

EXHIBIT BOOTH INFORMATION

Exhibit Booth Fees

10' x 10' corner	\$4,000
10' x 10' inline	\$3,600
10' x 10' discounted (orange booth)*	\$2,300

Islands require a minimum of 4 corners and incur additional fees to create the space. See details below.

*See page 7 for floorplan for location of color coded booths.

*See page 3 for rules governing discounted booths.

Booth Assignment

Contracts must be received by April 22, 2019 for priority point space assignment. Only Yankee 2019 exhibitors may contract between April 5-22. Confirmations will be emailed by early June. Contracts received from companies who did not exhibit in 2019 or those received after April 22 will be held until all first round assignments have been made and will then be assigned on a first come, first served basis. Prior history will not be considered after April 22. Contracts received without deposit will not be processed. The MDS reserves the right to relocate exhibitors should it become necessary or advisable in their reasonable judgment.

Island Booths

Islands will be charged as follows: the 10' x 10' booths (including the corners) and the additional 10' x 10' spaces required to create the island. For example, if the exhibitor requests a 20' x 30' island (six booths), a 20' x 40' (eight booths including four corners) will be needed to create the island. MDS will carpet those additional two booths with the show aisle carpet.

Aisle Space

Aisle space may be purchased by companies who rent multiple island booth configurations of 20' x 30' or greater. Each 10' x 10' of aisle space is charged at \$2,000. The use of purchased aisle space may only be used for decoration, not exhibiting purposes, and is subject to the approval of the MDS and the fire marshal.

Additional Listing

The cost to purchase an additional company listing is \$100. Please send your request in writing to exhibits@massdental.org. Restrictions apply.

Rules Governing Discounted Booths

Discounted booth locations are not available during the priority point assignment period April 5-22, 2019. We reserve the right to decide on or move booth location to prevent conflict and support the overall success of the show. This would be done prior to December 16, for the printing of the On-Site Guide.

Conference Room Rental

Cost per 20' x 20' room: \$2,500

On-site conference rooms are convenient for private meetings with clients and staff, luncheons, and/or break rooms. Reserve your conference room on the application/contract for exhibit space or online.

Booth Includes

- 8' back drape, 3' side rails and drape
- 7" x 44" company ID sign
- Company listing in all publications, website, and Mobile App
- Complimentary lead retrieval (must be ordered)
- Complimentary show special promotion in the Advance Planner, Mobile App, and On-Site Guide (must be provided)
- Online presence as part of our interactive live floor plan located on the conference web site
- Inclusion in Priority Point Assignment for 2021
- Ability to rent a pre-show attendee mailing list
- Complimentary Expo Only passes for customers (must be ordered)
- 12 complimentary badges per 10' x 10' booth
- Complimentary shuttle service to and from official show hotels

Booths do not include electrical, carpet, vacuuming, furnishings, and other accessories. These items may be rented through the official service vendors, or provided by the exhibitor. **All exhibitors are required to have a floor covering for their full exhibit space.**

Booth Payments

For contracts received before August 31, 2019, a 50% deposit is required. The balance is due by August 31, 2019. Contracts received after this date must include payment in full. Please call for special considerations. Wire and/or bank transfer payments are acceptable. If interested, email exhibits@massdental.org. If you would like to set up a payment plan please contact us at exhibits@massdental.org.

Cancellations

Review page 10 for all details regarding cancellation policies.

Housing Bureau

Yankee will block hotel rooms in the Seaport and Back Bay areas. Shuttle service will only run between the Seaport properties and the BCEC. The housing bureau will open September 18, 2019, the same time Yankee Registration opens. Visit yankeedental.com for more detailed information in late summer. Please do not call the hotels directly.

*Please note there will be no shuttle service available from the Back Bay area

Exhibitor Service Manuals

Service Manuals will be sent electronically to all exhibitors in October. If you have not received your service manual by October 31, 2019 please call the exhibits office at **508.449.6059**.

Certificates of Insurance

All exhibitors must send an original certificate of insurance to the Massachusetts Dental Society by December 13, 2019. See page 8.