



SACRAMENTO DISTRICT DENTAL SOCIETY PRESENTS THE 31<sup>ST</sup> ANNUAL MIDWINTER CONVENTION & EXPO

**FEBRUARY 3 & 4, 2011**

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

# UNDER THE BOARDWALK

♪ ... down by the C-E (E-E-E) ... ♪

## Meeting Schedule:

**Thursday**  
February 3, 2011

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

Lectures **8:00am to 5:15pm**

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

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

Gala **3:30pm to 5:30pm**

**Friday**  
February 4, 2011

Registration **7:15am to Noon**

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

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

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

## Exhibitor Schedule:

Move-In

**Thursday (2/3), 8:00am to 11:15am**

Exhibits Open

**Thursday (2/3), 11:30am to 5:30pm**

**Friday (2/4), 8:00am to 1:30pm**

Move-Out

**Friday (2/4), 1:30pm to 4:30pm**

# EXHIBITOR REGISTRATION

# ADVERTISING in the MidWinter Convention Official Guidebook

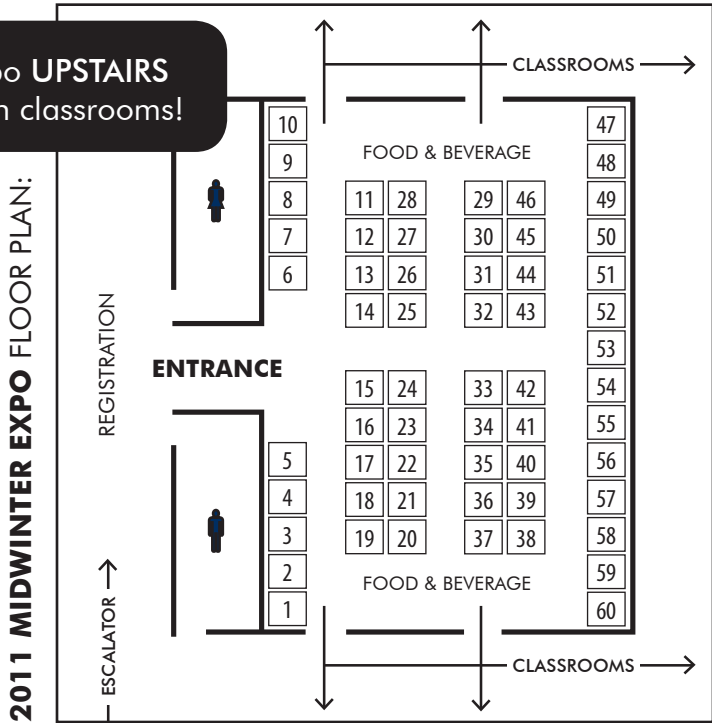
The SDDS MidWinter Convention Official Guidebook is the essential publication for this year's events. It is distributed to ALL registrants and includes an alphabetical directory of exhibitors, schedule of events, Expo floor plan and more! This year's Manual will be printed in a convenient pocket-sized book! 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

<b>PREFERRED PLACEMENT</b> (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](mailto: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 3, 2010** to be included in the manual.



## BOOTH Package

Complete Rules and Regulations to follow in Exhibitor Service Kit (also available on the SDDS website: [www.sdds.org/MWC2011\\_ExhibitorRegulations.pdf](http://www.sdds.org/MWC2011_ExhibitorRegulations.pdf)).

**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. To be included in the MidWinter Convention Guidebook, deadline to sign up is **DECEMBER 30, 2010**.

**INCLUDES:**

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

Early Bird Price:  
**\$850**  
(ends 11/5/10)

**EXHIBITOR SPACE** will be assigned based on the following priority order (all first-come, first-served basis by category of priority):  
**1<sup>ST</sup> PRIORITY:** Convention Sponsors • **2<sup>ND</sup> PRIORITY:** Vendor A Members • **3<sup>RD</sup> PRIORITY:** Vendor B Members • **4<sup>TH</sup> PRIORITY:** all exhibitors

# Back by Popular Demand!

The Expo Hall is once again 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.

## Catch-a-Wave Lunch Sponsor

THURSDAY OR FRIDAY ON THE EXPO FLOOR

- 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 2010) of SDDS' monthly magazine, *The Nugget*
- Mailing labels of SDDS active membership prior to the convention (upon request)
- Special recognition in MidWinter Convention Manual

\$4500

## Shoreline Speaker Sponsor

SPONSOR A CONFIRMED CONVENTION SPEAKER

- 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 2010) of SDDS' monthly magazine, *The Nugget*
- Special recognition in MidWinter Convention Manual

\$3500

## Loop-de-Looped Reception Sponsor

SPONSOR THE THURSDAY AFTERNOON COCKTAIL RECEPTION IN THE EXPO!

- Recognition on all supporter signage at the convention
- Company name recognition in pre-convention issue (December 2010) of SDDS' monthly magazine, *The Nugget*
- Special recognition in MidWinter Convention Manual

\$2500

## Beach Tote Bag Sponsor (DEADLINE: OCTOBER 15, 2010)

GET YOUR COMPANY NAME ON THE CONVENTION BAG THAT ALL ATTENDEES WILL RECEIVE.

- Recognition on all supporter signage at the convention
- Company name recognition in pre-convention issue (December 2010) of SDDS' monthly magazine, *The Nugget*
- Special recognition in MidWinter Convention Manual

\$2500

## Tilt-a-Whirl Lanyard Sponsor (DEADLINE: OCTOBER 15, 2010)

YOUR COMPANY'S NAME CAN HANG AROUND THE NECKS OF ALL ATTENDEES!

- Recognition on all supporter signage at the convention
- Company name recognition in pre-convention issue (December 2010) of SDDS' monthly magazine, *The Nugget*
- Recognition in MidWinter Convention Manual

\$1000  
or \$500 +  
supply lanyards

## Carousel Coffee Break Sponsor

THURSDAY OR FRIDAY MORNING — PROVIDE ATTENDEES WITH THAT MUCH NEEDED CUP OF COFFEE AND A BITE TO EAT.

- Recognition on all supporter signage at the convention
- Company name recognition in pre-convention issue (December 2010) of SDDS' monthly magazine, *The Nugget*
- Recognition in MidWinter Convention Manual

\$1000

## Riptide 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/MW2011-Other.htm>

Cut-off Date: JANUARY 20, 2011

# PAYMENT & Cancellation

Half payment must be received by **NOVEMBER 5, 2010** to secure booth space. Remaining balance must be paid by **DECEMBER 10, 2010**. All cancellations must be received in writing to the SDDS office prior to **NOVEMBER 24, 2010** to receive a full refund (less \$100 processing fee). Cancellations received between November 24, 2010 and December 30, 2010 are subject to a 50% penalty, plus the \$100 processing fee. **NO CANCELLATIONS AFTER DECEMBER 30, 2010**. All exhibitors / sponsors signed up and paid by December 30, 2010 will be included in the Convention Guidebook.

# BOOTH Confirmations

Booth confirmations and exhibitor service kits will be emailed to the Company Corporate contact as listed on the Exhibitor Contract unless otherwise indicated. Please make sure that della@sdds.org is saved in your "safe recipients" list. Space will be assigned December 10, 2010.

# ADDITIONAL Questions

Rules & Regulations can be found at [www.sdds.org/MWC2011\\_ExhibitorRegulations.pdf](http://www.sdds.org/MWC2011_ExhibitorRegulations.pdf).

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



# EXHIBITOR Contract

Please print clearly

**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 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](http://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 November 5, 2010)

(Additional Registrants @ \$125 per registrant / \$150 per registrant after November 5, 2010) 3. \_\_\_\_\_ 4. \_\_\_\_\_

5. \_\_\_\_\_ 6. \_\_\_\_\_

**Vendor Members**  
 of SDDS receive a complimentary booth package!

PACKAGE	IF PAID BY <b>NOV 5, 2010</b>	AFTER <b>NOV 5, 2010</b>	
Booth package*	<b>\$850</b> (includes 2 registrations)	<b>\$950</b> (includes 1 registration)	\$ _____
Contiguous space	<b>\$650</b> (adjoining booth)	<b>\$700</b> (adjoining booth)	\$ _____
Extra registrants # _____	<b>\$125</b> each	<b>\$150</b> 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	<b>\$250 per set</b> (Vendor Members / No Charge) — Please provide sample of what will be mailed.	\$ _____
<b>TOTAL FEES:</b>		\$ _____

**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 **NOVEMBER 5, 2010**, REMAINING BALANCE DUE BY **DECEMBER 10, 2010**.  
 BOOTH ASSIGNMENT IS CONFIRMED AFTER **DECEMBER 10, 2010**. SEE PAGE 3 FOR CANCELLATION POLICY.

Please return completed form, payment, and camera-ready artwork (if applicable) to:  
 SACRAMENTO DISTRICT DENTAL SOCIETY • 915 28th Street, Sacramento, CA 95816 • Phone: (916) 446-1211 • Fax: (916) 447-3818