



Sacramento District Dental Society presents the
30TH ANNUAL MIDWINTER CONVENTION & EXPO

a Dental Odyssey

at the Sacramento Convention Center
1400 J Street • Sacramento, CA

FEBRUARY 4-5, 2010

TONS OF CE AVAILABLE!

EXHIBITOR SCHEDULE:

MOVE-IN:

8:00am ~~to~~ 11:00am

EXHIBITS OPEN:

Thursday, February 4, 2010
11:30am ~~to~~ 5:30pm

Friday, February 5, 2010
8:00am ~~to~~ 1:30pm

MOVE-OUT:

Friday, February 5, 2010
1:30pm ~~to~~ 4:30pm

MEETING SCHEDULE:

THURSDAY, FEBRUARY 4TH:

Registration 7:00am ~~to~~ 5:00pm

Lectures 8:00am ~~to~~ 5:00pm

Lunch Served 11:30am ~~to~~ 1:30pm

Exhibits Open 11:30am ~~to~~ 5:30pm

Galactic Gala 3:30pm ~~to~~ 5:30pm

FRIDAY, FEBRUARY 5TH:

Registration 7:00am ~~to~~ Noon

Lectures 8:00am ~~to~~ 4:00pm

Lunch Served 11:30am ~~to~~ 1:30pm

Exhibits Open 8:00am ~~to~~ 1:30pm

EXHIBITOR REGISTRATION

Advertising in the MidWinter Convention Mini-Manual

DEADLINE: DECEMBER 1, 2009

The SDDS MidWinter Convention Manual is the official guidebook of this year's events. It is distributed to ALL registrants and includes an alphabetical directory of exhibitors, schedule of events, Expo floor plan and more! This year's Manual will be printed in a convenient pocket-sized book — **half the size, half the price!** Manual advertising space is another chance for your company to gain MAXIMUM exposure! (*Sign up soon — space is limited.*)

Full Page (4.5" w x 7.5" h) \$400

Half Page (4.5" w x 3.625" h) \$250

PREFERRED PLACEMENT (choose one — full page only)

Inside Front Cover

Inside Back Cover

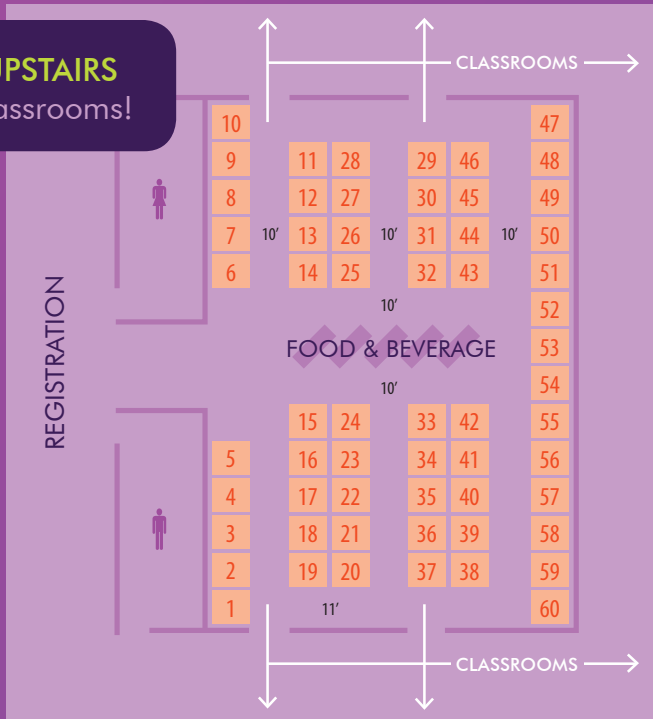
Outside Back Cover additional \$150

Advertising Requirements:

1. Display ads must conform to the listed sizes and be submitted camera-ready (in PC format, on diskette/CD or emailed to melissa@sdds.org in .pdf, .jpg, .tiff, .ai, .eps or .indd format) with 300 dpi or higher resolution. All advertising is **BLACK & WHITE**. Pages are 5½" x 8½" with ½" margins.
2. Display ads must be received by **DECEMBER 1, 2009** to be included in the manual.

Expo **UPSTAIRS**
with classrooms!

2010 MIDWINTER EXPO FLOOR PLAN:



Booth Package

\$850

DEADLINE: OCTOBER 30, 2009

Complete Rules and Regulations to follow in Exhibitor Service Kit (also available on the SDDS website: www.sdds.org/MWC2010_ExhibitorRegulations.pdf).

INCLUDES:

- 8' x 10' draped booth
- 6' x 3' skirted table
- 2 chairs
- One line I.D. sign
- 500 watt electrical outlet

EXTRA CHARGE ITEMS: Phone lines, wireless connection, additional furniture, etc. may be ordered directly through exhibition services (AES).

Order information will be included in the Exhibitor Service Kit.

NOTE: The entire Expo floor is carpeted this year with existing carpet. No additional carpet needed unless a specific color is desired.

◀ See floor plan at left for specific booth space and layout of exhibit hall.

EXHIBITOR SPACE will be assigned based on the following priority order (all first-come, first-served basis by category of priority):

1ST PRIORITY: Convention Sponsors • 2ND PRIORITY: Vendor A Members • 3RD PRIORITY: Vendor B Members • 4TH PRIORITY: all exhibitors

You asked for it... We made it happen this year!

This year's Expo Hall is located upstairs, in close proximity to the classrooms. All lectures and breaks are on a staggered schedule to sustain a flow of attendees to your booth!

Sponsorship Opportunities

SPONSORS WILL RECEIVE prominent recognition in the SDDS *Nugget* and the MidWinter Convention Manual.

LUNAR Lunch Sponsor (Thursday or Friday on the Expo Floor)

\$4000

- 8' x 10' Expo Booth, first priority placement and **four** registrations
- Full page advertisement on inside front cover of the MidWinter Convention Manual
- Website banner advertising on SDDS' website home page with link to your company home page
- Recognition on all supporter signage at the convention
- One page insert into attendee registration packets (insert provided by sponsor)
- Company name recognition in pre-convention issue (December 2009) of SDDS' monthly magazine, *The Nugget*
- Mailing labels of SDDS active membership prior to the convention (upon request)
- Special recognition in MidWinter Convention Manual

STARBURST Speaker Sponsor

Sponsor a confirmed convention speaker!

\$3000

- 8' x 10' Expo Booth, priority placement and **two** registrations
- ½ page advertisement in the MidWinter Convention Manual
- Website banner advertising on SDDS' website home page with link to your company home page
- Recognition on all supporter signage at the convention
- Company name recognition in pre-convention issue (December 2009) of SDDS' monthly magazine, *The Nugget*
- Special recognition in MidWinter Convention Manual

GALACTIC GALA Reception Sponsor

Sponsor the Thursday afternoon cocktail reception in the Expo!

\$2500

- Recognition on all supporter signage at the convention
- Company name recognition in pre-convention issue (December 2009) of SDDS' monthly magazine, *The Nugget*
- Special recognition in MidWinter Convention Manual

BIG DIPPER Bag Sponsor (Deadline: October 15, 2009)

Get your company name on the convention bag that all attendees will receive.

\$2500

- Recognition on all supporter signage at the convention
- Company name recognition in pre-convention issue (December 2009) of SDDS' monthly magazine, *The Nugget*
- Special recognition in MidWinter Convention Manual

LIGHT YEAR LANYARD Sponsor (Deadline: October 15, 2009)

Every attendee will be wearing your company name!

\$1000
or supply lanyards

- Recognition on all supporter signage at the convention
- Company name recognition in pre-convention issue (December 2009) of SDDS' monthly magazine, *The Nugget*
- Recognition in MidWinter Convention Manual

COSMIC Coffee Break Sponsor (Thursday or Friday Morning)

\$1000

- Recognition on all supporter signage at the convention
- Company name recognition in pre-convention issue (December 2009) of SDDS' monthly magazine, *The Nugget*
- Recognition in MidWinter Convention Manual

ROCKET Raffle Prizes

SDDS encourages exhibitors to donate prize(s) for the raffle to be held each day. Raffle drawings will be held at YOUR booth, with those eligible being those who VISIT your booth and give you their business cards.

Hotel Accommodations

HYATT REGENCY SACRAMENTO

1209 L Street • Sacramento, CA 95814

(800) 233-1234

Group Rate: \$169

Ask for SDDS Annual Convention Group Rate

Booking Code: SDDS

<http://www.sdds.org/MW2010-Other.htm>

Cut-off Date: JANUARY 14, 2010

Payment and Cancellation

Half payment must be received by **OCTOBER 30, 2009** to secure booth space. Remaining balance must be paid by **DECEMBER 1, 2009**. Space will be assigned December 11, 2009. All cancellations must be received in writing to the SDDS office prior to November 24, 2009 to receive a full refund (less \$100 processing fee). Cancellations received between November 25, 2009 and December 30, 2009 are subject to a 50% penalty, plus the \$100 processing fee. **NO CANCELLATIONS AFTER DECEMBER 30, 2009.**

Additional Questions

Please direct all questions to the SDDS office at (916) 446-1227 or via email to della@sdds.org.

Don't miss out!

The 30th Annual SDDS MidWinter Convention will be **OUT OF THIS WORLD!** Sign up today!

See page 4 for registration information.

CORPORATE OFFICE INFORMATION (Corporate information will be printed in Convention Manual unless otherwise requested.)

COMPANY: _____
 CONTACT: _____ TITLE: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 PHONE: _____ FAX: _____
 EMAIL: _____ COMPANY WEBSITE: _____

PLEASE PROVIDE A ONE-LINE DESCRIPTION OF YOUR COMPANY'S PRODUCTS/SERVICES: _____

LOCAL REPRESENTATIVE INFORMATION

LOCAL REPRESENTATIVE: _____ EMAIL: _____

WE'RE GOING GREEN!

In an effort to support the overall green efforts, convention correspondence (INCLUDING EXHIBITOR SERVICE KITS) will be sent via email from della@sdds.org. Please make sure that this email address is saved in your "safe recipients" list. This will also allow exhibitors to print only the forms they need in a simple and organized fashion. If you need a hard copy, please contact Della at 916.446.1227 or via email della@sdds.org.

We wish to be a sponsor: Lunch Speaker Reception Bag Lanyard Coffee Break

We are a vendor member: Vendor A Vendor B **-OR-**

We wish to be a vendor member! (visit www.sdds.org/vendor_member.htm for Vendor Member info) Vendor A Vendor B

Our preferred booth choices are (#1-60): Choice 1 _____ Choice 2 _____ Choice 3 _____ Choice 4 _____

Registrants attending: 1. _____ 2. _____
(Included in registration if signed up by October 30, 2009)

(Additional Registrants @ \$125 per registrant / \$150 per registrant after October 30, 2009) 3. _____ 4. _____

5. _____ 6. _____

Vendor Members
 of SDDS receive a complimentary booth package!

PACKAGE	IF PAID BY OCT 30, 2009	AFTER OCT 30, 2009	
Booth package*	\$850 (includes 2 registrations)	\$950 (includes 1 registration)	\$ _____
Contiguous space	\$650 (adjoining booth)	\$700 (adjoining booth)	\$ _____
Extra registrants	\$125 each	\$150 each	\$ _____
Sponsorship # _____	<input type="checkbox"/> Lunch <input type="checkbox"/> Speaker <input type="checkbox"/> Reception <input type="checkbox"/> Bag <input type="checkbox"/> Lanyard <input type="checkbox"/> Coffee		\$ _____
Advertising	<input type="checkbox"/> Half Page <input type="checkbox"/> Full Page <input type="checkbox"/> Inside Front Cover <input type="checkbox"/> Inside Back Cover <input type="checkbox"/> Outside Back Cover		\$ _____
Mailing Labels	\$200 per set (Vendor Members / No Charge) — Please provide sample of what will be mailed.		\$ _____
TOTAL FEES:			\$ _____

PAYMENT METHOD: MasterCard Visa Check Enclosed (Please make checks payable to **Sacramento District Dental Society**)

Cardholder Name: _____ Card #: _____ Exp. Date: _____

3-digit Security Code: _____ Billing Address: _____

I have read, understand and agree to abide by the exhibitor rules and regulations, and all other requirements as stated in this document. I do hereby affirm that the above information is true and current to the best of my knowledge. X _____

**CONTRACT AND HALF PAYMENT ARE DUE BY OCTOBER 30, 2009, REMAINING BALANCE DUE BY DECEMBER 1, 2009
 BOOTH ASSIGNMENT IS CONFIRMED AFTER DECEMBER 11, 2009**