

PENNSYLVANIA'S DENTAL MEETING

APRIL 25, 2020 | MOUNT AIRY CASINO RESORT
312 WOODLAND ROAD, MT. POCONO PA



EXHIBIT ON: SATURDAY, APRIL 25

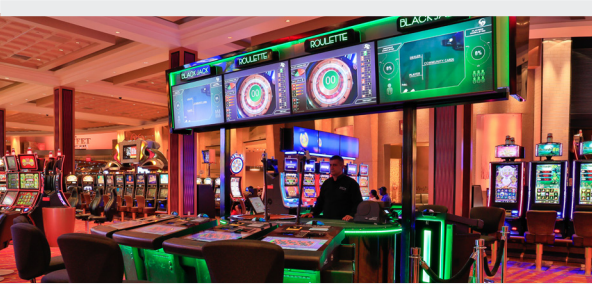
9:00 A.M. – 4:00 P.M.

Set up begins at 6 a.m. on April 25.

REGISTRATION DEADLINE: MARCH 23, 2020

ANNUAL MEETING STEERING COMMITTEE

Dr. Lauri A. Passeri, Chair
Dr. Richard R. Grossman, Local Arrangements
Dr. Joseph E. Ross
Dr. Seth A. Walbridge
Dr. David A. Schimmel
Dr. Dennis A. Zabelsky



DEAR PROSPECTIVE EXHIBITOR,

The Pennsylvania Dental Association will hold its annual meeting at the AAA Four-Diamond Mount Airy Casino Resort in the scenic Pocono Mountains on Saturday, April 25, 2020, with a welcome reception and leadership dinner scheduled on April 24.

The one-day meeting has continuing education sessions that will fulfill CE required for renewal of a Pennsylvania dental license. The meeting expects to draw more than 250 dentists and hygienists from Pennsylvania, New York and New Jersey.

I hope you will participate and join us for PDA's 152nd annual meeting!

Thank you for your support,

Charles J. Incalcaterra, DMD, President, Pennsylvania Dental Association

Gambling Problem? Call 1-800-Gambler

REFUNDS

All cancellations must be in writing.

Cancellations received on or before March 30, 2020, will be assessed a \$100 administrative fee. No refunds will be issued after March 30, 2020.



EXHIBIT INFORMATION & SPONSORSHIP OPPORTUNITIES*



EXHIBIT SPACE & COST

The cost for an exhibit space is \$750 and includes a six-foot skirted table, two chairs, electricity and meals (continental breakfast and lunch) for two representatives per exhibiting company. The floor plan will be shared with the exhibitors in April as part of the meeting packet and assignments will be made at that time.

EXHIBITOR REGISTRATION

Meeting packets will be emailed in April for companies to register personnel attending the meeting and order services such as internet. Please note that one 110 volt outlet (up to 10 amps or 1000 watts) is included with the exhibit table. Each exhibit is limited to individuals, business firms, manufacturers and dealers who have contracted and paid for space. Exhibit personnel must be bona fide employees of the sponsoring company or representatives who receive commission, brokerage or salary from the sponsor.

HOTEL RESERVATIONS

The Mount Airy Casino Resort will host the continuing education courses and the exhibit area. Visit our website at www.padental.org/PDM if you need overnight accommodations.

SPONSORSHIP OPPORTUNITIES*

Reception - \$3,000

Support EITHER the Welcome Reception from 6:00 p.m. to 7:30 p.m. on April 24 OR the Meet & Greet for PDA's new Executive Director from 4:30 p.m. to 6:00 p.m. on April 25. Co-sponsors can attend the event and will receive Silver level benefits in addition to verbal recognition and signage at the event.

Co-sponsor a CE Speaker - \$3,000

Assist with travel and honorarium expenses for CE speakers. Co-sponsors receive Silver level benefits in addition to verbal recognition and signage at the sponsored course.

Coffee Break - \$2,500

Treat attendees to a cup of coffee with your company logo on the paper cup and signage on the break table. The coffee break sponsor also receives Bronze level benefits.

Lanyards for Meeting Attendees - \$2,200

Your company name on the lanyards and Bronze level sponsor benefits.

Meeting Tote Bags - \$2,000

The tote bags will include your company name and logo. A great way to increase your visibility with the attendees after the meeting concludes. The tote bag sponsor also receives Bronze level benefits.

**Sponsorship opportunity pricing includes fee for exhibit space at the meeting.*



EXHIBIT APPLICATIONS ARE DUE BY MARCH 23.



SPONSORSHIP LEVELS



Become a meeting sponsor and increase your visibility to PDA member dentists. You may wish to show your support for the Pennsylvania Dental Association by becoming a sponsor instead of exhibiting at the meeting.

PLATINUM LEVEL	\$10,000	Contributors are welcome at any amount under \$1,499 and will be recognized in PDA's annual report and on PDA's website.
GOLD LEVEL	\$5,000	
SILVER LEVEL	\$3,000	The annual report is published online and available to all member dentists.
BRONZE LEVEL	\$1,500	

	PLATINUM	GOLD	SILVER	BRONZE
Exhibit Space	✓	AVAILABLE FOR PURCHASE		
Recognition in sponsor listing in the annual report	✓	✓	✓	✓
Recognition in sponsor listing on PDA website	✓	✓	✓	✓
Attendee roster (without email addresses)	✓	✓	✓	✓
Recognition in the July/August 2020 issue of the <i>Pennsylvania Dental Association</i>	✓	✓	✓	✓
Place one item in the attendee tote bags		✓	✓	✓
Place two items in the attendee tote bags	✓			
Recognition on event signage	✓	✓	✓	
Verbal recognition during the meeting	✓	✓		
Company logo and hyperlink on PDA website	✓	✓		
Full-page, full-color advertisement in the annual report <i>(Preferred placement for Platinum Sponsors)</i>	✓	✓		
Half-page, full-color advertisement in the annual report			✓	
Recognition in the pre-event mailer	✓			
E-newsletter advertisement	✓			
Tickets to the Welcome Reception on Friday, April 24	✓ 6 tickets	✓ 4 tickets	✓ 2 tickets	

RULES AND REGULATIONS

SPACE: The exhibitor agrees that the exhibit will be confined to the area of the space contracted and that subletting or showing products other than those manufactured or represented by the exhibitor is strictly prohibited. The exhibitor also agrees not to display noisy electronic devices, sound equipment or other devices that interfere with other exhibits. The playing of live or recorded music in an exhibit space is prohibited.

CARE OF SPACE: The exhibitor agrees not to deface, injure or mar any surface of The Mount Airy Casino Resort or any of the furniture or fixtures contained therein and/or any of the property placed therein by the Pennsylvania Dental Association (PDA). The exhibitor shall be liable to PDA and or Mount Airy Casino Resort for any damage to the Hotel or any of the furniture or fixtures contained therein or any of the property placed therein by PDA which shall occur by reason of the commissions or omissions of any exhibitor and/or its agents or employees. All materials used in an exhibit must conform to the requirements of the fire department. X-Ray equipment is to be dead.

LIABILITY, SECURITY & INSURANCE: All exhibits and respective contents are displayed at the exhibitor's risk. The exhibit area is in a public space of Mount Airy Casino Resort and will not be secure when the exhibit hours conclude. PDA assumes no responsibility for the safety of the personnel and property of the exhibitor or the personal property of their officers, agents or employees. The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save harmless PDA, Mount Airy Casino Resort, its owner and operator and their affiliated and subsidiary companies and their respective partners, directors, officers and employees and agents (the "indemnities") against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out or caused by the exhibition's installation, removal, maintenance or occupancy or use of the exhibition premises or part thereof, excluding only any liability caused by the sole negligence of the indemnities.

In addition, the exhibitor acknowledges that PDA, Mount Airy Casino Resort and any of the other indemnities do not maintain insurance covering the exhibitor's property and that it is the sole responsibility of the exhibitor to maintain insurance.

PAYMENT: Contracts received on or after March 30, 2020, must be accompanied by payment in full. If any remaining balance of the full remittance of the contract has not been received by PDA by April 1, 2020, PDA reserves the right to cancel this contract without liability. In such an event, PDA shall retain the amount paid by the exhibitor as a forfeited deposit. Any exhibitor with a remaining balance on Saturday, April 25, 2020, will not be allowed to set up until full payment as been remitted in the form of cash, certified check or money order.

CONDUCT AND RESTRICTIONS: PDA reserves the right to restrict and/or terminate all exhibits which, because of sound, odor, food, drink or other objectionable features, interfere with the orderly procedure of the meeting. PDA also reserves the right to prohibit any display or procedure which in its judgment runs counter to the general character of the meeting. Therapeutic products or products of a therapeutic nature that do not meet the ethical standards of the dental profession will not be accepted for display.

Exhibitors may not host a function in conjunction with Pennsylvania's Dental Meeting without the written consent of PDA.

The exhibitor shall, during the meeting, use for exhibit, display or related purposes, only the space which has been contracted. No exhibitor will conduct a seminar or presentation in the Monroe/Luzerne County area from April 24-25, 2020.

Improper conduct (as that term is construed by the PDA and/or Mount Airy Casino Resort, to include but not be limited to the representation of a product or service without the purchase of exhibit space, or the presence of any person associated with a commercial endeavor within the exhibit area who is not affiliated with a paid-in-full exhibitor) will not be permitted and can result in the termination of the exhibitor's ability to display at the meeting. In the event termination does occur the exhibitor shall not be entitled to any refund of amounts paid to PDA.

Companies sponsoring prize drawings in conjunction with the meeting must prominently display any limitations on registering for or accepting the prize.

The rights and obligations set forth herein apply as well to the conduct of agents and employees of the exhibitor and any property used by such companies in the installation and operation of exhibits.

The decision of PDA as to what acts constitute a breach of the above conditions shall be final and any exhibitor shall be subject to eviction without refund if it is judged to be in violation of the aforementioned conditions.

INTERPRETATIONS OF ABOVE RULES AND REGULATIONS:

Above stated conditions are considered a part of this contract. PDA reserves the right to interpret them as well as make decisions on all points the rules and regulations do not cover. Decisions of the Pennsylvania Dental Association are final.

SPONSOR APPLICATION/CONTRACT



Please complete all sections of this contract and print as clearly as possible so we can translate the information accurately. In submitting this application, you agree that you have read, understand and will abide by all of the rules and regulations outlined in the prospectus.

Please select from the following list to support Pennsylvania's Dental Meeting 2020:

- | | | | |
|--|---|--|----------------|
| <input type="checkbox"/> Exhibit space | (\$750 per table) | <input type="checkbox"/> *Co-sponsor a CE Speaker | \$3,000 |
| <input type="checkbox"/> Platinum Level | \$10,000 & Up | <input type="checkbox"/> *Welcome Reception on 4/24 | \$3,000 |
| <input type="checkbox"/> Gold Level | \$5,000 | <input type="checkbox"/> *Coffee Break | \$2,500 |
| <input type="checkbox"/> Silver Level | \$3,000 | <input type="checkbox"/> *PDA's Executive Director meet and greet on 4/25 | \$3,000 |
| <input type="checkbox"/> Bronze Level | \$1,500 | <input type="checkbox"/> *Lanyards for meeting attendees | \$2,200 |
| <input type="checkbox"/> Contributors any amount \$ _____ | | <input type="checkbox"/> *Meeting Tote Bags | \$2,000 |
| <input type="checkbox"/> Ads (In online annual Report to all members) | <input type="checkbox"/> \$500 Full Page | | |
| <small>(Artwork must be received by Feb. 17, 2020.)</small> | <input type="checkbox"/> \$250 Half Page | | |

*Includes fee for exhibit space at the meeting.

PLEASE PRINT

Company Name and Mailing Address _____

Describe Company Products/Services _____

Contact Person & Title _____

Email Address _____ Phone Number _____

Authorized Signature (individual who has authority to enter into contracts on behalf of the company) _____

Exhibitor Kit Should Be Sent To: _____

Full Name _____ Email Address _____

Subtotal \$ _____ Discount \$ _____ Subtract discount of \$50 if application and deposit are received by February 28, 2020.

Total Due \$ _____ Today's Deposit (50% of Total Due): \$ _____

PAYMENT (MUST BE MADE IN U.S. FUNDS DRAWN ON A U.S. BANK)

- Check made payable to PDA is enclosed.
- Charge the credit card provided. Mastercard VISA American Express Discover

Card Number _____ Expiration Date _____

Print the Name as it appears on the card _____

Credit Card Billing Address _____

Email the receipt to _____

If you are paying the deposit with a credit card, please indicate if you would like PDA to automatically charge the remaining balance.

- Please charge the remaining balance on March 30, 2020.
- We will send a check to pay the balance (must be received no later than March 30, 2020.)

Please complete and return to Rebecca Von Nieda by March 23, 2020:
PDA, PO Box 3341, Harrisburg, PA 17105
or fax (717) 232-7169 or rvn@padental.org