

FEBRUARY 27-28, 2025 | SAFE CREDIT UNION CONVENTION CENTER



The 44th Annual MidWinter Convention & Expo

EXHIBITOR & SPONSOR PROSPECTUS

Connect with Dentists & Team Members
at MidWinter 2025... **the premier Dental**
Convention & Expo in Northern California

Presented by

 **sacramento**
District Dental Society

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 lunch is provided for all attendees and exhibitors.

Ice Cream Social

Hosted Ice Cream Social on Thursday afternoon.

Raffles

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

Coffee Breaks

Complimentary beverages will be available to attendees in the Exhibit Hall during the morning breaks.

Exhibitor Show Specials

Let us help drive traffic to your booth. SDDS will notify attendees about your show specials.

Sponsored Items

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

Exhibit Hall Schedule

- **Move in:** Wednesday, February 26 | 2:00–4:30pm or Thursday, February 27 | 8:30–10:00am
- **Move out:** Friday, February 28 | 2:00–4:00pm
- **Exhibit Hall Hours:**

Thursday, February 27, 2025
11:00am – 5:00pm

Friday, February 28, 2025
8:00am – 2:00pm

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

Let's Do Lunch *Sponsors*

THURSDAY OR FRIDAY ON THE EXHIBIT FLOOR (TWO AVAILABLE)

\$9500

- 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

Be the Best Breakfast *Sponsors*

THURSDAY OR FRIDAY

\$7000

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

The Cherry on Top Speaker *Sponsor*

SPONSOR A CONFIRMED CONVENTION SPEAKER

\$4300

- 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

It's in the Bag* *Sponsor*

- Company logo imprinted on conference bag received by all attendees

\$4000

Affogato Coffee *Sponsor*

FRIDAY 10:30AM-1:30PM

\$3900

- This frosty treat can be a morning pick-me-up or dessert during lunch
- Company logo on Affogato tickets received by all attendees
- Company name displayed at two Affogato kiosks

Delicious Drink Happy Hour *Sponsor*

SPONSOR THE DRINK THURSDAY AFTERNOON IN THE EXHIBIT HALL

\$3800

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

Ice Cream Sweet Treat *Sponsor*

SPONSOR THE ICE CREAM THURSDAY AFTERNOON IN THE EXHIBIT HALL

\$3800

- Company logo on ice cream tickets received by all attendees
- Booth placement near ice cream station

Perk Up Coffee Break *Sponsors*

THURSDAY OR FRIDAY

GIVE ATTENDEES A MUCH-NEEDED CUP OF COFFEE

\$3500

Perfect Blend Spatula* *Sponsor*

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

\$3500

Get the Scoop* *Sponsor*

- Company name imprinted on each ice cream scoop
- Attendees receive a ticket instructing them to visit your booth to obtain the item

\$3500

Gotta Hydrate Water Bottle* *Sponsor*

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

\$3500

Know My Name Lanyard* *Sponsor*

- Company logo imprinted on every conference lanyard

\$3200

All About the Coffee Gift Card* *Sponsor*

\$5 STARBUCKS GIFT CARDS TO THE FIRST 300 REGISTRANTS

- Company name and logo on the gift card sleeve

\$3000

What's on the Menu Manual *Sponsor*

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

\$3000

Gotta Have a Pen* *Sponsor*

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

\$2000

Sprinkle the Flowers *Sponsor*

- Provide flowers for the highboys and registration tables

\$1850

Booth Bites *Available to Order*

ORDER BITES FOR YOUR BOOTH

- Popcorn, pretzels, Chocolate Strawberries

\$1000*

* Sponsor cost + the catering food charge

Mommy Room *Sponsor*

- Be the hero for all of our mummies attending
- Included will be some snacks, some reading and a mini-refrigerator with your company name

\$750

* Most imprinted items have a one color imprint and need to be reserved no later than November 16, 2024

The above sponsors will also receive the following:

- Recognition on all supporter signage
- Recognition in pre-convention issue (Jan/Feb 2025) of SDDS' bimonthly magazine, *The Nugget*
- Recognition in MidWinter Convention Manual
- Recognition and company link on our website
- Recognition on social media

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 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 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 December 13, 2024 to be included in the manual.



Host Hotel

Hyatt Regency Sacramento
1209 L Street • Sacramento, CA 95814

\$234 per night plus taxes, until February 5, 2025 or until the group block fills up, whichever comes first.

Book online: www.hyatt.com/en-US/group-booking/SACRA/G-BSD5

Call (800) 233-1234 and use the code G-BSD5 or mention the Sacramento District Dental Society.

Exhibitor Rules and Regulations

Full exhibitor rules and regulations can be found online at www.sdds.org.

Payments/Cancellations/Refunds

Booth fee payments can be made by credit card or check payable to the Sacramento District Dental Society. If full payment is not received by December 30, 2024, 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. 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 November 15, 2024
- **50% refund** (less \$100 administrative fee): November 16, 2024 – December 30, 2024
- **No refunds:** After December 30, 2024

Exhibitor cancellation requests must be received in writing by December 30, 2024.

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



Exhibitor & Sponsor AGREEMENT



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

COMPANY: _____
 CONTACT: _____ TITLE: _____
(this contact will receive all emails regarding logistics)
 EMAIL: _____
 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 Speaker Bag Happy Hour Drink Ice Cream Sweet Treat Coffee Spatula Scoop
We wish to be a sponsor: Water Bottle Lanyard Starbucks Gift Card Manual Pen Affogato Coffee Flower Mommy Room Booth Bites
 We are an SDDS Vendor Member: (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 _____

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 4, 2024 | IF PAID BY NOV 15, 2024 | AFTER NOV 15, 2024 | |
|---|---|--------------------------------------|--------------------------------------|-----------------------------|
| 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 <input type="checkbox"/> Inside First Page | | | \$ _____ |
| *SDDS Vendor Member registration includes 3 attendees | | | | TOTAL FEES: \$ _____ |

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)

Cardholder Name: _____ Card #: _____

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

By signing below, the signer agrees to the rules and regulations of this contract and certifies that they have the authority to sign this contract and bind the company listed above to this contract. Complete rules and regulations available at www.sdds.org

Signature: _____ **Print Name:** _____

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

Presented by



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