These badges are for exhibiting personnel only. Exhibiting companies who are found registering dentists as exhibiting staff except as provided in Exhibitor Registration/Credentials on page 14 will be fined. Exhibitors must have their badge to enter the Exhibit Hall on setup day. Please note: Exhibitor badges do not provide access to any conference sessions except the keynote sessions on Thursday and Friday and the nightly social events.

Exhibitors interested in attending conference sessions must purchase a full conference registration. FDC will provide an online service for ordering exhibitors badges. Exhibitors will be notified when this service is available.

All complimentary badges must be registered by June 11, 2021. After this date, an on-site registration fee of \$25 per badge will apply, even for complimentary badges.

EXHIBIT SPACE ASSIGNMENT

Assignment of exhibit space is made solely at the discretion of FDC. The exhibit applicant's specification of a preference for a certain booth(s) on the Application/Contract for Exhibit Space is designed to provide show management with the general area where the exhibitor wants to be located. There is no guarantee that an exhibitor will be assigned any of the requested booth space(s). To aid in the realistic assignment of space, we request that the applicants not concentrate all of their booth selections in one area of the Exhibit Hall. All exhibitors who are assigned space will receive a confirmation within two weeks of the assignment date. While we make every effort to accommodate space requests, it is the exhibiting company's responsibility to confirm placement and advise the FDC Exhibits Coordinator of any conflict with the assigned space. To determine the order in which space is assigned for early booth applicants, the following criteria is used:





- Relation to dentistry: Applications from companies whose products and services are directly related to the clinical practice of dentistry are given priority over those not related.
- Non-dental related companies: Once all dental-related companies are assigned space, non-dental related companies are assigned space in the order received.
- Exceptions to this placement order will be made for FDC event and product sponsors.

Early Booth Assignments

- Booths will only be assigned for Group 1 and Group 2 if the Exhibitor Application/Contract for Exhibit Space is received by August 12, 2020.
- Group 1 exhibiting companies who are sponsors of FDC2021 will constitute the first group of space assignments.
- Group 2 non-sponsoring exhibitors requiring four or more 10' X 10' spaces (because of the priority points given in assignment of space, companies in this group are not allowed to cancel or reduce their booth space to fewer than four 10' X 10' spaces). Once these booths have been assigned, the online floor plan will go live on September 14, 2020, and booths will be available on a first-come, first-paid basis for Group 3.
- Group 3 non-sponsoring exhibitors requiring less than four 10' X 10' spaces.

Open Round Assignments

- Exhibitors in Group 3 can reserve their booth directly online beginning September 14, 2020 or can mail/email their Application/Contract for Exhibit Space and the booth

will be assigned on a first-come, first-paid basis. If an Application/Contract for Exhibit Space is received prior to September 14, 2020, those in Group 3 will be assigned based on the date received after Group 1 and Group 2 have been assigned.

Assignment Points will be rewarded for the following:

- Sponsorship points: Receive up to two additional points depending upon sponsorship package.
- Space points: Receive one point per company that purchases a 10' X 10' space or larger.

**WANT A
PRIORITY SPACE
ASSIGNMENT?
BECOME AN
FDC2021
SPONSOR!**

SEE PAGES 22-23.

CONTRACT TERMS & CONDITIONS

The following terms and conditions apply to all Exhibit Hall space applications and the contracts resulting from application approval. Please review all of the information in this document and keep it in your files as a reference as you prepare to participate in FDC's annual exhibition.



All persons and/or companies applying for exhibit space must complete and submit an Application/Contract for Exhibit Space. All first time exhibitors are required to include with their application three dental practices' references that are currently using their product/service, two prior dental conferences at which the applicant has exhibited, and information pertaining to all products and/or services that the applicant plans to showcase or otherwise promote or refer to from the applicant's proposed booth. References should include company, contact name, address, phone and email. References will be checked as part of the application process. Applicants who have exhibited previously and are adding new products and services must include promotional literature/booth copy for all material to be displayed. Applicants are advised that final confirmation of exhibit space assignment may be delayed because of the volume of applications at the time of submission. Cashing of the applicants check shall not be construed as final confirmation of acceptance of the applicant's proposed plans to exhibit. Until the applicant receives final written acceptance or denial of exhibit space (denoting, when approved, assigned exhibit space[s]), any funds expended by an applicant for the development or construction of an exhibit booth are at the applicant's sole expense and risk. Each applicant agrees that the Florida Dental Association (FDA) and the Florida Dental Convention (FDC) operated by the FDA shall not be responsible for any damages, losses, costs, expenses or liability of any kind realized or incurred by the applicant before receipt of the final notice of acceptance or denial of FDC exhibit space.

CANCELLATION/REDUCTION OF BOOTH SPACE

All cancellations and/or reductions of booth space must be made in writing. Cancellations/reduction of booth space may be made with a \$1,000 fee per 10' X 10' booth imposed prior to November 2, 2020. Cancellations/reductions received after November 2, 2020 will result in 100% of the total booth fee due immediately or retained by FDC.

RELOCATION OF EXHIBIT

FDC reserves the right to alter the official floor plan and to reassign or rearrange all or any part of the space for the purpose of consolidation, cancellations, expansions, reductions, withdrawals or for any other reason. The judgment of FDC in this matter is final. The total square footage occupied by the exhibitor pursuant to this agreement shall not be reduced/increased substantially without the consent of the exhibitor. If such space is substantially reduced/increased, the fee payable will be adjusted accordingly.

EXHIBITOR REGISTRATION/CREDENTIALS

Each person entering the exhibit area will be required to register and wear an FDC Exhibit Hall badge at all times. All members of an exhibit staff must be full-time employees of the exhibitor or must be employed for the duration of FDC exhibition. A dentist who is a guest speaker at FDC, consultant to an exhibiting company, or other non-employee of the exhibitor, may not be registered as an exhibitor unless he or she is a sole proprietor, an officer of the company or a full-time (non-practicing) employee of the exhibiting company. False certification of individuals as exhibitor representatives, misuse of exhibitor badges or any other method or device used to assist unauthorized persons in gaining admission to the exhibit floor is prohibited. Any exhibitor or representative or agent of an exhibitor who undertakes or encourages such conduct shall, in the sole discretion of FDC, be subject to a fine in the amount of the applicable registration fee and/or expulsion of the exhibitor from the exhibition hall and barring said individual/company from further entrance to any function or event of FDC, including the FDC exhibition floor, without obligation on the part of FDC to refund any fees previously paid by the offending party.

NON-REGISTERED EXHIBITORS

Solicitation at any function or event at FDC, including but not limited to FDC Exhibition Hall area, by non-registered persons or companies is strictly prohibited. No person or company assigned exhibit space is authorized to solicit business in any form or to promote its products or services beyond receiving a qualified sponsorship acknowledgement, if applicable, at any function or event at FDC, including but not limited to educational seminars, which may occur during FDC outside of the exhibitor's assigned exhibit space in the Exhibit Hall and as such practices are otherwise governed herein. Firms and representatives not assigned exhibit space are prohibited from soliciting business in any form in the Exhibit Hall or at any function or event under the auspices of FDC. Violators will be required to leave the Exhibit Hall or applicable meeting room.

SUBLETTING

Subletting space is prohibited. An exhibitor may not assign, sublet or apportion the whole or any part of the space allotted. An exhibitor may not exhibit therein any goods other than those manufactured or distributed by the exhibitor in the regular course of the exhibitor's business. An exhibitor may not permit any representative of any firm not contracted with FDC to solicit business or take orders in the exhibitor's space. All business activities of the exhibitor must be confined to the booth space. Conducting business activities in aisles, lobbies or other areas is strictly prohibited. Exhibitors who violate this rule will suffer sanctions affecting their ability to exhibit at future FDC meetings.

CANCELLATION OF EXHIBITION

In the event that FDC exhibition must be cancelled, postponed, or relocated on account of fire, strike, government regulations, casualties, acts of God or other causes beyond the control of the FDA, the exhibitor waives any and all claims for damages, losses, expenses and costs of any kind and agrees that the sole liability of the FDA will be to return to each exhibitor the exhibitor's rental payment.

FAILURE TO OCCUPY SPACE

Any exhibit space at Gaylord Palms Resort & Convention Center that is not occupied by 10 AM on Thursday, June 24, 2021 will be forfeited by the exhibitor unless arrangements for delayed occupancy have been made in writing with the FDC Exhibits Coordinator.



EXHIBITOR-APPOINTED CONTRACTORS

If an exhibitor plans to use a contractor other than FREEMAN for installation and dismantling of their exhibit, an Exhibitor Appointed Contractor form must be submitted to FDC on or before May 10, 2021. The request and notification of use of an exhibitor appointed contractor must come from the exhibiting company, not the independent contractor. Requests from the independent contractor will not be acknowledged. Exhibitor appointed contractors may not contact FDC for service kits, booth numbers, floor plan or other information related to the exhibitor's booth. To download the form, visit floridadental.org/EACform.

EARLY REMOVAL OF EXHIBITS

No exhibit shall be packed, removed or dismantled prior to the closing of the exposition hall (2 PM on Saturday, June 26) without permission from the show manager. The sole determination of what constitutes packed, removed or dismantled will be made by show management. If the exhibitor acts in breach of this provision, it is subject to pay as compensation for the distraction to the exhibition's appearance, an amount equal to one-third of the total space charge for the exhibitor's allocated area, in addition to all sums otherwise due under this contract. Additionally, breach of this provision could result in the partial or total loss of the exhibitor's priority points for future shows. Forfeited priority points cannot be restored.

LIABILITY AND SECURITY

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising from personal injury, injury or damage to exhibitor's displays, equipment and other property brought upon the hotel premises. The exhibitor shall indemnify and hold harmless the FDA, exhibit service contractor, the hotel, its agents and employees from any and all losses, damages and claims. The FDA will not insure or indemnify exhibitors against theft or loss of any kind. This is an open-booth show and it is the responsibility of each exhibitor to safeguard its exhibits and merchandise. We recommend that exhibitors or their representative remain with the merchandise and products to prevent theft, pilferage or disappearance. It is the exhibitor's responsibility to secure their exhibit and other property when security guards are not provided. The FDA will provide perimeter guard service at all times that the Exhibit Hall is closed to attendees. Perimeter service is not designed to safeguard against theft among exhibitors or by attendees when the floor is open to anyone except security personnel. To assure maximum security protection for the open exhibits and merchandise, all exhibit personnel must leave the exhibition hall within one hour after the show closes each day unless prior approval is given by FDC show management.

Upon acceptance of the Application/Contract for Exhibit Space, the exhibitor must provide the FDA with an original certificate of liability insurance showing the policy(ices)

**A CERTIFICATE
OF INSURANCE
MUST BE
SUBMITTED NO
LATER THAN
MAY 6.**



in effect through June 30, 2021, issued by an insurance carrier authorized to do business in the state of Florida. **The certificate must name the Florida Dental Association, Gaylord Palms Resort & Convention Center, and FREEMAN; and all directors, members, officers, agents, employees, affiliates and subsidiaries of each of the above, listed as additional insureds under exhibitor's liability policy.**

If the exhibitor does not have insurance, a short-term policy may be purchased from Rainprotection to cover the days of the convention. Please email drhodes@floridadental.org for more information.

The above-mentioned insurance is mandatory for all exhibitors and no sort of waiver will be accepted in its place. Failure to provide FDC with this proof of insurance by May 6, 2021, will result in the exhibitor not being allowed on the exhibit floor; the exhibitor not being allowed to pick up badges on-site; the exhibitor's freight not being delivered to their booth; cancellation of the exhibitor's reserved booth space; or, any other sanction FDC deems necessary in its sole discretion.

If the exhibitor uses the service of an outside exhibit service contractor, the exhibitor shall forward an original, signed Certificate of Insurance to be received by FDC on or before May 6, 2021.

The FDA cannot take responsibility for loss or damage to the exhibitor's property, incoming or outgoing shipments, or moving costs, all of which shall be at the exhibitor's own risk. If exhibit material fails to arrive, or arrives damaged, the exhibitor remains responsible for booth rental and no refund will be made. The exhibitor is expected to carry insurance against such risks.

DEPARTMENT OF REVENUE REGISTRATION

Exhibitors who sell non-exempt tangible personal property must register with the Florida Department of Revenue. It is each exhibitor's responsibility to determine if he or she must register with the department. The taxpayer assistance section of the department should be called at 800.352.3671. Applications for registration are available, without cost, by writing to the Florida Department of Revenue, Supply Section, 5050 W. Tennessee St., Tallahassee, FL 32399.

EXHIBITOR REPRESENTATIONS

The exhibitor represents and warrants that it is authorized to conduct business in the state of Florida, and, if required, has duly registered in accordance with Florida law with

the Florida Department of Revenue if it sells non-exempt tangible personal property. The exhibitor further represents and warrants that all products or services to be exhibited have not been deemed unsafe or ineffective by the American Dental Association or the Food and Drug Administration, and that the products or services are safe and effective.

SAMPLES AND CONTESTS

Samples of approved products, catalogs, pamphlets, publications and souvenirs may be distributed in the Exhibit Hall, provided in the sole judgment of show management, it is done in a dignified manner, does not create a nuisance and does not interfere with adjoining exhibits. These items may not be distributed in common areas outside of the Exhibit Hall or in the lunch area of the Exhibit Hall.

No exhibitor shall sponsor any type of contest or drawing for prizes in connection with FDC without prior written approval from show management.

Exhibitors wishing to sponsor any type of contest or drawing for prizes must obtain written permission from FDC to do so no later May 24, 2021. The following rules must be adhered to:

- Exhibitor must comply with all local, state and federal laws that apply to such contests or drawings.
- Contest or drawing rules must be posted at exhibit booth.
- Exhibitor must agree to indemnify FDA in case of any claims arising from the conduct of the contest.
- FDC must be notified in writing of the name(s) of the winner(s) when the prize(s) has been awarded.

EXHIBITOR-SPONSORED EVENTS AND PROGRAMS

As a condition of FDC accepting the exhibitor's application for space, the exhibitor agrees to refrain from holding any program or event during scientific program and exhibit hours (8 AM-6 PM), or at any other time without written authorization by show management. Exhibitors may not promote or offer continuing education credits for any demonstration or lecture given in the exhibitor's booth and/or in meeting rooms. FDC offers a comprehensive scientific program on a full array of dental topics during the scientific sessions. It is the program that attracts most members to the meeting. Therefore, FDC prohibits educational forums that detract from the activities at the convention center during the days of the exhibition.

Exhibitors are advised that hospitality suites may not operate during scientific program and exhibit hours (8 AM-6 PM). Any



violation of this stipulation will cause sanctions to be applied to the exhibitor. Exhibitors renting space at FDC agree not to sponsor or conduct a seminar/lecture at any of the hotels in FDC room block. Violation of this policy will result in the loss of points and/or future exhibit privileges. Please review program and exhibit days and hours before completing your application.

FOOD AND BEVERAGE

Exhibitors are not allowed to dispense food or beverage from their booth space unless that food or beverage is the exhibitor's product or is purchased through Gaylord Palms for the purpose of providing hospitality to attendees. The exhibitor must also comply with all Gaylord Palms Resort & Convention Center regulations regarding food and beverage dispensing.

MOTOR VEHICLE DISPLAYS

Exhibitors wishing to display motorized vehicles must submit a request to FDC along with the booth space application listing the number of vehicles. All motorized vehicles must comply with the Gaylord Palms Resort & Convention Center basic fire code regulations. Vehicles cannot have more than one-quarter tank of fuel, the fuel tanks must be taped shut, the battery must be disconnected and taped, and alarm systems deactivated after the vehicle is in place. Display vehicles are permitted to occupy no more than 80% of the contracted exhibit space and must conform to the line-of-sight rules.

LASER EXHIBITING

In keeping with safety precautions for lasers, FDC has adopted the following policy for those exhibitors displaying

lasers in the exhibit area:

- lasers must be operated only within a suitable enclosed space with eye protection for those viewing and operating the laser.
- all demonstrations of CO2 lasers must be conducted in clear plastic boxes with top and sides enclosed.
- appropriate plastic colored cubicles also must be available for other types of lasers being demonstrated.
- no laser equipment may be left unattended in operable condition.

Laser exhibiting companies are required to submit a description of each piece of laser equipment and its safety features to FDC by May 17, 2021. Failure to submit this description may result in the denial of the lasers to be shown/demonstrated or the denial of exhibit space.

REMOTE-CONTROLLED DEVICES

Products such as remote-controlled cars, drones, planes, helicopters, robots, etc. are to be demonstrated in a safely controlled area of the exhibit floor (i.e. Demonstration Area). When a remote-controlled device is to be used for the purpose of demonstrating a product that requires use of an area outside of the exhibitor-assigned booth space, the exhibitor must purchase a Demonstration Area for this purpose.

NOTE FOR DRONE OPERATION: Local facility and city ordinances are in effect in most areas and prohibit drone activity near the public or in public spaces. The accepted drone default regulation is the FAA Small UAS Rule Part 107, which requires drone operators to obtain a Remote Pilot Certificate. Commercial regulations often require permits and insurance.

LIVE DEMONSTRATIONS

Exhibitors are prohibited from conducting demonstrations in their booth involving clinical procedures on patients or live models.

BUSINESS ACTIVITIES OUTSIDE OF BOOTH SPACE

All business activities of the exhibitor must be confined to the booth space rented. Except as provided herein, no business activities are to be undertaken in any aisles, lobbies or other areas of the convention center. Exhibitors who violate this regulation will suffer sanctions.

EXHIBITOR STAFF MEETINGS

Exhibitors will be allowed into the Exhibit Hall 1.5 hours before the floor opens and one hour after the floor closes.



Please do not schedule any meetings with non-exhibiting personnel and/or dental professionals at your booth when the Exhibit Hall is not open. Admittance into the hall for any non-registered party whose presence is perceived by show management to promote products or services or to otherwise conduct any form of business on an unauthorized basis will be denied.

MEETING SPACE REQUESTS

Requests for space in the hotel for meeting of company personnel must be made in writing to FDC Headquarters. It is a violation of FDC regulations to reserve space directly with the Gaylord Palms Resort & Convention Center. Meetings must be solely for exhibitor personnel and may not include any other meeting registrants. Space/meeting rooms for exhibitor functions is limited and is provided first to sponsors. If additional space is available, it may be assigned to exhibitors who are not sponsors. Sponsors/exhibitors interested in holding a meeting/function during FDC must complete an application and abide by FDC guidelines. Please contact drhodes@floridadental.org for additional information or access the application for meeting space at floridadental.org/meetingspace.

SOUND/MUSIC

Loudspeaker displays or other devices that, in the sole judgment of FDC show management, may be generally disruptive are not permitted. If objections arise, the offending exhibitor may be reassigned to another booth or be required to discontinue the activity altogether. Except as part of the exhibiting company's product line, live or

recorded music may not be played in an exhibit booth without a music license (ASCAP, BMI, SESAC), and prior approval by FDC show management. Speakers and other sound devices should be positioned to direct sound inward (to be contained within the booth) rather than outward (toward aisles and other exhibitor booths).

OTHER REQUIREMENTS

Exhibitors are not allowed to photograph or videotape any booth other than that of the company they represent. Photographing booths will be limited to before or after exhibition hours except by show management. Prior approval and security escorts for such activities must be arranged through FDC show management.

All exhibit and booth materials, particularly drapes, curtains, table covers, etc., must be flameproof and comply with federal, state and municipal fire laws, insurance underwriter and hotel safety regulations. Materials meeting these requirements are available to exhibitors through the exhibit service contractor. All packing containers, excelsior and similar materials must be removed from the exhibition area upon completion of the booth installation. FDC show management will review exhibit setup to assure compliance with exhibit rules before the Exhibit Hall opens. If there are problems with an exhibit, the exhibitor will be notified and required to make appropriate corrections. **No children younger than 18 will be allowed in the Exhibit Hall during installation and dismantling.** Strollers are not allowed in the Exhibit Hall at any time unless it is medically necessary. Security personnel will enforce this policy.

AMENDMENT TO RULES

Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject to the sole discretion of FDC. The foregoing regulations have been formulated in the best interest of all exhibitors. Every exhibitor's cooperation is required.

INFRACTION OF MEETING RULES

The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Any complaints regarding infractions of the rules or disputes between exhibitors should be made to FDC, and its decision will be final. Unethical conduct, unprofessional behavior, sexual harassment, or infraction of the rules on the part of any exhibitor or its representatives as determined by FDC, will subject the offending exhibitor, their representatives, or both to dismissal from the Exhibit Hall, forfeiture of booth space and booth fee, and/or reduction in seniority status in booth

assignments. The exhibitor may, at FDC's sole discretion, also be altogether barred from participation in future meetings. In this event, it is agreed that no refund shall be made by FDC and that no demand for redress will be made by the exhibitor or his representatives.

VIOLATIONS

FDC reserves the right to restrict or terminate an exhibit without notice if an exhibitor acts unethically, illegally or otherwise violates the rules and regulations, as determined by FDC. In such event, FDC will not be liable for any refunds, rentals or any other expense incurred by the exhibitor or its representatives.

SANCTIONS

The rules and regulations presented in this document are intended to bring order and fairness to the technical exhibition. Without enforceability, however, these could be of little value. In addition to being subject to restriction or termination of an exhibit as specifically stated above, FDC exhibitors who violate any of the stipulations or regulations presented in this document will be subject to the following sanctions.

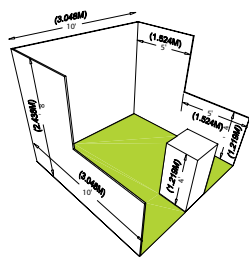
- 1st violation: loss of current year priority points
- 2nd violation: loss of half of accrued priority points
- 3rd violation: loss of all accrued priority points
- 4th violation: loss of all accrued priority points, closure of the exhibit for the remainder of the current exhibition and ineligibility to exhibit at the next year's exhibition.

**PHOTOGRAPHING
BOOTHS WILL BE LIMITED
TO BEFORE OR AFTER
EXHIBITION HOURS.**

DISPLAY REGULATIONS

HANGING SIGNS/MATERIALS

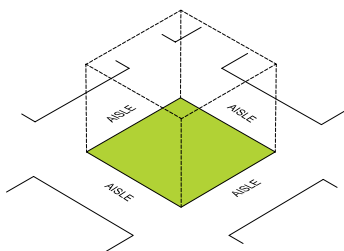
All hanging signs/materials must be preapproved and receive written approval from show management. Hanging signs/materials will only be permitted for Island and Peninsula Booths. Hanging signs will not be allowed for Inline or Endcap Booths – no exceptions. The top of any hanging sign/materials may not exceed 20 ft. in height. Signs suspended over Peninsula Booths must be set back a minimum of 5 ft. from the back wall line of the booth. Any hanging signs that do not have written preapproval will be removed at the exhibitor's expense. No signs or specially built displays or equipment will be permitted to extend above the official booth height of 8 ft. unless the exhibitor occupies an Island or Peninsula space, in which case, the height limit is 16 ft. in the center of the booth. In the case of an exhibitor who does not occupy an Island or Peninsula space, purely decorative material may extend to a ceiling height of 12 ft. provided that, as determined by FDC, it is in good taste; in keeping with the general tone of the meeting; and, it does not interfere with or detract from adjoining exhibits. Exhibitors who request a booth variance must submit a written explanation of design and variance being requested and dimensions clearly identifying the area in which the variance is being requested, at least 60 days prior to installation. No variance will be granted on-site. Double-sided signs are only allowed in Island or Peninsula booth configurations.



INLINE BOOTHS

STANDARD UNITS IN A STRAIGHT LINE

Linear booths consist of an 8-foot-high backdrop and 3-foot-high side dividers mounted on aluminum tubular frames. Perimeter booths (Standard booths located on the outer perimeter wall) may rise up to 12 ft. where the ceiling permits. Solid construction in excess of 48 in. high must be a minimum of 5 ft. back from the aisle. Show management should be notified if a perimeter booth is required. Each exhibitor is entitled to a reasonable sightline from the aisle. Site lines to other booths must be maintained on all end-cap booths. Tall flags or markers on the front of linear booths are prohibited.

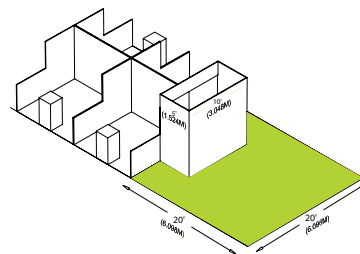


ISLAND BOOTHS

FOUR OR MORE STANDARD UNITS WITH AISLES ON ALL FOUR SIDES

Island booths may extend to all outer edges of the booth space, but must allow for see-through visibility and accessibility from all four sides. They are limited to a maximum height of 16 ft. A written request, 60 days prior to installation, and appropriate drawings must be submitted for approval by the show management if an exhibitor plans to have a booth higher than 16 ft.; have a solid wall higher than 4 ft. running the length or width of the space; or plans booth construction with an unusual or nonstandard configuration.

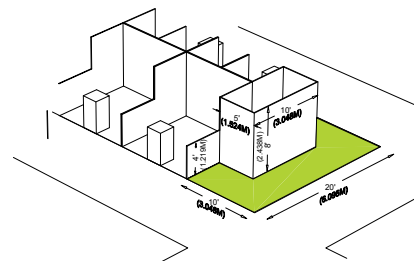
An exhibitor who wants to create an island booth larger than those shown on the exhibit floor plan must purchase the additional booths needed to create the island. This space then becomes the aisle on the fourth aisle of the block of booths. (For example, if an exhibitor wants a 20' x 30' (six booths) island, a 20' x 40' (eight booths) space must be rented).



PENINSULA BOOTHS

FOUR OR MORE STANDARD UNITS BACK TO BACK WITH AN AISLE ON THREE SIDES

The back wall of a peninsula booth must be on the non-aisle side and must not exceed 16 ft. in height. The back wall will be centered (center 10 ft.) on, and not exceed in width, one half the dimension of one side of a sidewall. The remainder of the back wall will not exceed 48 in. in height. All portions on the rear of this back wall must be finished and must not carry identification signs or other copy that would detract from the adjoining exhibits. A written request and appropriate drawings must be submitted to show management for approval 60 days prior to installation. Double-sided signs, logo and graphics shall be set back 10 ft. from adjacent booths.



END CAP BOOTH

TWO STANDARD UNITS WITH AN AISLE ON THREE SIDES

An End-cap configuration is essentially an in-line (linear) booth placed in the position of a Peninsula or Split Island. For shows that have Line-of-Sight rules and not Cubic Content, this configuration must follow the dimensions below. End-cap configurations must not violate Linear Booth Line-of-Sight regulations for neighboring exhibits. End-cap Booths are generally 10 ft. (3.05 m.) deep by 20 ft. (3.10 m.) wide. The maximum back wall height allowed is 8 ft. (2.44 m.) and the maximum backwall width allowed is 10 ft. (3.05 m.) at the center of the backwall with a maximum 5 ft. (1.52 m.) height on the two side aisles. Within 5 ft. of the two side aisles, the maximum height for any display materials is 4 ft.

PATHWAYS TO SUCCESS

PLAN

PROMOTE

EXECUTE

FOLLOW UP

FDC provides the venue, promotes the show and gets attendees to the Exhibit Hall - the rest is up to you!

On average, an attendee only stops at 26-31 exhibit booths during a show. Use these proven methods and FDC resources to *win big, attract the audience you want and increase booth impact and recall.*



PREMARKETING

- > Drive booth traffic by taking advantage of email blast, pre-show mailer and Registration Brochure advertising opportunities. Learn more on page 22.
- > Make the most of FDC's free resources including the marketing toolkit and exhibitor success center.



ATTENDEE EXPERIENCE

- > Boost booth visibility and highlight your company by purchasing a Corporate Classroom. Contact FDC Exhibits Coordinator for more information.
- > NEW! Purchase a spot or two in the Corporate Learning Corner to showcase your latest products and services.



BOOTH STAFF TRAINING

- > Exclusive webinars and articles by Competitive Edge, leading exhibitor consulting firm, to enhance your success.
- > Topics include steps to capture quality leads, how to make your booth stand out, tips for attracting the right attendees, and much more!

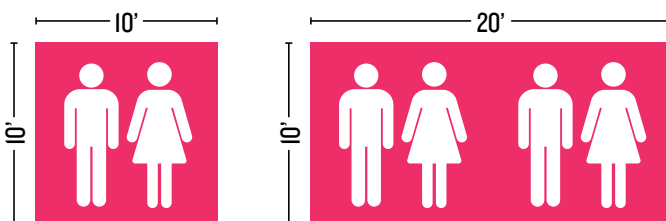


FOLLOW-UP!

- > 40% of leads generated in the Exhibit Hall are not followed-up. Don't be just another statistic!
- > NEW! Lead Retrieval is now included in your booth purchase. Learn more on page 5. Deadline to reserve is May 24.

RULE OF THUMB

You should have 1 booth staff per 50 sq. ft.



**TRADESHOWS ARE NOT AN EXPENSE,
THEY ARE AN INVESTMENT!**

— Sites: Center for Exhibition Research (CEIR),
Competitive Edge, EXHIBITOR Magazine

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

BOOST VISIBILITY BEYOND YOUR BOOTH

Sponsorship is your best tool for getting business in front of the masses. All sponsors at FDC receive sponsorship acknowledgement in printed materials, on signage and anywhere else we can think to put your name. We want you to be successful and we are committed to working with you to gain the most exposure possible through each of these opportunities. To maintain fairness and consistency throughout FDC, sponsorship opportunities are only available to exhibiting companies. Looking for a way to reach your target audience? We will work with you on any unique ideas that will meet your marketing goals. Maximize visibility and recognition for your company's products and services through one of the many FDC sponsorship opportunities. **To get started on a plan that will work best for your company, contact Deirdre Rhodes at 850.350.7108 or drhodes@floridadental.org. To view a full description of the sponsorship and advertising opportunities please visit exhibitors.floridadentalconvention.com.**

EXHIBIT HALL EVENTS - NEW!



Corporate Learning Corner	\$575 per 45 minutes
Cocktail Reception on Thursday	\$15,000
Coffee Break AM (2)	\$8,000 ea.
Coffee Break PM (2)	\$8,000 ea.
Water Hydration Stations (3)	\$8,000 ea.
Marketplace Café – Food Stations	\$5,000

PRODUCTS



Tote Bags - NEW!	\$20,000 exclusive or \$10,000 co-sponsor
Atrium Pole Signs (all signs)	\$15,000
Atrium Pole Signs – Key West (25 signs)	\$7,500
Atrium Pole Signs – St. Augustine (21 signs)	\$7,000
Atrium Pole Signs – Everglades (10 signs)	\$3,000
Hotel Room Key Cards	\$6,000
Name Badges	\$6,000
Badge Lanyards	\$6,000
Hotel Room Drop	\$5,000
Registration Desk	\$5,000
Fountain Wrap	\$5,000
Atrium Floor Clings	\$5,000 for 22 or \$250 ea.
Atrium Bridge Window Clings	\$4,800 for 12 or \$2,400 for 6
Exhibit Hall Atrium Window Clings – NEW!	\$4,000
Phone Charging Kiosks (3)	\$3,000 ea.
Mirror Clings (upstairs or downstairs)	\$2,000 ea.
Elevator Sign	\$1,500 per door
Aisle Sign in Exhibit Hall	\$1,250 ea.
Product Carpet Decal – NEW!	\$500 ea.
Lunch Seating Banners – NEW!	\$250 ea.



"Digital Resource has been a sponsor of FDC for several years, and it's bigger and better each time! It's a great opportunity for us to get our name out to potential clients, as well as connect with great people in the industry! **We are excited to attend and sponsor FDC2021!**"

JEN CARPENTER | DIGITAL RESOURCE



DIGITAL MEDIA



Mobile App	\$10,000 exclusive
Attendee Barcode Email	\$3,000
Registration Confirmation Email	\$3,000
Mobile App Push Notification ▲	\$1,500 ea.
Dedicated E-blast (30,000 contacts) ▲	\$1,250 ea.
Attendee Scavenger Hunt (Tooth Hunt) (5)	\$250 ea.
Company Logo on Exhibit Hall Map ●	\$100
Onsite Coupon for Attendees ▲	FREE

PRINT MEDIA



REGISTRATION BROCHURE 4-COLOR AD

Back Cover 3/4 page	\$1,500
Front Inside Cover	\$1,150
Back Inside Cover	\$1,150
Full Page ●	\$895
Half Page, Horizontal or Vertical	\$695

ONSITE PROGRAM 4-COLOR AD

Back Cover 3/4 page	\$1,500
Front Inside Cover	\$1,150
Back Inside Cover	\$1,150
Full Page ●	\$895
Half Page, Horizontal or Vertical	\$695

PRE-SHOW MAILER ▲ ●	\$425
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ONSITE PROGRAM LOGO LISTING ●	\$100
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MAILING LISTS

Attendee Mailing List – Full Attendee List, Post Show ▲	\$400
Attendee Mailing List – Dentists, Post Show	\$300

PACKAGES - NEW!

Marketing Package - ▲ items included in package	\$3,300
Advertising Package - ● items included in package	\$2,100



florida dental
ASSOCIATION
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Florida Dental Association
545 John Knox Road, Ste. 200
Tallahassee, FL 32303

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FLORIDADENTALCONVENTION.COM



RECOGNIZED AS
ONE OF THE
“**TOP 50**” **FASTEST
GROWING SHOWS**
FOR ATTENDANCE
IN 2019 BY
*TRADESHOW
EXECUTIVE
MAGAZINE*

2018

2019

**11% ATTENDANCE
GROWTH IN 2019**



Connect with
8,000+ ATTENDEES
all under one roof.



**BUILD
RELATIONSHIPS**
with new and
existing clients.

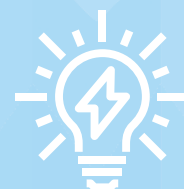


Make new connections
with **LEAD RETRIEVAL**
— now included with
your purchase of
exhibit space!



NETWORK

with attendees at free nightly social events.



SHOWCASE
and demonstrate new
products and services.