Exhibit Dates: September 22-23, 2017
Exhibit Facility: Ocean City Convention Center, Exhibit Hall A
Exhibitor Set Up/Dismantle:
MOVE IN: Thursday, September 21, 2017, Noon – 6:00pm
MOVE OUT: Saturday, September 23, 2017, 3:00pm – 6:00pm
All exhibits must be operational by 8:30am on Friday, September 22, 2017.
Exhibit Hours: Friday, September 22, 2017, 9:00am to 4:00pm, Saturday, September 23, 2017, 9:00am to 3:00pm. (These times are subject to change.)
Exhibitor Decorator: Shepard Expo, Attn: Deb Peatt, Phone: 443-497-3785.
MSDA will email exhibitor kits containing information on drayage, electrical and telecommunications services, furniture rental, labor, etc. with a complete list of charges in early July. (Exposition firm subject to change without notice.)
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2017 PROJECTED ATTENDANCE

- Overall Attendance .................................................... 1300
- Dentists ........................................................................ 500
- Hygienists ..................................................................... 200
- Dental Assistants ....................................................... 100
- Office Staff ................................................................. 100
- Guests ....................................................................... 150
- Exhibitors ................................................................. 150
- Dental Students ......................................................... 50

CONTRACT EARLY

- Booths are given on a first come, first serve basis. Register early to reserve your favorite spot!
- The earlier you contract, the greater the exposure through the website, emails and print media!

EXHIBIT FEES

- $1,550 Prime Space (corner/shaded areas)
- $1,050 Standard Space

Your Exhibit Fee Includes:
- A 10’ x 10’ exhibit space with pipe and drape
- Listing of your company name, address and phone number of contact person in the Final Program. This informational tool is distributed to all attendees onsite.
- Name listing in: Advance Program and MSDA Website.
- 24-hour security
- I.D. sign featuring your company name (optional)
- One (1) free 500 Watt electrical outlet
- Upon request, a complimentary set of mailing labels to pre or post conference attendees.
HOW TO APPLY

Apply To Be A Vendor In Two Easy Steps:

1. Complete the attached agreement indicating your first four choices of booth location.

2. Sign and return the attached Exhibitor Agreement with the required 20% deposit by:
   - Mail: MSDA
     Attn: Kayla Fowler
     8901 Herrmann Dr
     Columbia, MD 21045-4744
   - Fax: 410-964-0583
   - Email: kayla@msda.com

Method of Exhibit Assignment: The Maryland State Dental Association (MSDA) assigns booths on a first-come, first-served basis and in accordance with the exhibitor’s preferences. Agreement must be accompanied by at least a 20% deposit of total booth rental fee. MSDA will not assign booths without a deposit. If a company’s first choice has been assigned, it receives its second choice, provided the second choice has not been previously assigned, etc. If all four choices have been assigned, MSDA determines the allocation. Shielding from designated companies will be respected when requested, when possible.

By completing this contract, you agree to all terms and conditions of the MSDA and the CDC.

Note: “Food & Beverage” indicates where breaks are served.

The Chesapeake Dental Conference is invaluable to me and my company in so many ways. It helps us to connect with our customers to introduce new products, solve problems and apprise them of changes in their profession.

~PREVIOUS EXHIBITOR

THE DENTAL MARKETPLACE IS THE PERFECT PLACE TO DISPLAY YOUR PRODUCTS

- Offering you 13 hours of conveniently scheduled exhibits time.
- Serving a complimentary lunch, morning and afternoon breaks in the exhibit hall each day.
- Placing all special activities in the exhibit hall to increase traffic flow to your booth including the very popular, Silent Auction benefiting the Maryland Foundation of Dentistry for the Handicapped.
- Providing complimentary expo hall passes to ADA members and all auxiliary staff interested in attending the show to give you every opportunity to reach your potential customers.
- Conference Participant lists are available to Exhibitors before or after the conference, free of charge, upon request. Should you wish to use both lists of participants, the other is available for $500. MSDA Event Sponsors of $1500 or more may receive both participant lists free of charge, upon request. Contact the Show Management for more information.

Don’t delay! Send in your contract today!

Questions: Please contact Kayla Fowler at 410-964-2880 or by email at kayla@msda.com
Please reserve for our use at the Chesapeake Dental Conference at the Ocean City Convention Center, Ocean City, Maryland, September 22-23, 2017, exhibit space on the official floor plan as requested. We understand that our use of this space is subject to the Terms and Conditions on the next page, which, upon acceptance by the Maryland State Dental Association, shall become a binding contract between the exhibitor and the Association.

We agree to pay the sum of $_____________ as rental for the space allotted to us, $_____________ of which is enclosed. (A deposit of no less than 20% of the total booth rental is required at this time). We also understand that the Maryland State Dental Association must receive the entire rental fee by August 31, 2017. No exceptions to deposit accompanying Agreements. Make checks payable to Maryland State Dental Association. Visa, MasterCard, Discover and American Express are also accepted.

My signature indicates that I agree to the terms of the contract on the next page and that I will set up and tear down my booth within the timeframes indicated on the schedule. Completed applications and payment should be forwarded to MSDA, Attn: Kayla Fowler, 8901 Herrmann Dr, Columbia, MD 21045-4744. Questions may be directed to Kayla Fowler at 410-964-2880 or kayla@msda.com.

(NEITHER THE MARYLAND STATE DENTAL ASSOCIATION, SHEPARD EXPO, NOR THEIR REPRESENTATIVES, NOR EMPLOYEES OF THE OCEAN CITY CONVENTION CENTER, NOR THEIR REPRESENTATIVES WILL BE RESPONSIBLE FOR ANY INJURY, LOSS OR DAMAGE WHICH MAY OCCUR TO THE EXHIBITOR OR EXHIBITOR’S EMPLOYEES OR PROPERTY FOR ANY CAUSE WHATSOEVER. THE EXHIBITOR, ON SIGNING THIS CONTRACT, EXPRESSLY RELEASES THE FOREGOING NAMED ASSOCIATION, INDIVIDUALS OR FACILITY FROM ANY AND ALL CLAIMS FOR SUCH LOSS, DAMAGE, OR INJURY.)

Booth & Mailing Information:

1. Please read the Terms and Conditions within this contract.
2. Complete in full, sign, and return this contract to the MSDA Office.
3. Attach your check or credit card information for 20% of your booth balance. Checks should be payable to MSDA.
4. Exhibit space will only be reserved upon receipt of a 20% deposit or full booth payment.

Please type or print the company name and contact information as it should appear on any promotional information.

NOTE: ALL INFORMATION BELOW WILL BE USED FOR ADVERTISING PURPOSES. PLEASE COMPLETE IN FULL.

COMPANY NAME ____________________________________________________________________________________________________________________________________________________________________________________________

CONTACT PERSON ____________________________________________________________ TITLE _____________________________________________________

ADDRESS ____________________________________________________________________________________________________________________________________________________________________________________________

CITY ________________________________________________________________________ STATE _________________________  ZIP ______________________

EMAIL ________________________________________________________________________________________  PHONE __________________________________

HOW DID YOU HEAR ABOUT THE CHESAPEAKE DENTAL CONFERENCE?

COMPETITORS: _____________________________________________________________________________________________________________________________

(Every effort will be made to assign your space away from designated competitors)

BOOTH # DESIRED: ____________ 1st CHOICE ____________ 2nd CHOICE ____________ 3rd CHOICE ____________ 4th CHOICE

SIGNATURE ______________________________________________________________________________________________

(Booths will not be assigned without authorized signature.)

PAYMENT METHOD

☐ CHECK ENCLOSED (made payable to MSDA) CREDIT CARD # ____________________________ EXP ______________

☐ VISA ☐ MC ☐ DISCOVER ☐ AMEX  CARDHOLDER’S NAME ____________________________

SIGNATURE _____________________________________________________________________________________________
2017 ADVERTISING & SPONSORSHIP OPPORTUNITIES

On this page you will find exciting opportunities to advertise at the CDC. If you have any questions, please contact Kayla Fowler at 410-964-2880 or kayla@msda.com.

### A' la Carte Items

<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100</td>
<td>Exhibit Hall Game</td>
<td>Attendees must visit all booths that participate in this game in order to win prizes. Previous prizes have included iPads, Kindle Fires, Visa Gift cards and more!</td>
</tr>
<tr>
<td>$100</td>
<td>Email Advertisement</td>
<td>Put an advertisement in the CDC E-newsletter. Each month, one exhibitor will be featured on the email blast, sent to dental professionals in MD and surrounding areas.</td>
</tr>
<tr>
<td>$150</td>
<td>Tote Bag Insert</td>
<td>Put an advertisement (any size) in the complimentary tote bag given to all attendees upon entering the exhibit hall.</td>
</tr>
<tr>
<td>$350</td>
<td>Quarter Page Program Ad (Greyscale)</td>
<td><strong>Advance Program:</strong> Mailed to over 7,500 dentists in MD and surrounding areas and linked to the MSDA website and email blasts. <strong>Final Program:</strong> Given to all attendees upon arrival to the conference. Sizes vary for each publication.</td>
</tr>
<tr>
<td>$450</td>
<td>Half Page Program Ad (Greyscale)</td>
<td><strong>Advance Program:</strong> Mailed to over 7,500 dentists in MD and surrounding states and linked to the MSDA website and email blasts. <strong>Final Program:</strong> Given to all attendees upon arrival to the conference. Sizes vary for each publication.</td>
</tr>
<tr>
<td>$700</td>
<td>Full Page Program Ad (Greyscale)</td>
<td><strong>Advance Program:</strong> Mailed to over 7,500 dentists in MD and surrounding states and linked to the MSDA website and email blasts. <strong>Final Program:</strong> Given to all attendees upon arrival to the conference. Sizes vary for each publication.</td>
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</tbody>
</table>

### Packages

<table>
<thead>
<tr>
<th>Level</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>$1,600</td>
<td>Full Page Ad in the Advance Program AND Full Page Ad in the Final Program, Email Ad in the E-newsletter, Tote Bag Insert, Exhibit Hall Game.</td>
</tr>
<tr>
<td>Silver</td>
<td>$1,250</td>
<td>Half Page Ad in the Advance Program AND Half Page Ad in the Final Program, Email Ad in the E-newsletter, Tote Bag Insert, Exhibit Hall Game.</td>
</tr>
<tr>
<td>Bronze</td>
<td>$850</td>
<td>Quarter Page Ad in the Advance Program AND Quarter Page Ad in the Final Program, Email Ad in the E-newsletter, Tote Bag Insert, Exhibit Hall Game.</td>
</tr>
</tbody>
</table>

### Sponsorship Opportunities

**Friday Night Social** ................. $1,000
- 2 Tickets to the Event
- Logo printed on drink tickets
- “Thank You” announcement from MSDA and you will introduce yourself to the attendees
- 20 Additional Drink Tickets to distribute however you choose
- Signage recognition at the event
- Recognition on sponsorship banners, signage and printed materials throughout the meeting

**Session Sponsor** ......................... $2,500
- Recognized as the official sponsor for the speaker of your choice
- Silver Advertising Package
- Logo recognition on sponsorship banners, signage and printed materials
- Recognized as the sponsor wherever course is advertised (printed, online and onsite materials)
- 2 Tickets to the Friday Night Social Event

**Food & Beverage Sponsor** .............. $5,000
- Gold Level Advertising Package
- Logo Recognition on signage at all food and beverage breaks
- 4 Tickets to the Friday Night Social Event
- Logo Recognition in all printed and online advertisements
To reserve your sponsorship or advertising package, please complete the information below.

■ Contact Information

DATE __________________________________________________________

BOOTH NUMBER _______________________________________________________

COMPANY NAME _________________________________________________________________________________________________________________________

CONTACT ________________________________________________________________________________________________________________________________

ADDRESS _________________________________________________________________________________________________________________________________

CITY________________________________________________________________________ STATE _________________________  ZIP  _____________________

PHONE _________________________________________________ EMAIL (Required) ______________________________________________________________

■ Payment Information

PACKAGE OR ITEM(S)___________________________________________________________________________________________

TOTAL  $___________________________________________________________________

PAYMENT METHOD

☐ CHECK ENCLOSED  ☐ CREDIT CARD # ___________________________  EXP _______

(made payable to MSDA)  ☐ VISA  ☐ CARDHOLDER’S NAME ___________________________

☐ MC  ☐ DISCOVER  ☐ AMEX  SIGNATURE _____________________________________________________________________________________

For additional information or to submit your artwork, please contact:

Kayla Fowler, MSDA Events Manager
410-964-2880 or kayla@msda.com

Maryland State Dental Association
8901 Herrmann Dr
Columbia, MD 21045-4744
Fax: 410-964-0583

“Every year, the CDC has been proven to be an amazing venue for our company to gain exposure with the decision makers of our target audience! It is a “must attend” event for our team!”

~PREVIOUS EXHIBITOR
TERMS & CONDITIONS

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.

Arrangement of Exhibits  The exhibitor agrees to manage exhibit 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 Show Management as to what constitutes such obstruction or interference shall be final.

a. Installation of Exhibits: In the event that any exhibitor fails to complete pre-show installation and arrangement for the removal of boxes and crates by 8:00am, Friday, September 22, 2017, Show Management reserves the right to remove, at the exhibitor's expense and risk, all such exhibits and materials pertaining thereto from the space allotted and cancel this contract. In such event, MSDA shall retain the amount paid by exhibitor as space rental and for liquidated damages covering expenses paid by MSDA.

b. Removal of Exhibit: All post-show exhibits not removed by 6:00pm, Saturday, September 23, 2017, will be removed by MSDA or the Ocean City Convention Center at the express risk and expense to the exhibitor.

c. Improper Presence:  Improper conduct (i.e., representation of a product or service without the purchase of an exhibit booth, or the presence of any person associated with a commercial endeavor, within the exhibit area who is not affiliated with a paid-in-full exhibitor, early dismantling of exhibit) will not be permitted. Upon recognition of such conduct, the identified person committing such acts may be expelled from the exhibit area and/or the Chesapeake Dental Conference.

The decision of Show Management as to what constitutes such obstruction or interference shall be final. Any exhibitor shall be subject to eviction, without refund, if he/she is judged to be in violation of the aforementioned conditions.

Liability  MSDA 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 the Convention Center, or any substantial portion thereof, acts of God, war, acts of foreign hostilities or terrorism, government regulation, disaster, fire, strikes, civil disorder, curtailment of transportation facilities a widespread illness among the populace, such as a pandemic, as declared by the CDC, labor disputes or Union boycotts. MSDA will, however, in the event of its not being able to hold the exhibition for any of the reasons set forth above, reimburse exhibitors pro rata on the amount of rental paid by each exhibitor as follows: total rentals paid by exhibitor less expenses incurred by MSDA in constructing and installing the exhibits, shall be refunded to exhibitors in the ratio of their rental payments pro rated by the number of days the exhibit fails to proceed as scheduled.

How to Cancel  Exhibitors must present requests for cancellations of exhibit space to Show Management in writing by August 31, 2017. Each exhibitor is liable for full space rental. In the event that the exhibit hall is sold out, a refund will be awarded, minus the 20% deposit.

Payment  In the event any remaining balance of the full remittance in payment for the booth(s) engaged by the exhibitor has not been received by MSDA on or prior to August 31, 2017, Show Management reserves the right to cancel this contract without liability. In such event, MSDA shall retain the amount paid by such exhibitor, as a forfeited deposit.

Interpretations of Above Rules & Regulations  Above stated conditions are considered a part of this contract. Show Management reserves the right to interpret them as well as make decisions on all points the rules and regulations do not cover. Decisions of Show Management are final.

Relocation  Conference Organizers reserve the right to move a booth, in consultation with the Exhibitor, if necessary.

Union Labor  Exhibitors must comply with union regulations applicable to installation, dismantling, and display of exhibits.

Show Management  Maryland State Dental Association, Show Management – Attn: Kayla Fowler, 8901 Herrmann Dr, Columbia, MD 21045-4744; 410-964-2880; 410-964-0583 (fax); kayla@msda.com.
“The Maryland State Dental Conference is a great conference! Our company has enjoyed attending the MSDA conference for the past 5 years and has helped us meet our goals every year.”

~PREVIOUS EXHIBITOR