

THE 125TH ANNUAL MEETING OF THE

Maryland State Dental Association

September 19-21, 2008 ■ Ocean City Convention Center ■ Ocean City, Maryland

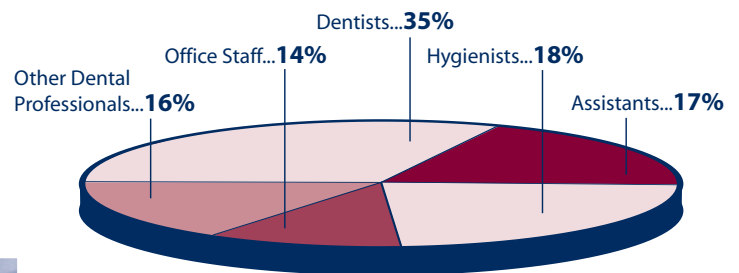
Exhibitor Prospectus 2008

The Dental Marketplace at the Chesapeake Dental Conference is the place to reach dental professionals from Maryland and the entire Mid-Atlantic region.

Participating dentists and their staff are among the most dedicated and successful practitioners you can target! This conference is the most highly attended state dental meeting in the Mid-Atlantic region held during the fall or winter. Attendees come from as far south as Virginia and from as far north as New Jersey to seek out the latest products and services available in the dental industry. Attendees make new and lasting vendor contacts. They ask questions about the latest developments in dental equipment, supplies and services, and learn the newest office practices and procedures.

Who comes to the Chesapeake Dental Conference?

- Practicing dentists, hygienists, dental assistants, office managers, and business staff from Maryland and all areas of the greater Mid-Atlantic region



Participant Demographics

What do they want from the Dental Marketplace?

- Dental products and equipment; office supplies, software, and equipment; professional services including financial and insurance products; and personal items and gifts, just to name a few!

Why do they attend the conference?

- To gain knowledge through continuing education both in dentistry and management, to improve efficiency, and to make dental practices thrive!



The Chesapeake Dental Conference is one of the fastest growing shows in the area. Since 2001 attendance has increased by more than 35%.

What should YOU participate in the Chesapeake Dental Expo?

- ✓ Generate on-site sales
- ✓ Meet your purchasers
- ✓ Introduce new products and services
- ✓ Educate your target audience
- ✓ Maximize your sales
- ✓ Establish a new peer network
- ✓ Check out your competition
- ✓ Gain access to a diverse audience with many varied needs
- ✓ Improve your marketing effectiveness

Maryland State Dental Association

Product Demo Area

Sell products easier when you show them off! MSDA offers every exhibitor the chance to make a hands-on impression through one or two 20-minute product demonstrations or one 50-minute demonstration – for a small fee of \$200. Demonstrations are scheduled on a first-come, first-served basis. A schedule of demonstrations appears in the official convention program book and on prominent signs in the exhibition hall. The demo area (10' x 40') is fully equipped with a sound system and screen. All other presentation equipment is the responsibility of the exhibitor.

A Conference Participant list is available to Exhibitors after the conference free of charge upon request. Should you wish to plan pre-conference marketing, a list of the pre-registered participants is available for \$500. MSDA Sponsors of \$1500 or more get the pre-registered participant list free of charge.

Contact the Show Management for more information.

How will the Dental Marketplace help YOU sell your products?

- Offering you 10 hours of conveniently scheduled exhibits time, of which 4 full hours are scheduled without conflicting events.
- Providing complimentary lunch to all attendees each day throughout the show floor.
- 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.
- Redesigning the show floor to include a large gathering aisle, affectionately called "Crab Alley" that increases and improves flow and booth placement.
- Providing complimentary expo hall passes to ADA members interested in attending only the show to give you every opportunity to reach your potential customers.
- Offering you a demonstration area for showcasing your products.
- Providing you upon request with a complimentary, post-show attendee mailing list.
- Offering you multi-year discounted rates (contact Michele Dodson at 410-571-0590 if you are interested in purchasing a multi-year expo package).

Don't delay! Send in your application today! Questions: please contact Michele Dodson at 410-571-0590 or by email at msda@gomeeting.com

AN INVITATION TO EXHIBIT AT THE MOST HIGHLY ATTENDED STATE DENTAL MEETING IN THE ENTIRE MID-ATLANTIC REGION HELD DURING THE FALL OR WINTER.

HOW TO APPLY:

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 and return to:
MSDA Conference Office, c/o Conference & Logistics, 31 Old Solomons Island Rd., Annapolis, MD 21401. Fax: 410-571-0592

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.

Important Information

MEETING DATES: September 19-21, 2008

EXHIBIT FACILITY: Ocean City Convention Center, Exhibit Hall A

EXHIBITOR SET UP/DISMANTLE:

MOVE IN: Thursday, September 18, 2008, Noon – 6:00pm

MOVE OUT: Saturday, September 20, 2008, 2:30 pm – 6:00pm

All exhibits must be operational by 8:30am on Friday, September 19, 2008. Date for deadline of construction of exhibit should be 8:00am on Friday, September 19, 2008.

EXHIBIT HOURS: Friday, September 19, 2008, 9:30am to 2:30pm and 4:30 to 6:30pm, Saturday, September 19, 2008, 9:30am to 2:30pm. (These times are subject to change)

BOOTH PERSONNEL REGISTRATION: Upon receipt of a signed Agreement, MSDA will send registration forms for representatives in the exhibitor's kits mailed to each exhibitor by August 1, 2008. Representatives can pick up badges on site at the MSDA registration area in the Ocean City Convention Center. Exhibitors who have not pre-registered may register through the on-site registration desk.

ARRANGEMENT OF EXHIBITS: Shepard Expo, without charge, provides booth backgrounds and side rails, decorated with flameproof draperies, and standard 7" x 44" company identification sign. Booth backdrops are 8' in height and divider rails are 33" in height. All singular booth areas are 10' x 10'. The Exhibit hall is not carpeted.

Exhibits not conforming to booth specifications or otherwise found objectionable in the opinion of Show Management, are prohibited. All exposed parts of a display

must be finished so as not to be objectionable to other exhibitors or Show Management. The Maryland State Dental Association reserves the right, in the best interest of the Technical Exhibits, to relocate selected space in areas other than that selected by the exhibitor.

EXHIBITOR DECORATOR: Shepard Expo, Att: Deb Peatt, Phone: 443-497-3785 Shepard Expo will mail an exhibitors' kit containing information on drayage, electrical and telecommunications services, furniture rental, labor, etc. with a complete list of charges in early August. (Exposition firm subject to change without notice.)

SHIPPING & INSTALLATION/DISMANTLING: Shepard Expo handles shipping, storage, and labor for unpacking, erecting, dismantling, and repackaging. Exhibitors should prepay freight. MSDA and Shepard Expo will not accept collect shipments.

ELECTRICAL POWER AND OTHER UTILITIES: Rates, data, and order forms for electric, telephone, etc., will accompany literature from Shepard Expo.

HOW TO CANCEL: Exhibitors must present requests for cancellations of exhibit space to Show Management in writing. Each exhibitor is liable for full space rental unless all space is sold, at which time such liability is reduced to 20% of full space rental. After June 30, 2008, Show Management will not consider requests for cancellation.

PRICE OF EXHIBITS: The General Arrangement Committee has established the following exhibit booth fees:

- 10' x 10' Prime location: \$1500
- 10" x 10" Standard location: \$1000

BOOTH SIZE: 10' x 10'

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 19, 2008, 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 20, 2008, will be removed by MSDA or the Ocean City Convention Center at the express risk and expense to the exhibitor.

CARE OF SPACE

The exhibitor agrees not to deface, injure or mar the exhibition hall of the Ocean City Convention Center or any of the furniture or fixtures contained therein, and/or any of the property of whatever nature placed therein by MSDA, and the exhibitor shall be liable to MSDA and/or Ocean City Convention Center for any damage resulting to such exhibition hall and/or furniture and fixtures contained therein and/or such property placed therein by MSDA which shall occur by reason of the commissions or omissions of any exhibitor and/or its agents, servants or employees, and the exhibitor shall defend and hold harmless MSDA from all claims and suits against MSDA arising from the aforesaid commissions or omissions of the exhibitor, his agents, servants or employees. All materials used by exhibitors must conform to the requirements of the Fire Department. X-Ray equipment is to be dead.

INSURANCE

MSDA assumes no responsibility for the safety of the personnel and property of exhibitors or of the personal property of their officers, agents, servants or employees. Any exhibitor wishing to insure his personnel or goods against injury, theft, damage by fire, accident or other cause, must do so at his own expense. Reliable security will be provided by Show Management in the Exhibit Hall at night beginning Thursday, September 18, 2008, continuing through until 2:30 pm, Saturday, September 20, 2008. For one and one-half hours before the public is admitted each morning, and for one and one-half hours after the exhibit halls closes to the public, exhibitor representatives with proper credentials will be permitted on the floor for chores they see fit to perform. During these periods only, while exhibitors are on station, cleanup personnel will be permitted into the Exhibit Hall. At all other times, security will permit no individual to enter or leave the exhibit hall except by authority of the Fire or Police Department of Ocean City. Show Management will fully cooperate but cannot assume responsibility for damage to the Exhibitor's property or lost shipments, either arriving or departing from the show site. If the exhibits fail to arrive, the Exhibitor will remain responsible for booth rental; refunds will not be made. Exhibitors should carry insurance against such risks.

a. **CONDUCT & RESTRICTIONS:** The General Arrangements Committee reserves the right to restrict all exhibits which, because of noise, odor or other objectionable features, interfere with the orderly procedure of the exhibition; also to prohibit any display or procedure which in its judgment runs counter to the general character of the exhibition.

Display of prices is permitted on counter tops only.

MSDA will permit direct over-the-counter cash sales. Exhibitors must provide written notice to the Conference Office of items to be sold at the conference. Exhibitors are responsible for contacting the appropriate city, state and regional authorities and completing all necessary temporary license and sales tax documentation. Vendors must file a copy of this

documentation with the conference office no later than 3 weeks prior to the conference. MSDA will deny the right to sell at the conference to exhibitors failing to produce appropriate documentation. All sales tax and other financial liabilities are the responsibility of the Exhibitor.

Distribution of samples is welcome. Any sales on the convention floor are subject to the 5% Maryland sales tax. Tax should be added to all invoices and remitted to the State of Maryland. Call the State of Maryland's Retail Sales Tax Division, (410) 767-1302, for information. The solicitation of customers in the aisles will serve as grounds for expulsion from the exhibition. Exhibitors will conduct their business from the confines of the booths they have rented.

b. **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 acts constitute a breach of the above conditions 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.

CANCELLATION OF EXHIBIT SPACE

Request for cancellations of exhibit space shall be presented to Show Management in writing. Each exhibitor shall be liable for the full space rental unless all space is sold, at which time such liability will be reduced to 20% of full space rental. After June 30, 2008 no request for cancellation will be considered.

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 June 30, 2008, 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. The General Arrangements Committee reserves the right to interpret them as well as make decisions on all points the rules and regulations do not cover. Decisions of the General Arrangements Committee 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 COMPANY

Maryland State Dental Association, c/o Conference and Logistics Consultants, 31 Old Solomons Island Road, Annapolis, MD 21401; 410-571-0590; 410-571-0592 (fax); msda@gomeeting.com

Exhibit Hall A ~ Ocean City Convention Center

Date _____

Please reserve for our use at the Chesapeake Dental Conference at the Ocean City Convention Center, Ocean City, Maryland, September 19-20, 2008, 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 reverse 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 June 30, 2008. No exceptions to deposit accompanying Agreements. Make checks payable to Maryland State Dental Association. Visa or MasterCard are also accepted.

My signature indicates that I agree to the terms of the contract on the reverse 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 c/o Conference and Logistics Consultants, 31 Old Solomons Island Road, Annapolis, MD 21401, fax 410-571-0592. Questions may be directed to 410-571-0590 or msda@gomeeting.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.)

EXHIBIT FEES

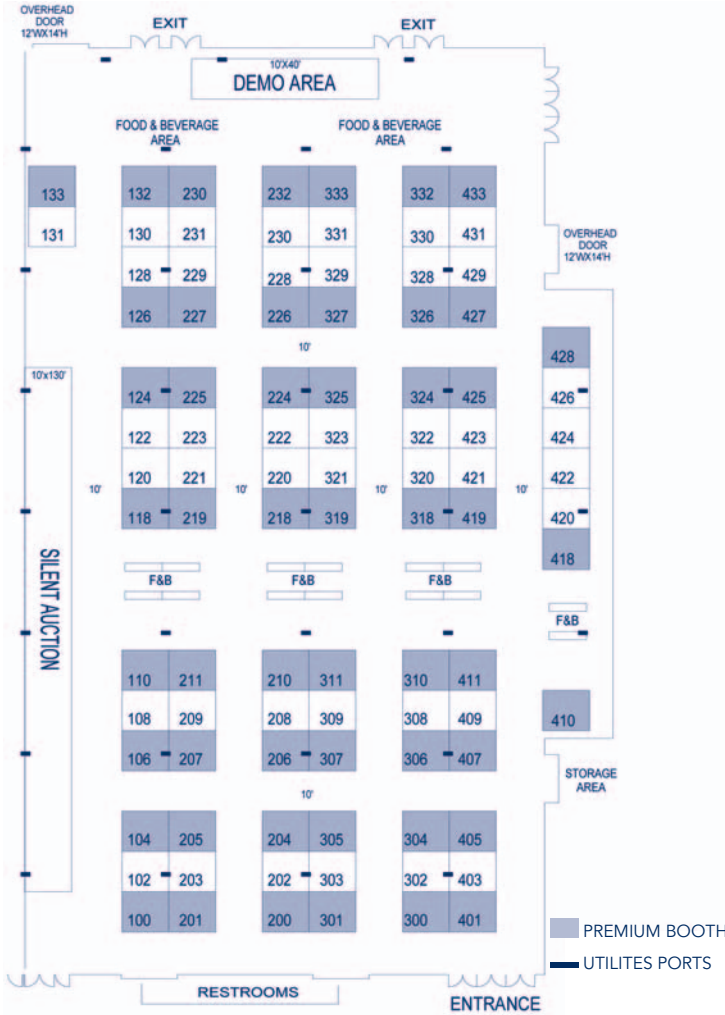
- \$1,500 Prime Space (shaded areas)
- \$1,000 Standard Booth

YOUR EXHIBIT FEE INCLUDES

- A 10' x 10' exhibit space with pipe and drape
- Descriptive listing of your company, product or service, address, phone number of contact person in the Final Program. This informational tool is distributed to all attendees.
- 24-hour security
- I.D. sign featuring your company name (optional)
- One (1) free 500 Watt electrical outlet

EXHIBIT HOURS (These times are subject to change.)

- Friday, September 19, 20089:30 am – 2:30 pm4:30 pm – 6:30 pm
- Saturday, September 20, 20089:30 am – 2:30 pm



Booth & Mailing Information

1. Please read the Terms and Conditions on the back of this contract.
2. Complete in full, sign, and return this contract to the MSDA Conference 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 & list company name exactly as it should appear in any promotional material. Also, please list the contact person and contact information exactly as it should appear in any promotional info.

COMPANY NAME _____

CONTACT PERSON _____ TITLE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMAIL _____ PHONE _____

PUBLICITY DESCRIPTION _____

PUBLICITY CONTACT INFORMATION _____

HOW DID YOU HEAR ABOUT THE CHESAPEAKE DENTAL CONFERENCE? _____

MSDA WILL ATTEMPT TO ASSIGN EXHIBITOR AWAY FROM KNOWN COMPETITORS. PLEASE LIST KNOWN COMPETITORS: _____

BOOTH # DESIRED: _____ 1ST CHOICE _____ 2ND CHOICE _____ 3RD CHOICE _____ 4TH CHOICE _____

SIGNATURE _____ (Booths will not be assigned without authorized signature.)

PAYMENT METHOD

CHECK VISA MC CREDIT CARD # _____ EXP. _____

CARDHOLDERS NAME _____ SIGNATURE _____

“Building relationships is what the expo is all about! When I make purchasing decisions, who I am buying from is as important as what I am buying. I just don’t have the same comfort level with a direct-mail flyer or telemarketing call.”

~ BRUCE SEAMAN, THAYER DENTAL LAB



THE 125TH ANNUAL MEETING OF THE **Maryland State Dental Association**

September 19-21, 2008 ■ Ocean City Convention Center ■ Ocean City, Maryland

Exhibitor Prospectus 2008



Maryland State Dental Association

6410 Dobbin Road, Suite F
Columbia, MD 21045-4744

PR SRT STD
U.S. POSTAGE
PAID
Columbia, MD
Permit #188

*Some of the best speakers
in the industry will be
featured including:*

Dr. Herbert Bader – TODAY’S PERIO
Dr. George Bambara – ATTACHMENTS
Suzanne Boswell – PATIENT MANAGEMENT
Dr. Dennis Brave – REAL WORLD ENDO
Dr. Lou DePaola – OSHA UPDATE
Dr. David Digiallorenzo – IMPLANTS
Dr. Harald Heymann – DENTAL MATERIALS
Dr. Mark Hyman – COMPLEX TREATMENTS
Cathy Jameson – PRACTICE MANAGEMENT
Tom Limoli, Jr. – INSURANCE CODING