

## General Info

### Location

Boston Convention & Exhibition Center  
415 Summer Street, Boston, MA 02110  
[www.massconvention.com](http://www.massconvention.com)

### Booth Includes

- ✿ 8' back drape, 3' side rails and drape
- ✿ 7" x 44" company sign
- ✿ Company listing in Program Book, Program & Products Advance Planner, and On-Site Guide
- ✿ Company listing on the YDC Web site with a link to your Web site
- ✿ Complimentary lead retriever (must be ordered from service kit)

### Booth Assignment

Contracts must be received by April 22, 2011 for priority point space assignment. Only YDC 2011 exhibitors may contract at this time. Confirmations will be mailed by the end of May. Contracts received from companies who did not exhibit in 2011 or those received after April 22 will be held until all the first round assignments have been made and confirmed 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) 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 \$1,525. 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](mailto:exhibits@massdental.org). Be sure to include product codes and contact information for the additional listing.

### Rules Governing Discounted Booths

Discounted booth locations are not available during the priority point assignment period April 1-22, 2011. We reserve the right to move location of a discounted booth to a comparable booth location. This would be done prior to December 9, the printing of the Onsite Guide.

### Booth Payments

For contracts received by August 31, 2011, a 50% deposit is required. The balance is due by August 31, 2011. Contracts received after this date must include payment in full. Please call for special considerations.

#### International Exhibitors – Bank Transfers

Intermediary Bank: Swift Code: BOFAUS3N  
Bank Routing Number: 026009593  
Bank of America, New York

Beneficiary Bank: Bank Routing Number: 211370529  
Avidia Bank  
Account Number: 31953201  
Account Name: Massachusetts  
Dental Society

If a domestic company is interested in making a wire/bank transfer, please email [exhibits@massdental.org](mailto:exhibits@massdental.org).

### Cancellations

Any cancellation of the contract by the exhibitor requires that MDS receive notification in writing, as follows: if notice is received on or before June 10, 2011 there will be a full refund; if notice is received between June 11 and November 1, 2011, MDS will retain the 50% deposit per booth; if notice is received after November 1, 2011, no refund will be provided.

### Publications

The Yankee Dental Congress produces 3 publications for the show in which exhibitors are listed. See Important Dates on page 7 for deadlines for these listings.



- **Program Book** – company listing only
- **Program & Products Advance Planner** – company listing and booth number
- **On Site Guide** – company listing, contact information and booth number

### Housing Bureau

YDC will block hotel rooms both in the South Boston area and in the Back Bay and will run constant shuttle buses between all of the properties. The housing bureau will open September 21, 2011, the same time YDC Registration opens. Visit our Web site at [yankeedental.com/exhibits.html](http://yankeedental.com/exhibits.html) for more detailed information in late summer. Please do not call the hotels directly.

### Service Kits

Service Kits will be sent electronically to all exhibitors in October. If you have not received your service kit by October 31, 2011 please call the exhibits office at 508-449-6059.

### Certificates of Insurance

All exhibiting companies agree to indemnify the MDS and the participating Dental Societies of CT, ME, NH, RI, and VT, the Massachusetts Convention Center Authority, and GES against any claims for injury, loss or damage that may occur to the exhibitor or his/her property from any cause whatsoever, and must provide insurance certificates by December 2, 2011. See page 8 for more information. No exhibitor will be permitted to set up without a certificate of insurance.