

# Montana Dental Association Exhibitor Prospectus



**April  
25 - 27,  
2012**

**Missoula**

Application for exhibit space should be made by mail or fax. Phone reservations will not be accepted. Exhibit space, as outlined on the floor plan, will be available and will be allotted as set forth herein. If any alterations in the published floor plan become necessary, MDA will contact all parties concerned.

## *Please Join Us*

We are pleased to invite your participation as an exhibitor for the 2012 MDA Annual Meeting in Missoula, April 25-27 at the Hilton Garden Inn. This is Montana's largest dental meeting and your opportunity to make profitable contacts with dentists.

We want this event to be beneficial for you. We've heard your suggestions and have designed this event to allow maximum contact hours between you and participating dentists and dental staff. In addition to exhibits, there are sponsorship opportunities to allow you to extend your company's marketing impact before and during the meeting.

## *Allotment - Space Contract*

Participation in an Annual Meeting of the Montana Dental Association is by invitation. Spaces will be assigned on a first-received, first-served basis. The Association will make every effort not to locate competitive firms adjacent to each other; however, no absolute guarantee can be made. All applicants for exhibit space are required to execute the formal application-contract provided by the Association.

Exhibit space contracts will not be binding in case of fire, strikes, riot, civil commotion, acts of God, war or other unavoidable circumstances rendering the building housing exhibits unfit for use, or which may prevent the presentation of the Annual Meeting. Exhibitors shall indemnify and hold harmless the Montana Dental Association and the convention directors from all liability which might ensue from any cause whatsoever.

**Hilton  
Garden Inn  
3720 N. Reserve  
Missoula MT 59801  
(406) 532-5300  
(877) 782-9444  
April 25-27, 2012  
[www.hiltongardeninn.com](http://www.hiltongardeninn.com)**

*Please review the new sponsorship opportunity listed on the back page.*

## Character of Exhibit

The Montana Dental Association reserves the right to decline or prohibit any exhibit or part of an exhibit or proposed exhibit which does not comply with the Montana Dental Association standards for acceptability of exhibits. Nothing shall be constructed, built, installed or used as part of, or in connection with an exhibit, which does not conform with the requirements of federal, state and municipal laws, ordinances and regulations.

The Association reserves the right to bar any exhibitor or any persons, printed matter, souvenirs and catalogs associated with any exhibit. Distribution of circulars or advertising matter or any description from any place other than the space for which the exhibitor has contracted is strictly prohibited. Public address systems and other sound equipment, the volume of which might interfere with other exhibitors, may not be used.

The Montana Dental Association shall have the right to dispose of exhibit privileges and space not meeting these conditions, without liability of any kind on its part. Exhibitors are admitted only when these terms are met.



## Installation, Opening & Closing

Installation of all exhibits must be completed before the opening of the exhibit area. No crating or packing goods will be permitted in the exhibit hall during exhibition hours. No exhibitor will be allowed to close its exhibit before the designated official closing of exhibits. A fee will be charged to any exhibitor that tears down their booth prior to the publicized close of the Dental Trade Show. Exhibitors will remove empty crates, packing cases, etc. All exhibits must be removed from the exhibit hall immediately after closing of exhibits.

## Service Contractor Additional Facilities



Approximately two (2) months prior to the convention exhibitors will be mailed a blank order for special facilities and services from the convention decorators. Charges for special facilities or services shall be payable to the service contractor at the time the order is submitted. Any questions regarding the actual booth structure should be directed to the convention decorators.

## General Restrictions

*Straight line spaces of one or more booths.* Backgrounds 8 feet high may extend out from the booth backing one-half the depth of the booth and from that point to the aisle maximum height of 36 inches. Exhibitors building to these specifications must finish the back portion of their exhibit so it will not be objectionable to adjacent Exhibitors. In booths around the perimeter of the Exhibition Center, backgrounds on the booth back line may extend up to but not exceed 10 feet in height. Sidewalls, however, may not be higher than 8 feet from the booth backing one-half the depth of the booth and from that point to the aisle to a maximum of 36 inches. Exhibitors using ceilings over their exhibits may use a single narrow vertical support not exceeding six inches in width nor 8 feet in height in the corners of their spaces.

All exhibits will be so arranged as not to obstruct the general view, or to obstruct from view neighboring exhibits. Interference with the light or space of other exhibitors will not be allowed. Each exhibit must be confined to the allotted space. Aisle space may not be used for exhibit purposes. The placement of all signs, banners, and advertising matter will be subject to the approval of the Montana Dental Association and limited to your assigned space.

## Exhibit Booths

We are currently planning for 55 booths in the Missoula Hilton Garden Inn. Please see the enclosed layout for details of size and location. It is possible to reserve adjacent booths to expand the size of your exhibit. All booths are assigned on a first-requested, first-served basis upon receipt of application and full payment.

## Single Booth Exhibit Fee

Until February 24, 2012 \$570

After February 24, 2012 \$670

Included in your fee is the cost of a standard draped booth (back wall and side rails), a skirted table, a name sign, one 110-volt 500 watt electrical outlet, and participation for two exhibitor representatives per booth for Thursday and Friday's buffet luncheon and morning and afternoon breaks. There is a \$70 charge for each additional exhibitor that must be paid two weeks prior to the opening of the show.

Recognition of exhibitors will be provided in the registration brochure for paid booth confirmations received before February 24. Recognition will also be provided in the meeting program and in the bimonthly association newsletter, *MDA News*. **See back page for new sponsorship opportunity.**

## Booth Payment

A 100% payment of the total cost of space must accompany all applications for booths. No refund of any payment will be made less than sixty (60) days before the opening date of the Annual Meeting. Checks are to be made payable to the Montana Dental Association.

## Non-Endorsement

The exhibiting of products at an annual Meeting of the Montana Dental Association does not constitute an endorsement by the Association of the products so exhibited.

## Exhibit Hours

The exhibit area will be open Thursday from 9:45 a.m. to 5:00 p.m. and will be open Friday from 8:00 a.m. to 1:30 p.m. Exhibits must be removed by 3:30 p.m. Friday. On Thursday there will be a luncheon buffet and the morning and afternoon refreshment breaks scheduled in the exhibit hall and on Friday there will be a morning break and a luncheon buffet. You are welcome to bring a door prize that will be displayed at your booth with the drawing held after the Friday morning break. All this activity is designed to build maximum traffic in the exhibit area.

## Exhibit Set-up

Exhibitors will have access to the exhibit hall from 3:00 – 7:00 p.m. Wednesday, April 25. Additional set-up hours are available Thursday, April 26, from 7:30 - 9:30 a.m. All exhibits must be set-up by 9:30 a.m. Exhibits requiring additional services not provided by the MDA must make arrangements through K & J Convention Services.

## Care of Facility

Exhibitors will be held responsible for any damage done to the building, equipment or decorations by them or their employees. No nails, tacks or screws shall be driven into walls, woodwork, picture frames or floors of the building. No signs, posters, announcements or other articles shall be posted, nailed or otherwise attached to any of the pillars, walls, doors, floors, etc., in a way that defaces or destroys the same. Floors must be protected against dripping oil or other substances that might produce stains. Gasoline, kerosene, acetylene or other flammable or explosive substances will not be permitted in the building. All decorative material must be fireproofed and must conform to the requirements of the Fire Department.



# Meeting Sponsorship - New Opportunity

In addition to promoting your company in the exhibit area, annual meeting sponsorship opportunities will again be available this year. As a sponsor, your company will receive special recognition in the registration brochure, a complimentary ad in the meeting program guide, recognition during the meeting and special signage designating your company as a meeting sponsor. **In addition, you may choose to place in our *MDA News* a one-time, 1/2 page, full-color ad for \$300 (this is a \$165 savings below the typical advertising rate of a one-time ad of similar size).**

Sponsorship cost prior to February 24 is \$1,075, which includes the cost of one exhibit booth.



## Montana Dental Association

PO Box 1154  
17 1/2 S. Last Chance Gulch  
Helena MT 59624

800/257-4988 (in state)  
406/443-2061  
(fax) 406/443-1546

[mda@mt.net](mailto:mda@mt.net)

## Meeting Schedule

The meeting begins Wednesday, April 24 and runs through Friday, April 27. Wednesday is a business day for MDA committees and the Board of Directors.

Continuing education classes will be held on Thursday and Friday with lunch buffets and break tables held in the exhibit hall both days.

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Helena MT 59624