SDDS presents the 37th Annual MidWinter Convention & Expo
February 9-10, 2017 | Sacramento Convention Center

WANTED:

The SDDS CE Roundup

Exhibitor Information

MOVE-IN
• THURSDAY: FEBRUARY 9
  9:00 - 11:00AM

MOVE-OUT
• FRIDAY: FEBRUARY 10
  1:30 - 3:00PM

EXHIBIT HALL HOURS
• THURSDAY: FEBRUARY 9
  11:30AM - 5:30PM
• FRIDAY: FEBRUARY 10
  7:30AM - 1:30PM
Complete Rules and Regulations to follow in Exhibitor Service Kit (also available on the SDDS website).

EARLY BIRD:
Early Bird payment must be made by October 1 or regular price will be charged.

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 Expo floor is carpeted. 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 JANUARY 1, 2017.

ADVERTISING IN THE MIDWINTER 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, all in a convenient pocket-sized book! Guidebook advertising space is another chance for your company to gain MAXIMUM exposure! (Sign up soon — space is limited.)

AD SIZES

<table>
<thead>
<tr>
<th>Size Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (4.5&quot;w x 7.5&quot;h)</td>
<td>$400</td>
</tr>
<tr>
<td>Half Page (4.5&quot;w x 3.625&quot;h)</td>
<td>$275</td>
</tr>
</tbody>
</table>

PREFERRED PLACEMENT (choose one — full pg only)

<table>
<thead>
<tr>
<th>Placement</th>
<th>Additional Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$150</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$150</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$150</td>
</tr>
</tbody>
</table>

$899 Early Bird (ends 10/1/16)

Rootin’ Tootin’ Opportunities!

What is MidWinter?

- SDDS’ BIGGEST EVENT of the year, with attendees from all over the country!
- A TWO-DAY EVENT at the Sacramento Convention Center

This 37th Annual Event Brings Dental Professionals Together to:

- Corral their CE in one place!
- Build and bond with office team members!
- Enjoy world-renowned speakers on current dental topics and trends!
- Bring your latest products and services to the county jamboree!

Rootin’ Tootin’ Opportunities!

Advertising Requirements

1. Display ads must conform to the listed sizes and be submitted print-ready on CD or emailed to sdds@sdds.org in .pdf, .jpg, .tiff, .ai, .eps or .indd format with 300 dpi or higher resolution. All advertising is BLACK & WHITE. See advertisement dimensions at left.

2. Display ads must be received by DECEMBER 20, 2016 to be included in the manual.

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Wild West Networking!

MIDWINTER CONVENTION SPONSORSHIP OPPORTUNITIES

ALL SPONSORS RECEIVE THE FOLLOWING:
- Recognition on all supporter signage at the convention
- Company name recognition in pre-convention issue (January 2017) of SDDS’ monthly magazine, The Nugget
- Recognition in MidWinter Convention Guidebook

Chowdown Lunch sponsor
THURSDAY AND FRIDAY ON THE EXPO FLOOR (TWO AVAILABLE)
- 8’ x 10’ Expo Booth, first priority placement and FOUR registrations
- Full page advertisement on inside front cover of the MidWinter Convention Guidebook
- 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)

Knee-slappin’ Speaker sponsor
SPONSOR A CONFIRMED CONVENTION SPEAKER
- 8’ x 10’ Expo Booth, priority placement and TWO registrations
- ½ page advertisement in the MidWinter Convention Guidebook
- Website banner advertising on SDDS’ home page with link to your company website

Saddle Bag sponsor (DEADLINE: 11/15/16)
YOUR COMPANY NAME ON THE CONVENTION BAG RECEIVED BY ALL ATTENDEES.
(includes one-color imprint)

Hoedown Happy Hour sponsor
SPONSOR THE THURSDAY AFTERNOON HAPPY HOUR IN THE EXPO!

Sidekick Speaker sponsor
SPONSOR A CONFIRMED CONVENTION SPEAKER AND RECEIVE A DISCOUNTED EXPO BOOTH FOR $600

Lasso Lanyard sponsor (DEADLINE: 11/15/16)
YOUR COMPANY’S NAME ON THE LANYARD GIVEN TO ALL ATTENDEES!
(includes one-color imprint)

Campfire Coffee sponsor
THURSDAY OR FRIDAY MORNING — GIVE ATTENDEES A MUCH NEEDED CUP OF COFFEE AND BITE TO EAT.

Cattle Pen sponsor
GET YOUR COMPANY NAME IN THE HAND OF EACH ATTENDEE.

Truly Gritty 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

CITIZEN HOTEL
926 J Street • Sacramento, CA 95814
(916) 447-2700
Group Rate: $189
Ask for SDDS Annual Convention Group Rate
Cut-off Date: January 27, 2017 @ midnight

Payment & Cancellations

Payments: See back page for pricing structure.
Cancellations must be received in writing.
Full refund — NOVEMBER 30, 2016
50% refund ** — DECEMBER 1-31, 2016
No refunds – After JANUARY 1, 2017
* Minus $100 processing fee

All exhibitors / sponsors signed up and paid by January 1, 2017 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 sdds@sdds.org is saved in your “safe recipients” list. Space will be assigned December 15, 2016.

Additional Questions

More information can be found by clicking the Continuing Education tab at www.sdds.org.
Please direct all questions to the SDDS office at (916) 446-1211 or via email to sdds@sdds.org.
**Corporate Office Information** (Corporate information will be printed in Convention Guidebook unless otherwise requested.)

|----------|----------|--------|----------|-------|--------|-----|--------|------|--------|------------------|

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

**Local Representative Information**

<table>
<thead>
<tr>
<th>LOCAL REPRESENTATIVE:</th>
<th>EMAIL:</th>
<th>We wish to be a sponsor:</th>
<th></th>
<th>We are a vendor member:</th>
<th></th>
<th>We wish to be a vendor member! (visit <a href="http://www.sdds.org">www.sdds.org</a> for Vendor Member info)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Lunch</td>
<td>Speaker</td>
<td>Mini Speaker</td>
<td>Happy Hour</td>
<td>Lunch</td>
</tr>
</tbody>
</table>

**Our preferred booth choices are (#1-70):**

1. Choice 1  
2. Choice 2  
3. Choice 3  
4. Choice 4  

1. (Included in registration)  
2. (Included in registration)  

**Registrants attending:**

1.  
2.  
3. (Included in registration)  
4.  

**Additional Registrants**

5.  
6.  

**Special Fees**

<table>
<thead>
<tr>
<th>PACKAGE</th>
<th>IF PAID BY OCT 1, 2016</th>
<th>IF PAID BY NOV 15, 2016</th>
<th>AFTER NOV 15, 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth package*</td>
<td>$899 (includes 2 registrations)</td>
<td>$975 (includes 2 registrations)</td>
<td>$1000 (includes 2 registrations)</td>
</tr>
<tr>
<td>Contiguous space</td>
<td>$650 (adjoining booth)</td>
<td>$675 (adjoining booth)</td>
<td>$725 (adjoining booth)</td>
</tr>
<tr>
<td>Extra registrants</td>
<td>$145 each</td>
<td>$165 each</td>
<td>$170 each</td>
</tr>
<tr>
<td>Sponsorship</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertising</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Mailing Labels</td>
<td></td>
<td></td>
<td>$350 per set (Vendor Members / No Charge) — Please provide sample of what will be mailed.</td>
</tr>
</tbody>
</table>

* Vendor Member registration includes 4 attendees

**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 (www.sdds.org), 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 ____________________________

**BOOTH ASSIGNMENT IS CONFIRMED DECEMBER 15, 2016.**

Please return completed form, payment, and camera-ready artwork (if applicable) to sdds@sdds.org or mail to SACRAMENTO DISTRICT DENTAL SOCIETY 2035 Hurley Way, Suite 200, Sacramento, CA 95825 • Phone: (916) 446-1211 • Fax: (916) 447-3818