

EXHIBITOR & SPONSOR PROSPECTUS

# TOOTH STOCK

PEACE, LOVE & CE

THE 45TH ANNUAL MIDWINTER CONVENTION & EXPO



**Connect with Dentists  
& Team Members  
at MidWinter 2026...  
the premier Dental  
Convention & Expo  
in Northern California**

Presented by



MARCH 26–27, 2026 | SAFE CREDIT UNION CONVENTION CENTER

# What is 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)  
Additional cartload is \$142.
- All exhibitors/sponsors signed up and paid by February 20, 2026 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):

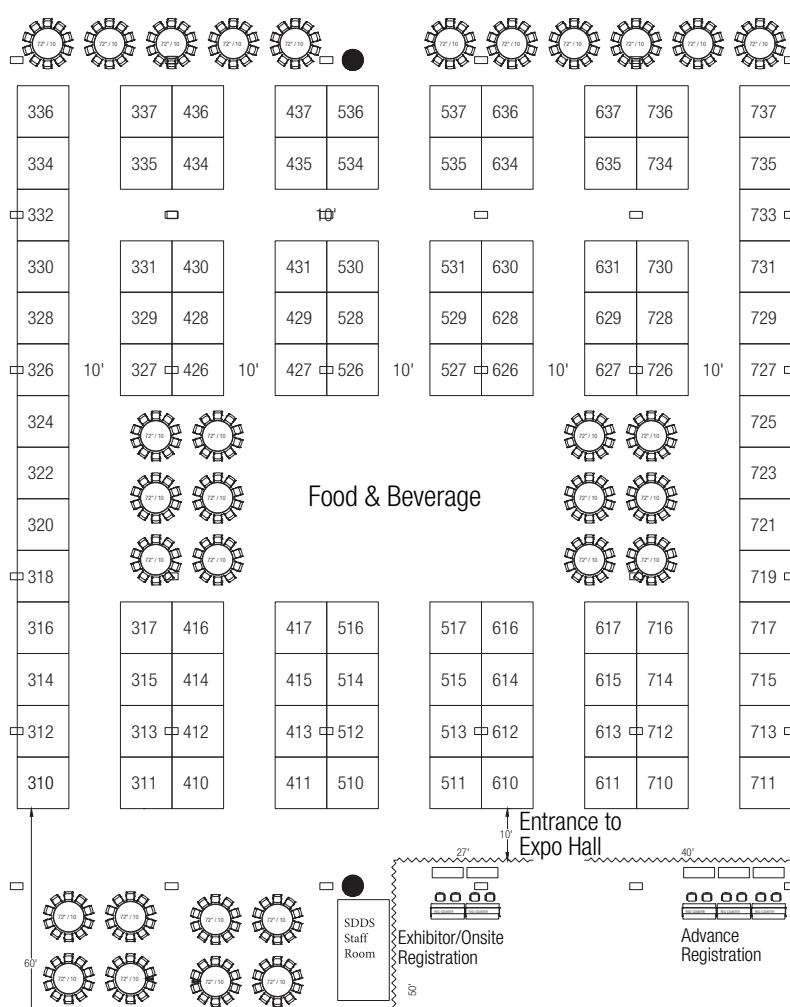
- **1st Priority:** Convention Sponsors
- **2nd Priority:** SDDS Vendor Members
- **3rd Priority:** All Exhibitors

#### 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 December 12, 2025 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	IF PAID BY OCT 3, 2025	IF PAID BY NOV 21, 2025	PAID AFTER NOV 21, 2025
Booth Package	\$1,750	\$1,850	\$1,950
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.

## 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.

## Sponsored Items

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

## New Exhibit Hall Location!

We're growing — and so is our exhibit hall! Due to increased attendee and exhibitor interest, we are excited to announce that this year's exhibit hall will be moving downstairs to the traditional exhibit hall space, rather than the upstairs ballroom used in previous years. This new location offers improved accessibility, greater visibility, and more room to showcase your brand. We look forward to welcoming you to a larger, more dynamic exhibit experience!

**Exhibit Hall Floor Covering:** The exhibit floor will not be carpeted. Exhibitors may choose to provide their own floor coverings at their own expense. Carpet can be ordered through American Exposition Services. Floor covering is NOT mandatory.

## Exhibit Hall Schedule

- **Move in:** Wednesday, March 25 | 1:00–4:30pm or Thursday, March 26 | 8:00–9:30am
- **Move out:** Friday, March 27 | 2:00–4:00pm
- **Exhibit Hall Hours:**

**Thursday, March 26, 2026**  
10:00am – 5:00pm

**Friday, March 27, 2026**  
8:00am – 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

### Laid Back Lunch Sponsor

THURSDAY OR FRIDAY ON THE EXHIBIT FLOOR (TWO AVAILABLE)

- Exhibit Booth, first priority placement and **FOUR** exhibitor registrations
- Full page ad in the MidWinter Convention Handbook
- Spotlight in Know Before You Go communication to all attendees
- Recognition on social media and spotlight in This Week e-blast

**\$9500**

### Boogie Down Breakfast Sponsor

THURSDAY OR FRIDAY (TWO AVAILABLE)

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

**\$7000**

### Far Out Bag\* Sponsor

- Company logo imprinted on conference bag received by all attendees

**\$4500  
SOLD**

### Super Fab Speaker Sponsor

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
- Recognition on social media

**\$4300**

### Feelin' Groovy Happy Hour Sponsor

SPONSOR THE DRINK THURSDAY AFTERNOON IN THE EXHIBIT HALL

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

**\$3800**

### Take it Easy Eyeglass Cloth\* Sponsor

- 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

**\$3800**

### Funky Bean Coffee Break Sponsor

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

**\$3500**

### Spin for the Win Raffle Sponsor

- 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.

**\$3500**

### Chill Out Water Sponsor

- Company logo displayed on each hydration station

**\$3500**

*\* Most imprinted items have a one color imprint and need to be reserved no later than November 16, 2025*

### Lovin' Life Lanyard\* Sponsor

- Company logo imprinted on every conference lanyard

**\$3200**

### Awesome Aisle Marker Sponsor

- 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

**\$3200**

### Stellar Sticker\* Sponsor

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

**\$3000**

### Peace, Love and Brownies Sponsor

- Your company logo and message printed on custom-branded napkins used during the Thursday Happy Hour

**\$3000**

### Hip Handbook Sponsor

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

**\$3000  
SOLD**

### Freedom Writer Pen\* Sponsor

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

**\$2000**

### Flower Power Sponsor

- Provide flowers for the highboys and/or lunch tables

**\$2000**

### Flower Child Mother's Room Sponsor

- Be the hero for all of our mothers attending
- Included will be snacks, reading material, your company swag/promotional material and a mini-refrigerator with your company name

**\$800  
SOLD**

### The above sponsors will also receive the following:

- Recognition on all supporter signage
- Recognition in pre-convention issue (Jan/Feb 2026) of SDDS' bimonthly magazine, *The Nugget*
- Recognition in MidWinter Convention Handbook
- 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 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 February 6, 2026 to be included in the handbook.



## Host Hotel

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

\$259 per night plus taxes, until February 5, 2026 or until the group block fills up, whichever comes first.

Book online:

Call (800) 325-3535 and reference code DNT or mention the Sacramento District Dental Society.

## Exhibitor Rules and Regulations

Full exhibitor rules and regulations can be found online at [www.sdds.org](http://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 January 26, 2026, 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 19, 2025
- **50% refund** (less \$100 administrative fee): December 20, 2025 – January 16, 2026
- **No refunds:** After January 16, 2026

## 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

## Corporate Office Information (Corporate 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: \_\_\_\_\_

8 WORDS OR LESS DESCRIPTION OF YOUR COMPANY'S PRODUCTS/SERVICES: \_\_\_\_\_

## Exhibitor Representatives:

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 ☐ Happy Hour Brownie ☐ Eyeglass Cloth ☐ Raffle  
☐ Hydration Station ☐ Lanyard ☐ Aisle Marker ☐ Handbook ☐ Pen ☐ Coffee ☐ Flower ☐ Mother's Room ☐ Sticker

☐ 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	IF PAID BY OCT 3, 2025	IF PAID BY NOV 21, 2025	AFTER NOV 21, 2025	
Booth Package*	\$1,750 (includes 2 registrations)	\$1,850 (includes 2 registrations)	\$1,950 (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 attendees				<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)

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](http://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](mailto:events@sdds.org)