

*Capital Region*

**DENTAL  
CONVENTION**

*SDDS MidWinter in Bloom*

**MARCH 18-19, 2027**

**THE 46TH ANNUAL MIDWINTER CONVENTION & EXPO  
SAFE CREDIT UNION CONVENTION CENTER, SACRAMENTO**

# WHY EXHIBIT AT MIDWINTER?



- MidWinter is the Sacramento District Dental Society's (SDDS) annual convention — bringing together 700–800 dental professionals, including dentists and their teams, for two dynamic days of learning, networking, and innovation.
- Hosted at the state-of-the-art SAFE Credit Union Convention Center in Sacramento, this high-energy convention features top-tier speakers from across the country.
- This convention provides the opportunity for exhibitors to connect with decision-makers, showcase their latest products and services, and elevate their brand visibility.

## BOOTH PACKAGE

### 10' x 10' Exhibitor Booth Package Includes

- 8' high back drape, 3' high side rails
- One - 6' draped table, two chairs, wastebasket
- One line company I.D. sign
- 5 amp electrical outlet
- Two exhibitor badges (lunch included for exhibitor reps)
- One complimentary round-trip dock to booth cart service (MUST be pre-ordered) Each additional cartload is \$139.
- All exhibitors/sponsors signed up and paid by January 29, 2027 will be included in the Convention Handbook.

### Assignment of Booth Space

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

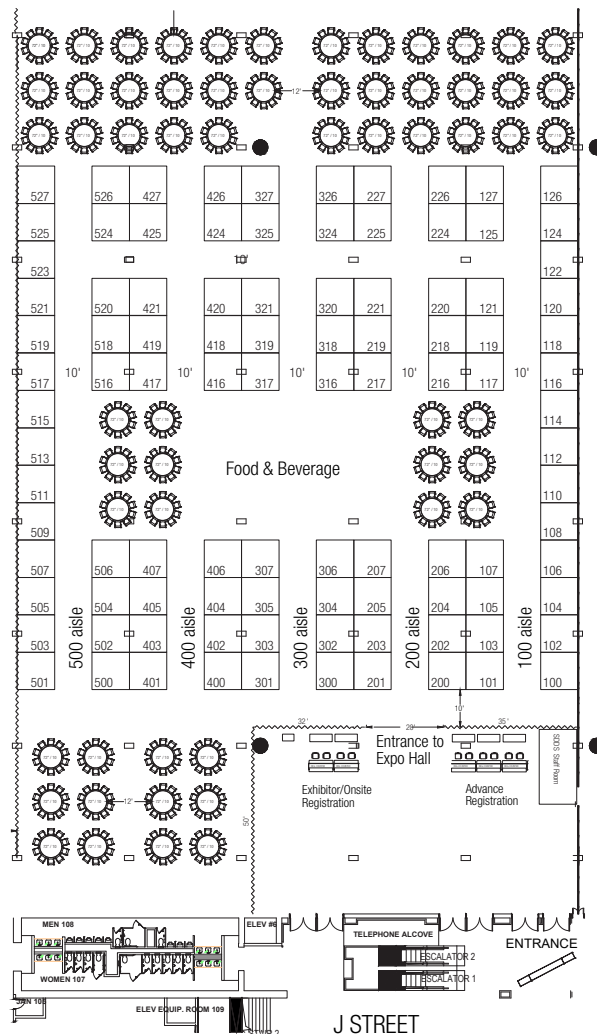
- 1st Priority: Convention Sponsors
- 2nd Priority: SDDS Vendor Members
- 3rd Priority: All Exhibitors

### Booth Confirmations

Booth confirmations and exhibitor service kits will be emailed to the company corporate contact as listed on the Exhibitor Agreement. Please make sure that [events@sdds.org](mailto:events@sdds.org) is saved in your "safe recipients" list. The first round of booth assignments will be confirmed the week of November 30, 2026 for fully paid exhibitors/sponsors.

See complete exhibitor rules and regulations on [sdds.org](http://sdds.org).

## MAP OF THE EXHIBIT HALL – EXHIBIT HALL D



PACKAGE	EARLY BIRD SPECIAL! IF PAID BY SEPT 25, 2026	IF PAID BY NOV 13, 2026	PAID AFTER NOV 13, 2026
Booth Package	\$1,850	\$1,950	\$2,150
Add Contiguous Booth	\$1,050	\$1,100	\$1,150
Extra Registrant	\$250	\$250	\$250

# DRIVING ATTENDEE TRAFFIC TO THE EXHIBIT HALL

## DEDICATED EXHIBIT HALL HOURS

Exclusive exhibit time will be provided during the morning, lunch and afternoon breaks.

## COMPLIMENTARY LUNCH

Complimentary buffet lunch is provided for all attendees and exhibitors, includes ample seating for attendees.

## HAPPY HOUR

Thursday afternoon, attendees are invited to network and enjoy a complimentary beverage in the exhibit hall.

## RAFFLES

Raffles are scheduled at designated times in the exhibit hall to keep attendees engaged in the exhibit hall.

## COFFEE BREAKS

Complimentary beverages will be available to attendees in the exhibit hall during the morning breaks.

## EXHIBITOR SHOW SPECIALS

SDDS will notify attendees about your show specials, printed in the convention handbook and in the Know Before You Go e-blast.

## SPONSORED ITEMS

Exclusive convention souvenirs that need to be picked up at the sponsor's booth.

## EXHIBIT HALL INFORMATION

The exhibit hall will be located in the convention center's traditional exhibit hall on the first floor. This spacious venue offers excellent accessibility, visibility, and ample room for exhibitors to showcase their products, services, and innovations. We look forward to welcoming exhibitors and attendees to a dynamic and engaging exhibit experience.

**Exhibit Hall Flooring:** Please note that the exhibit hall floor will not be carpeted. Exhibitors may choose to provide their own floor coverings at their own expense. Carpet and other flooring options may be ordered through American Exposition Services. Floor covering is optional and not required for participation.

## EXHIBIT HALL SCHEDULE

- **Move in:** Wednesday, March 17 | 1:00–4:30pm or Thursday, March 18 | 8:00–9:30am
- **Move out:** Friday, March 19 | 2:00–4:00pm
- **Exhibit Hall Hours:**

**Thursday, March 18, 2027**  
10:00am – 5:00pm

**Friday, March 19, 2027**  
10:00am – 2:00pm

## VENUE

**SAFE Credit Union Convention Center  
Exhibit Hall – D (first floor)**  
1400 J Street, Sacramento, CA

## GENERAL SERVICE CONTRACTOR

**American Exposition Services, Inc. (AES)**  
1341 N. Market Street, Suite 300  
Sacramento, CA 95834  
(916) 925-3976  
info@american-expo.com  
American-expo.com

## SHIPPING AND EXTRA CHARGE ITEMS

Please do not ship any items directly to the convention center; coordinate all shipments through AES. Material Handling: Exhibitors will be allowed to “hand carry” small items through the convention center front doors (J Street and West entrances) provided that NO material handling equipment will be used in the process. AES has complete control of the loading docks for the duration of the convention. If you wish to load or unload at the dock, you must report to the AES Freight Desk.



# SPONSORSHIP OPPORTUNITIES

## LUNCH SPONSOR .....\$9750

THURSDAY OR FRIDAY ON THE EXHIBIT FLOOR (TWO AVAILABLE)

- Exhibit Booth package, first priority placement and **FOUR** exhibitor badges
- Full page ad in the MidWinter Convention Handbook
- Spotlight in Know Before You Go communication to all attendees
- Social Media recognition and spotlight in This Week e-blast

## BREAKFAST SPONSOR .....\$7000

THURSDAY OR FRIDAY (TWO AVAILABLE)

- Exhibit Booth, priority placement and **THREE** exhibitor badges
- Half page ad in the MidWinter Convention Handbook
- Social Media recognition

## CONVENTION BAG\* SPONSOR .....\$5500

- Company logo imprinted on conference bag received by all attendees

## MAGAZINE PHOTO BOOTH BOX SPONSORSHIP .....\$4500

PUT YOUR BRAND CENTER STAGE WITH THIS FUN, WALK-IN PHOTO BOOTH

- Your company logo will be prominently displayed on the booth, drawing convention attendees and increasing traffic to your booth
- This sponsorship also includes one 10' x 10' exhibit booth package

## SPEAKER SPONSOR .....\$4300

SPONSOR A CONFIRMED CONVENTION SPEAKER

- Exhibit Booth, priority placement and **TWO** exhibitor registrations
- Half page ad in the MidWinter Convention Handbook
- Introduce Speaker and Company recognition
- Recognition in convention program
- Social Media recognition

## HAPPY HOUR SPONSOR .....\$3900

SPONSOR THE DRINK THURSDAY AFTERNOON IN THE EXHIBIT HALL

- Company logo on drink tickets received by all attendees
- Booth placement located near bar (if requested)

## EYEGLOSS CLOTH\* SPONSOR .....\$3800

- Custom-designed eyeglass cleaning cloths will feature company's logo prominently printed on one side
- Attendees will receive instructions to visit your booth to obtain the item

## COFFEE BREAK SPONSOR .....\$3500

TWO AVAILABLE - GIVE ATTENDEES A MUCH-NEEDED CUP OF COFFEE

- Recognition in the MidWinter Convention Handbook
- Recognition in the Know Before You Go e-blast

## RAFFLE SPONSOR .....\$3500

- Each attendee will be given a raffle ticket instructing them to place it in the official convention raffle drum. Your booth will be located next to the raffle drum, drawing attendees eager for a chance to win—and giving you prime visibility and steady foot traffic to your booth.

## WATER STATION SPONSOR .....\$3500

- Company logo displayed at each hydration station
- Company logo on each disposable cup

## STUDENT RESEARCH POSTER SHOWCASE SPONSORSHIP .....\$3500

Support the next generation of dental professionals by sponsoring the Student Research Poster Showcase. This featured exhibit highlights innovative research conducted by dental students, providing a platform for emerging scholars to present their findings, engage with attendees, and contribute to the advancement of oral health care.

Sponsor will receive prominent recognition throughout the poster display area and associated convention materials, showcasing their dedication to advancing dental research and education.

## LANYARD\* SPONSOR .....\$3300

- Company logo imprinted on every conference lanyard

## AISLE MARKER SPONSOR .....\$3200

- Aisle markers with your company logo prominently displayed in each aisle of the exhibit floor helping attendees navigate the exhibit hall and locate booths more easily

## STICKER\* SPONSOR .....\$3000

- Company name/logo imprinted on each sticker
- Attendees receive instructions to visit your booth to obtain the item

## HANDBOOK SPONSOR .....\$3000

OFFICIAL CONVENTION HANDBOOK RECEIVED BY ALL ATTENDEES

- Full page ad with priority placement in the handbook
- Company recognition on the front cover of the handbook

## FLOWER SPONSOR .....\$2500

- Provide flowers for the highboys and/or lunch tables

## PEN\* SPONSOR .....\$2000

- Company name printed on pens placed in every attendee conference bag

## MOTHER'S ROOM SPONSOR .....\$800

- Be the hero for all of our mothers attending
- Included will be snacks, reading material, and a mini-refrigerator
- 20"x22" signage (artwork provided by sponsor)

## THE ABOVE SPONSORS WILL ALSO RECEIVE THE FOLLOWING:

- Recognition in pre-convention issue (Jan/Feb 2027) of SDDS' bimonthly magazine, *The Nugget*
- Recognition in MidWinter Convention Handbook
- Recognition and company link on SDDS website

## RAFFLE PRIZES

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

\* Most imprinted items have a one color imprint and need to be reserved no later than November 2, 2026

# ADVERTISING IN THE MIDWINTER CONVENTION HANDBOOK

The SDDS MidWinter Convention Handbook is the official convention publication for this year's convention. It is distributed to ALL registrants and includes an alphabetical directory of exhibitors, exhibitor show specials, schedule of events, Expo floor plan and more, all in a convenient pocket-sized book! Handbook advertising space is another chance for your company to gain MAXIMUM exposure! (Sign up soon — space is limited.)



## AD SIZES

**Full Page** (4.5" w x 7.5" h) . . . . . \$600

**Half Page** (4.5" w x 3.625" h) . . . . . \$400

## PREFERRED PLACEMENT

(choose one — full page only)

Inside Front Cover . . . additional \$300

Inside Back Cover . . . additional \$250

Inside First Page . . . additional \$250

Outside Back Cover . . additional \$300

## ADVERTISING REQUIREMENTS

- Display ads must conform to the listed sizes and be submitted print-ready (to [events@sdds.org](mailto:events@sdds.org) as a high resolution pdf). All advertising is BLACK & WHITE. See ad dimensions notated next to ad options.
- Display ads must be received and paid by January 22, 2027 to be included in the handbook.



## HOST HOTEL

**Sheraton Grand Sacramento**  
1230 J Street • Sacramento, CA 95814

\$259 per night plus taxes, until February 19, 2027 or until the group block fills up, whichever comes first.

Take advantage of special discounted room rates by staying at the host hotel.

Book online: visit [www.sdds.org](http://www.sdds.org)

Call Central Reservations line at (916) 447-3641 and reference code SDE or mention the Sacramento District Dental Society.

## PAYMENTS/CANCELLATIONS/REFUNDS

Both fee payments can be made by credit card or check payable to the Sacramento District Dental Society. If full payment is not received by January 15, 2027, the company will forfeit any deposits made and their booth will be put back into inventory for resale. No company will be allowed to exhibit unless full payment for exhibit space is received.

Cancellation requests for exhibit space must be sent in writing to [events@sdds.org](mailto:events@sdds.org). Written notice of cancellation must be received by the dates listed below to receive a refund:

- **Full refund of exhibit space fees paid** (less \$100 administrative fee): through December 7, 2026
- **50% refund** (less \$100 administrative fee): December 8, 2026 – January 8, 2027
- **No refunds:** After January 8, 2027

## EXHIBITOR RULES AND REGULATIONS

Full exhibitor rules and regulations can be found online at [www.sdds.org](http://www.sdds.org).

## QUESTIONS

Please direct all questions to the SDDS office at (916) 446-1211 or via email to [events@sdds.org](mailto:events@sdds.org).  
Sacramento District Dental Society  
2035 Hurley Way, Suite 200 • Sacramento, CA 95825  
[www.sdds.org](http://www.sdds.org)

# EXHIBITOR & SPONSOR AGREEMENT

## Company Information (Information will be printed in Convention Handbook unless otherwise requested.)

COMPANY: \_\_\_\_\_

CONTACT: \_\_\_\_\_ TITLE: \_\_\_\_\_  
(this contact will receive all emails regarding logistics)

EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ COMPANY WEBSITE: \_\_\_\_\_

DESCRIPTION OF YOUR COMPANY'S PRODUCTS/SERVICES (10 WORDS OR LESS): \_\_\_\_\_

## Exhibitor Representatives:

Onsite Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_ Cell: \_\_\_\_\_

**Closer to the convention date, SDDS will email the company contact named above to request the names and email addresses of your exhibitor representatives who will be attending the convention.**

- We wish to be a sponsor:**  Lunch  Breakfast  Speaker  Bag  Happy Hour Drink  Student Showcase  Eyeglass Cloth  Raffle  
 Water Station  Lanyard  Aisle Marker  Handbook  Pen  Coffee  Flower  Mother's Room  Sticker  Photo Booth
- We are an SDDS Vendor Member:** (3 exhibitor representatives included) •OR•  
 **We wish to be an SDDS Vendor Member!** (visit [www.sdds.org](http://www.sdds.org) for Vendor Member info)  
 **Sign us up for a booth!**

Our preferred booth choices are (reference # from map): Choice 1 \_\_\_\_\_ Choice 2 \_\_\_\_\_ Choice 3 \_\_\_\_\_ Choice 4 \_\_\_\_\_

**Priority for Placement:** 1<sup>ST</sup>: Convention Sponsors • 2<sup>ND</sup>: SDDS Vendor Members • 3<sup>RD</sup>: All Exhibitors

PACKAGE	EARLY BIRD SPECIAL IF PAID BY SEPT 25, 2026	IF PAID BY NOV 13, 2026	AFTER NOV 13, 2026	
Booth Package*	\$1,850 (includes 2 registrations)	\$1,950 (includes 2 registrations)	\$2,150 (includes 2 registrations)	\$ _____
Add Contiguous Booth	\$1,050 (additional/adjoining booth)	\$1,100 (additional/adjoining booth)	\$1,150 (additional/adjoining booth)	\$ _____
Extra Registrant	\$250 each	\$250 each	\$250 each	\$ _____
Sponsorship	Please list which sponsorship _____			\$ _____
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 <input type="checkbox"/> Inside First Page			\$ _____
*SDDS Vendor Member registration includes 3 exhibitor badges			<b>TOTAL FEES:</b>	\$ _____

## Amount Due

Sponsorship Total \$ \_\_\_\_\_ + Booth Total \$ \_\_\_\_\_ + Extra Registrant \$ \_\_\_\_\_ = Grand Total \$ \_\_\_\_\_

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

**Paying By Credit Card** - For your security and PCI compliance, we no longer accept credit card information on this form. If paying by credit card, to complete your registration and pay securely, please visit [www.sdds.org](http://www.sdds.org).

**By registering, you agree to the rules and regulations of this contract and certifies that you have the authority to register for this event and bind the company listed above to this contract. Complete rules and regulations available at [www.sdds.org](http://www.sdds.org).**

Please complete, sign and return this contract along with payment to SDDS, 2035 Hurley Way, Ste. 200, Sacramento CA 95825 or email to [events@sdds.org](mailto:events@sdds.org)