



FEBRUARY 8–9, 2024 | SAFE CREDIT UNION CONVENTION CENTER

Connect with Dentists & Team Members
at MidWinter 2024... the **premier** Dental
Convention & Expo in Northern California

EXHIBITOR & SPONSOR PROSPECTUS

Presented by



sacramento
District Dental Society

What is MidWinter?

- SDDS' biggest CE event of the year, with approximately 600-700 attendees (dentists and staff) and speakers from all over the country!
- A two-day convention at Sacramento's SAFE Credit Union Convention Center
- An excellent venue for exhibitors to showcase their products and services and build visibility and brand awareness.



Booth Package

10' x 10' Exhibitor Booth

Package Includes

- 8' high back drape, 3' high side rails
- One - 6' x 24" skirted table, two chairs, wastebasket
- One line I.D. sign
- 500-watt electrical outlet
- Two exhibitor badges (lunch included for exhibitor reps)
- One round-trip cart service (MUST be pre-ordered) – NEW THIS YEAR! Additional cartload is \$110 (pre-ordered) and \$130 (On-site)
- All exhibitors/sponsors signed up and paid by January 5, 2024 will be included in the Convention Manual.

The Expo floor is carpeted. No additional carpet is needed unless a specific color is desired for aesthetics (color options are limited).

Assignment of Booth Space

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

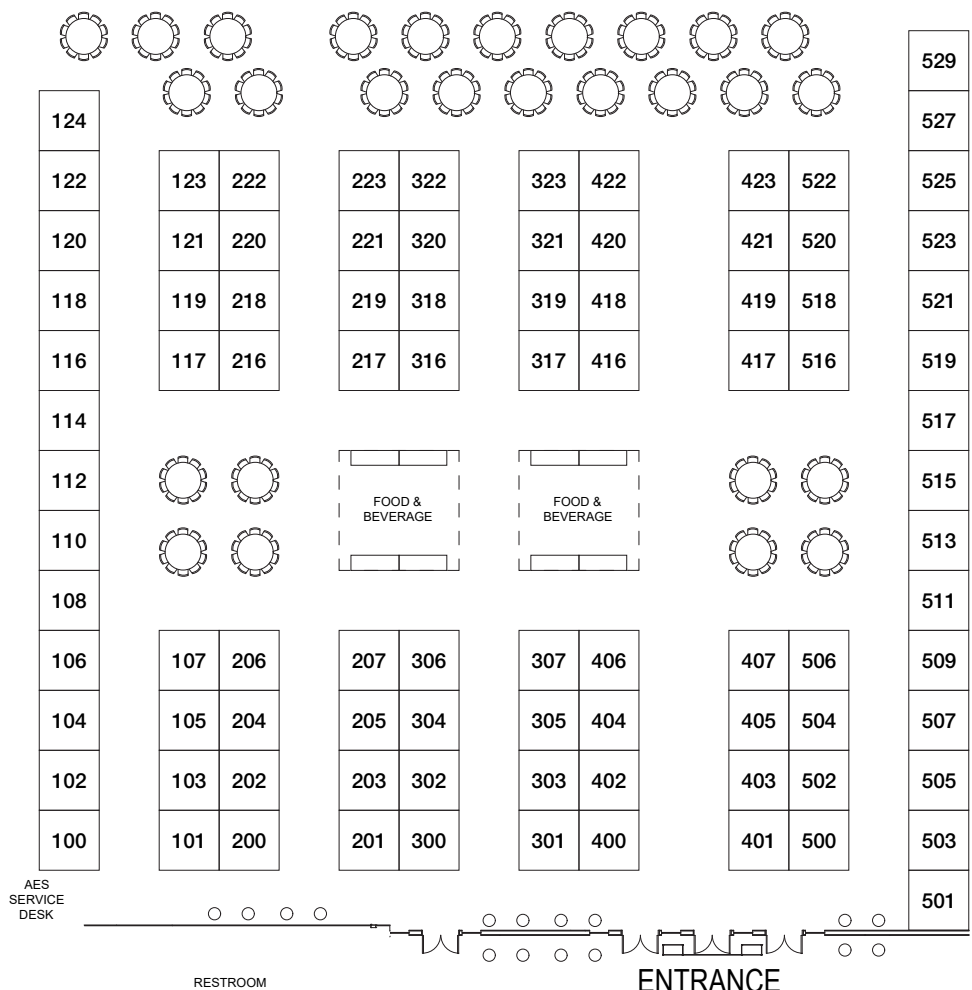
- 1st Priority: Convention Sponsors
- 2nd Priority: SDDS Vendor Members
- 3rd Priority: All Exhibitors

Booth Confirmations

Booth confirmations and exhibitor service kits will be emailed to the company corporate contact as listed on the Exhibitor Contract. Please make sure that events@sdds.org is saved in your "safe recipients" list. The first round of booth assignments will be confirmed December 15, 2023.

See complete exhibitor rules and regulations on sdds.org.

Map of the Exhibit Hall



PACKAGE	IF PAID BY OCT 2, 2023	IF PAID BY NOV 14, 2023	PAID AFTER NOV 14, 2023
Booth Package	\$1,700	\$1,800	\$1,900
Add Contiguous Booth	\$1,000	\$1,050	\$1,100
Extra Registrant	\$200	\$225	\$250



Exhibit Hall Schedule

- **Move in:** Wednesday, February 7 | 2:00–4:30pm
or Thursday, February 8 | 9:00–10:30am
- **Move out:** Friday, February 9 | 1:30pm
- **Exhibit Hall Hours:**

Thursday, February 8, 2024
11:00 am – 5:00 pm

Friday, February 9, 2024
7:30 am – 1:30 pm

Venue

SAFE Credit Union Convention Center
Exhibit Hall – Ballroom A
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 to the convention center; coordinate all shipments through AES. Material Handling: Exhibitors may hand-carry booth materials to their booth provided they only use 2-wheel dollies or 2-wheel hand trucks. Exhibitors can “hand carry” materials through the convention center front doors (J Street and West entrances). 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

Team in Training Lunch *Sponsors*

\$9500

THURSDAY OR FRIDAY ON THE EXHIBIT FLOOR (TWO AVAILABLE)

- Exhibit Booth, first priority placement and **FOUR** registrations
- Full page ad in the MidWinter Convention Manual
- Spotlight in Know Before You Go communication to all attendees
- Recognition on social media

Kick Off Breakfast *Sponsors*

\$6500

THURSDAY OR FRIDAY ON THE EXHIBIT FLOOR (TWO AVAILABLE)

- Exhibit Booth, first priority placement and **THREE** registrations
- Half page ad in the MidWinter Convention Manual
- Recognition on social media

Clipboard* *Sponsor*

\$5500

- Company name imprinted on clipboard and placed in each attendee bag

MVP Speaker *Sponsor*

\$4300

SPONSOR A CONFIRMED CONVENTION SPEAKER

- Exhibit Booth, priority placement and **TWO** registrations
- Half page ad in the MidWinter Convention Manual
- Introduce Speaker and Company recognition
- Recognition in convention prospectus
- Recognition on social media

Handy Dandy Tailgate Tool* *Sponsor*

\$4000

4 IN 1: TAPE MEASURE, BOTTLE OPENER, LED LIGHT WITH KEY CHAIN

- Company name imprinted on each tool
- Attendees receive a ticket instructing them to visit your booth to obtain item

Stadium Bag* *Sponsor*

\$3750

- Company logo imprinted on conference bag received by all attendees

** Most imprinted items have a one color imprint and need to be reserved no later than November 16, 2023*

Half Time Happy Hour *Sponsor*

\$3650

SPONSOR THE THURSDAY AFTERNOON HAPPY HOUR IN THE EXHIBIT HALL

- Company logo on drink tickets received by all attendees
- Booth placement near bar

Super Nacho Bowl *Sponsor*

\$3500

SPONSOR THE NACHO BAR AT THE THURSDAY AFTERNOON HAPPY HOUR IN THE EXHIBIT HALL

- Booth placement located near nacho station

Quencher Water Bottle* *Sponsor*

\$3250

- Company logo imprinted on water bottle and placed in every attendee conference bag

Pregame Gift Card* *Sponsor*

\$3000

\$5 STARBUCKS GIFT CARDS TO THE FIRST 300 REGISTRANTS

- Company name and logo on the gift card sleeve

All Access Badge* *Sponsor*

\$3000

- Company logo imprinted on every conference badge

Stronger Together Coffee *Sponsors*

\$2500

THURSDAY OR FRIDAY MORNING (TWO AVAILABLE)
GIVE ATTENDEES A MUCH-NEEDED CUP OF COFFEE

Game Plan Playbook *Sponsor*

\$2350

OFFICIAL CONVENTION MANUAL RECEIVED BY ALL ATTENDEES

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

Play Action Pen* *Sponsor*

\$1850

GET YOUR COMPANY NAME IN THE HAND OF EVERY ATTENDEE

Fabulous Flower *Sponsor*

\$1750

- Provide flowers for the highboys and registration tables

The above sponsors receive the following:

- Recognition on all supporter signage
- Recognition in pre-convention issue (Jan/Feb 2024) of SDDS' bimonthly magazine, *The Nugget*
- Recognition in MidWinter Convention Manual
- Recognition and company link on our 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.



Advertising in the MidWinter Convention Manual

The SDDS MidWinter Convention Manual is the official convention publication for this year's convention. 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! Manual 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 pg 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 (emailed to sdds@sdds.org as a high resolution pdf). All advertising is BLACK & WHITE. See advertisement dimensions notated next to ad sizes.
- Display ads must be received by December 1, 2023 to be included in the manual.



Host Hotel

Hyatt Regency Sacramento
1209 L Street • Sacramento, CA 95814

\$229 per night plus taxes, until January 17, 2024 or until the group block fills up, whichever comes first.

Book online: www.hyatt.com/en-US/group-booking/SACRA/G-SDNT

Call (800) 233-1234 and use the code G-SDNT or mention the Sacramento District Dental Society.

Payment & Cancellations

Booth contracted and not paid in full by January 5, 2024 may become available for resale. If full payment is not received by January 5, 2024, the company will forfeit any deposits made and their booth will be put back into inventory for resale.

Full refund* – November 15, 2023

50% refund* – November 16, 2023–January 4, 2024

No refunds – After January 4, 2024

*Minus \$100 processing fee

Exhibitor cancellation requests must be received in writing by January 4, 2024.

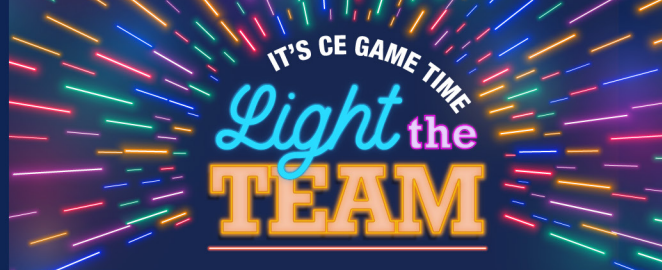
Additional Questions

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

www.sdds.org

Full exhibitor rules and regulations are available on SDDS' website www.sdds.org.

Exhibitor & Sponsor AGREEMENT



Corporate Office Information (Corporate information will be printed in Convention Manual unless otherwise requested.)

COMPANY: _____

CONTACT: _____ TITLE: _____
EMAIL: _____ (this contact will receive all emails regarding logistics)

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ COMPANY WEBSITE: _____

5 WORDS OR LESS DESCRIPTION OF YOUR COMPANY'S PRODUCTS/SERVICES: _____

Attending Representative Information

ATTENDING REPRESENTATIVE: _____ EMAIL: _____

We wish to be a sponsor: ☐ Lunch ☐ Breakfast ☐ Clipboard ☐ Speaker ☐ Bag ☐ Tool ☐ Happy Hour Drink ☐ Happy Hour Nacho
☐ Water Bottle ☐ Starbucks Gift Card ☐ Badge ☐ Coffee ☐ Convention Manual ☐ Pen ☐ Flower

We are an SDDS Vendor Member: ☐ Yes we are! (3 attendees included) •OR•

We wish to be an SDDS Vendor Member! (visit www.sdds.org for Vendor Member info) ☐ Sign us up!

☐ Sign us up for a booth!

Our preferred booth choices are (reference # from map): Choice 1 _____ Choice 2 _____ Choice 3 _____ Choice 4 (must be a non-corner) _____

Priority for Placement: 1ST: Convention Sponsors • 2ND: SDDS Vendor Members • 3RD: All Exhibitors

Registrants attending: 1. _____ 2. _____
(Included in registration) Please print (Included in registration) Please print

Additional Registrants see pricing below 3. _____ 4. _____

PACKAGE	IF PAID BY OCT 2, 2023	IF PAID BY NOV 14, 2023	AFTER NOV 14, 2023	
Booth Package*	\$1,700 (includes 2 registrations)	\$1,800 (includes 2 registrations)	\$1,900 (includes 2 registrations)	\$ _____
Add Contiguous Booth	\$1,000 (additional/adjoining booth)	\$1,050 (additional/adjoining booth)	\$1,100 (additional/adjoining booth)	\$ _____
Extra Registrant	\$200 each	\$225 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	\$ _____
* SDDS Vendor Member registration includes 3 attendees		TOTAL FEES: \$ _____

Amount Due

Sponsorship Total \$ _____ + Booth Total \$ _____ = Grand Total \$ _____

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

Cardholder Name: _____ Card #: _____

Exp. Date: _____ CVV: _____ Billing Address: _____

By signing below, the signer agrees to the terms and conditions of this contract and certifies that they have the authority to sign this contract and bind the company listed above to this contract.

Signature: _____ Print Name: _____

BOOTH ASSIGNMENT IS CONFIRMED DECEMBER 15, 2023.



Vendor Members
receive a complimentary
booth package &
3 attendees!

Presented by



The 43rd Annual MidWinter Convention & Expo
February 8–9, 2024 | SAFE Credit Union Convention Center