

# RESERVATION FORM

Company/Organization \_\_\_\_\_  
 Type of Exhibit \_\_\_\_\_ Website \_\_\_\_\_  
*Please be specific – lab, equipment, supplies, etc.*  
 Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Contact Person \_\_\_\_\_  
 E-mail Address \_\_\_\_\_ Does your booth need electricity? \_\_\_ Yes \_\_\_ No

**Booth Selection:** Please examine the booth layout provided on the SDDA website [www.sddental.org](http://www.sddental.org) > Meetings/Events > SDDA Annual Session > Exhibitor Information for available booths. In the event of duplicate selection of the same booth(s), preference will be given based on exhibitor longevity with the SDDA.

1st choice: # \_\_\_\_\_ 2nd choice: # \_\_\_\_\_ 3rd choice: # \_\_\_\_\_ 4th choice: # \_\_\_\_\_ 5th choice: # \_\_\_\_\_

**Booth Staff:** Please print the names of individuals staffing your booth(s). Badges for names not included on this list will NOT be processed after May 1, 2024.

On-site Main Contact: \_\_\_\_\_ Name \_\_\_\_\_

Mailing Address \_\_\_\_\_ Name \_\_\_\_\_

\_\_\_\_\_ Name \_\_\_\_\_

Phone \_\_\_\_\_ Name \_\_\_\_\_

E-mail \_\_\_\_\_ Name \_\_\_\_\_

## EXHIBIT BOOTH SPACE

\$ \_\_\_\_\_ \$625 for 1st booth (\$725 after April 17, 2024 )

\$ \_\_\_\_\_ \$525 for each additional booth (\$625 after April 17, 2024)

\$ \_\_\_\_\_ \$20 per extra table (1 complimentary 8' skirted table with registration)

\$ \_\_\_\_\_ \$85 for 1/2 page ad in Program Book: *Submit ad with registration or due by April 15, 2024*

\$ \_\_\_\_\_ \$135 for full page ad in Program Book: *Submit ad with registration or due by April 15, 2024*

\$ \_\_\_\_\_ \$750 refreshment break sponsorship \_\_\_\_\_ Check if interested in other sponsorship opportunities

\$ \_\_\_\_\_ \$50/ea. ticket for President's Mixer & Foundation Fundraiser

\$ \_\_\_\_\_ **Total** Check enclosed \_\_\_ Bill me (N/A for 1st time exhibitors) \_\_\_ Please use my credit card below \_\_\_

Please check box if you would like a to submit a prize for the SDDA drawing on Friday, 5.17.24 at 12:45pm

## REGISTER ON-LINE

[www.sddental.org](http://www.sddental.org)

**(credit card payments only)**

Meetings-Events>SDDA Annual Session>  
Exhibitor Information

## Or send form and payment to:

South Dakota Dental Association  
804 N Euclid Avenue, Suite 103,  
Pierre, SD 57501

## Credit Card Information:

VISA \_\_\_\_\_ MASTERCARD \_\_\_\_\_ AMERICAN EXPRESS \_\_\_\_\_

Card # \_\_\_\_\_

Exp. Date \_\_\_\_/\_\_\_\_ Security code \_\_\_\_\_

Amount to be charged:\$ \_\_\_\_\_

Name on card (please print) \_\_\_\_\_

Billing Address & Zip: \_\_\_\_\_

Signature \_\_\_\_\_

*I authorize the South Dakota Dental Association the charge the amount shown.*

# NOW IS THE

# TIME

## 2023 Annual Session

Sioux Falls, SD

**Dentists** 241  
**Hygienists** 202  
**Assistants** 338  
**Office Staff** 49  
**Spouses** 9  
**Students** 3

.....  
**842**

# MAY | 16-17 | 2024

140th Annual Session | Sioux Falls Convention Center

# EXHIBITOR PROSPECTUS



# MAY 16-17, 2024

## Sioux Falls Convention Center, Exhibit Hall 2

### EXHIBIT ELIGIBILITY POLICY

The South Dakota Dental Association (SDDA) views the Exhibit Hall as an integral part of the educational and scientific programs during Annual Session. Exhibitors are limited to firms, organizations, and agencies whose exhibits promote an awareness of products, technologies and services that are recognized and approved by the SDDA as adding value to the SDDA Annual Session. Products or services eligible for exhibiting at the SDDA Annual Session must be germane to, and effective and useful in, the practice of dentistry. Products and services offered by responsible companies that are not related to dentistry, but are of interest to dentists, may exhibit, at the discretion of the SDDA, however not be assigned space until all dental-related companies receive their assignments. The SDDA has the sole right to determine the final eligibility/qualification of any firm, organization, agency, or product for inclusion in the Exhibit Hall. Rulings of the SDDA shall, in all instances, be final. If the SDDA finds that an approved company misrepresented itself to gain approval to exhibit, the SDDA reserves the right to cancel the contract at any time, including while onsite at the meeting. If the SDDA cancels misrepresented company's contracts, the company is responsible for any fees due to the SDDA or its vendors at the time of cancellation.

### INSTALLATION OF EXHIBITS

- Wednesday, May 15, from 2:00 pm - 7:00 pm
  - Thursday, May 16, from 7:00 am - 7:30 am
- Check-in at SDDA Exhibitor desk for materials**

**Note:** We recommend set-up on Wednesday due to congestion from dental professionals arriving Thursday morning.

### EXHIBIT HOURS

Thursday, May 16, 7:30 am - 5:00 pm CST  
Friday, May 17, 8:00 am - 1:00 pm CST

### REMOVAL OF EXHIBITS

Vendors that remain until 1:00pm on Friday, May 17, will have the opportunity to be put into a drawing, if chosen your company will be refunded for the price of one booth, valued at \$625.00. We encourage removal of exhibit no earlier than 1:00pm to take full advantage of your time with our attendees. Removal must be completed by 3:00 pm unless advance arrangements have been made with the convention center.

### BOOTH SPECIFICATIONS

- 10' x 10', carpeted, with black pipe, drape, and wastebasket.
- 1 complimentary 8' skirted table and two chairs.
- Extension cords, power strips, etc. may be required and will be the exhibitor's responsibility.
- Access to electricity is available. Higher voltages will require special handling. Such advanced arrangements and special charges are the responsibility of the exhibitor and are at the expense of the exhibitor.
- Free Wi-Fi and complimentary coffee.
- Sample sizes must be limited to four ounces for beverages and one ounce bite size foods. You may purchase larger items from Convention Center to give away. Click QR Code for options and to view Convention Center Exhibitor Policies and Procedures.



### REFUND POLICY

A 50% refund will be issued until May 1, 2024. No refunds will be given after that date. Extenuating circumstances are to be evaluated by the SDDA Annual Session Planning Committee.

### CHOOSE YOUR OWN SPACE

View the exhibit hall layout at SDDA's website, [www.sddental.org/Meetings-Events/SDDA Annual Session/Exhibitor](http://www.sddental.org/Meetings-Events/SDDA Annual Session/Exhibitor). Changes are made to the floor plan as booths are sold. Subletting or dividing exhibit space is not allowed except by permission of the planning committee. Distribution of materials and displays must be limited to the booth space purchased.

### STAFFING YOUR BOOTH

Please be sure to provide a copy of this prospectus and your reservation form with all of the individuals staffing your booth. Only persons listed on the reservation form and wearing an SDDA issued name badge will be allowed in the exhibit hall.

### EXHIBITORS' RECEPTION

Thursday, May 16, 2024 - 3:00-5:00pm, will be the Exhibit Hall Reception! Here's your chance to show off new products, services, and network with dental professionals. One free drink ticket will be provided to each representative registered.

### PRIZES

SDDA attendees have a chance to win a cash prize drawing by collecting 10 different vendor signatures on Friday, May 17, at 12:45pm. In addition we encourage our exhibitors to have their own drawings or contests. Prizes may be a product or service offered by the exhibiting company, organization or commercial product of general appeal. The product or service must be usable by the winner without the purchase of additional goods or services.

**Note:** If you would like a prize given during the Friday, May 17, 12:10 drawing, please check box on form or email [melissa@sddental.org](mailto:melissa@sddental.org). Name will be chosen and the winner will retrieve prize from your booth.

### ADVERTISING

Extra advertising highlighting your company is available in the SDDA program book! Please see back form to purchase.

- Half Page (5.75" W x 4.5" H with bleed) \$85.00
- Full Page (5.75" W x 8.75" H with bleed) \$135.00

When building ad refrain from having text right to the edge as 1/4" will be trimmed from measurements stated above. Submit color ad to [melissa@sddental.org](mailto:melissa@sddental.org) by April 15, 2024. All exhibitors with a paid registration by 4.15.24 will be named in the SDDA Program Book.

### SPONSORSHIP

A great way to promote your company or business is through additional sponsorship opportunities. Consider sponsoring a refreshment break, speaker, entertainment, a CE lunch, or ask about other possibilities to have your name represented at the 2024 Annual Session!

### PRESIDENT'S MIXER & FOUNDATION FUNDRAISER

**GAME SHOW NIGHT** Thursday, May 16th at 5:30pm in Exhibit Hall 1. Network while having fun and support the South Dakota Dental Foundation (SDDF)! Play Family Feud & Name That Tune. See back page for ticket prices.

### EXHIBIT HALL LUNCH

We understand the effort it takes in having a booth and the importance of timing in meeting with attendees, especially during breaks. A wide variety of concessions will be available for purchase onsite in the exhibit hall from 11am to 1pm. We encourage our vendors to get lunch early in order to be present when attendees are released from continued education sessions.

### DRAYAGE & STORAGE

The Convention Center will receive freight for storage one week prior to the event. Exhibitors are responsible for shipping packages to and from the facility. See additional information on shipping at [www.dennysanfordpremiercenter.com](http://www.dennysanfordpremiercenter.com) under "Convention Center & Arena/Exhibitors."

Denny Sanford PREMIER Center  
SDDA Exhibits and Your Exhibitor Name  
Booth #  
1201 N. West Ave.  
Sioux Falls, SD 57104

### ROOM RESERVATIONS

Sheraton Sioux Falls & Convention Center  
1211 N. West Ave.  
Sioux Falls, SD 57104  
Phone: 605.331.0100  
Request the "SDDA24" Block, please register under individual names and not companies or click QR code to make your reservation today!



Other hotels in the area:

- Holiday Inn & Suites - Phone: 605.331.2040
- Ramada by Wyndham - Phone: 605.937.6486

### SDDA CONTACT

Melissa Afdahl, Event Manager  
South Dakota Dental Association  
804 N Euclid Ave, Ste 103 | Pierre, SD 57501  
E-mail: [melissa@sddental.org](mailto:melissa@sddental.org)  
Phone: 605.609.1152 | Fax: 605.224.9168

### SDDF GOLF TOURNAMENT

Information and reservation form will be available online in March at [www.sddental.org](http://www.sddental.org). If you would like to help sponsor the golf fundraiser please email Melissa.