



2020

Advancing the **Vision**

January 30 - February 1, 2020

Boston Convention & Exhibition Center

A colorful, watercolor-style illustration of the Boston skyline, featuring various skyscrapers and bridges in shades of blue, green, and orange.

EXHIBITOR PROSPECTUS

yankeedental.com/exhibits

| CONNECT WITH US



**Application for
Exhibit Space**

Page 5

**Advertising
Opportunities**

Page 13

**Sponsorship
Opportunities**

Pages 14-20

REASONS TO EXHIBIT

Exhibit Dates & Hours

Boston Convention & Exhibition Center
415 Summer Street, Boston, MA 02210
signatureboston.com

Thursday, January 30

9:30 am – 5:30 pm

Friday, January 31

9:30 am – 5:30 pm

Saturday, February 1

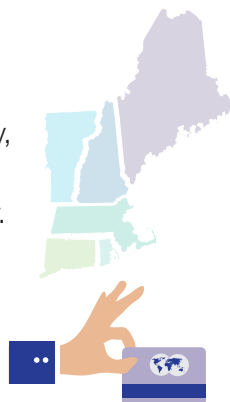
9:00 am – 4:00 pm

Yankee is the Annual Conference & Exposition for **New England dental professionals** featuring a strong alumni attendance from BU, Harvard University, Tufts University and UCONN, as well as education presented by leading experts from across the country.

Traffic Builders

- **Thursday Spend & Get Event***
ADA members who spend \$500 or more at one booth receive a \$50 gift card
- **Super Saturday Raffle***
Attendees who spend at least \$100 on the Exhibit Hall Floor can enter to win \$100. 10 winners every hour
- **Yankee Rebate Program***
ADA member dentists who spend over \$2,500 on the Exhibit Hall floor receive FREE Registration for 2021
- **Yankee Dining Dollars for Attendees**
- **Multiple Show Floor Receptions**
With complimentary beer, specialty drinks, and food
- **20th Annual Chowder Tasting**
Sample Clam Chowder from local hotels

* Customers must attend Yankee 2020 to take advantage of spending incentives.



81%
of attendees have
the authority to buy



Average time spent
on the show floor

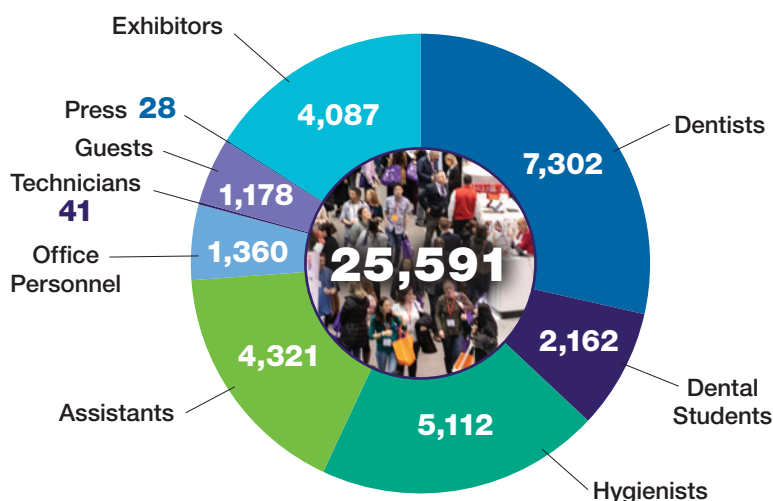
FREE Exhibitor Benefits

See Important Dates listed on page 4 for deadlines.

- ✓ Lead retrieval
- ✓ Custom expo only passes for your customers and prospects
- ✓ Facebook and Twitter posts  **14,500+ LIKES**
- ✓ Buying incentives for attendees
- ✓ Listing in publications/digital assets

- **Program Book (September)**
Company listing only
- **Program & Products Advance Planner (December)**
Company listing, booth number, show special (if provided)
- **On-Site Guide**
Company listing, contact information, booth number, product listing, and show special (if provided)
- **Website**
Company listing, contact information, booth number, product listing, and show special (if provided)
- **Mobile App**
Company listing, contact information, booth number, product listing, and show special (if provided)

2019 Attendance Figures



Specialties Represented

- Endodontics
- Oral Pathology
- Pediatric Dentistry
- Prosthodontics
- Forensics
- Oral Surgery
- Periodontics
- Restorative
- General Practitioner
- Orthodontics



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.

IMPORTANT DATES: 2019

APRIL

April 5

Application/contract for booth space available

April 22

Contract and deposit due for priority point space assignment

JUNE

June 1

Notices of first round booth assignments are emailed

June 30

Deadline for booth cancellation with a full refund; space canceled or downsized after this date will forfeit 50% of booth fee. Islands cancelled after this date forfeit 100% of booth fee.

AUGUST

August 7

Contracted companies will be listed in the Program Book

August 31

Balance of booth payment due

SEPTEMBER

September

Monthly Exhibitor E-Newsletters begin

September 5

Space cancelled or downsized after this date will forfeit 100% of booth fee

September 18

Yankee Housing and Registration open

OCTOBER

Mid-October

Exhibitor Service Manual available at yankeedental.com/exhibits

Expo Only Passes available

NOVEMBER

November 6

Deadline to submit complimentary show special listing to be promoted in the Program & Products Advance Planner, Mobile App and Web

Contracted companies will be listed in the Program & Products Advance Planner

DECEMBER

December 13

Certificates of Insurance due

December 16

Contracted companies will be included in the On-Site Guide, Mobile App and Web

December 20

Deadline to submit early move-in request form (20' x 20' or larger only)

ON-SITE: SHIPPING, MOVE-IN & MOVE-OUT

Shipping

Shipping labels can be downloaded from the Exhibitor Service Manual in mid-October.

Advanced Shipping

**December 20
- January 21**

Yankee Dental Congress 2020

Exhibiting Company Name

Booth # _____

C/O Freeman

25 Doherty Ave

Avon, MA 02322

On-Site Shipping

January 27 - 29

Direct Freight Shipments will be accepted at the BCEC starting Monday, January 27 at 8:00 am.

Yankee Dental Congress 2020

Exhibiting Company Name

Booth # _____

C/O Freeman

Boston Convention & Exhibition Center

415 Summer Street

Cypher Street Entrance

Boston, MA 02210

Return Shipping

Sunday, February 2

All freight carriers must be checked in by 8:00 am. All outbound material handling forms must be turned in to the service contractor no later than 8:00 am.

Move-In

Monday, January 27 8:00 am - 5:00 pm

By special request for booths 20' x 20' and larger only. Request forms due December 20.

Tuesday, January 28 8:00 am - 5:00 pm

Wednesday, January 29 8:00 am - 6:00 pm*

*Contact Exhibit Management if you require move-in time later than 6:00 pm.

Move-Out

Saturday, February 1 4:00 pm - 11:59 pm

Exhibitors may not start moving out prior to 4:00 pm.

Sunday, February 2 12:00 am - 10:00 am

All freight must be checked in and material handling forms must be submitted by 8:00 am on Sunday, February 2.

IMPORTANT DATES: 2020

JANUARY

January 3

Deadline for registering booth personnel to receive badges by mail. Deadline to submit booth variance, hanging sign, and laser request forms for approval

January 9

Last day for discounted rates on all services and furnishings for your booth

January 10

Last day to order complimentary lead retrieval unit

January 17

Deadline to make hotel reservations within Yankee blocks

January 28

Exhibitor move-in and registration opens at 8:00 am.

**Please note dates are
subject to change**

APPLICATION FOR EXHIBIT SPACE

The company name as shown on this form will appear in all Yankee Dental Congress publications. Please use appropriate capitalization. Complete a separate contract for each company or division. **Contracts will not be processed without the deposit.**

Company Name _____

Publication Name (if different from above) _____

Address _____ City/State/Zip _____

Telephone _____ Website _____

Exhibit Contact

Name _____ Contact Title _____

Telephone _____ Email _____

Marketing/Sponsorship Contact

Name _____ Contact Title _____

Telephone _____ Email _____

Special Requests Please list special requests for consideration in booth assignments (e.g., companies you do or do not wish to be located near). List specific company names, not products or services. Yankee cannot guarantee requests will be met, but will make every effort to accommodate them.

Quantity

___ 10' x 10' corner	\$4,000
___ 10' x 10' inline	\$3,600
___ 10' x 10' discounted (orange booth)*	\$2,300
___ 20' x 20' Conference Room	\$2,500

Questions?

exhibits@massdental.org
508.449.6059

Space Selection

Booth Dimensions _____

Configuration

☐ Standard ☐ Corner ☐ Peninsula ☐ Island

List booth preferences below. If requesting an island or peninsula, list all booth numbers desired.

1st choice _____ 2nd choice _____

3rd choice _____ 4th choice _____

Booth choices must reflect the booth size, price and location selected.

Islands require a minimum of 4 corners and incur additional fees to create the space. See page 3 for details.

*See floor plan for location of discounted booths, page 7.

Method of Payment

☐ Full Payment

Full payment is required for all contracts received after August 31, 2019.

☐ 50% Deposit

Required deposit is 50% of the total rental cost of all booths requested. Full payment due by August 31, 2019.

☐ Check enclosed payable to:

Massachusetts Dental Society,
Exhibits Department

☐ MasterCard ☐ Visa ☐ American Express Amount Due: _____

CREDIT CARD # _____ EXP. DATE _____

AUTHORIZED SIGNATURE _____

NAME OF CARDHOLDER (PLEASE PRINT) _____

We have read and will abide by the Rules & Regulations published within the 2020 Exhibitor Prospectus (including the Cancellation Policy) and agree they are part of this contract for exhibit space. Therefore, if we wish to cancel we will notify MDS in writing; if we do so by June 30, 2019 we receive a full refund, if we do so by September 5, 2019 we receive a 50% refund, but if we give notice after September 5, 2019 we receive no refund.

SIGNATURE _____ DATE _____

Please complete product code selection on back side.

APPLY ONLINE AT
yankeedental.com

Or Mail Completed Form with Payment to:
**Massachusetts Dental Society
Yankee Exhibits
Two Willow Street
Southborough, MA 01745**

Or Fax to: **508.772.0668**

Date Rec'd Contract _____ Payment _____

ID # _____ Priority Points _____

Order # _____ Booth Assignment _____

PRODUCT & SERVICES INDEX

Product Code Listing

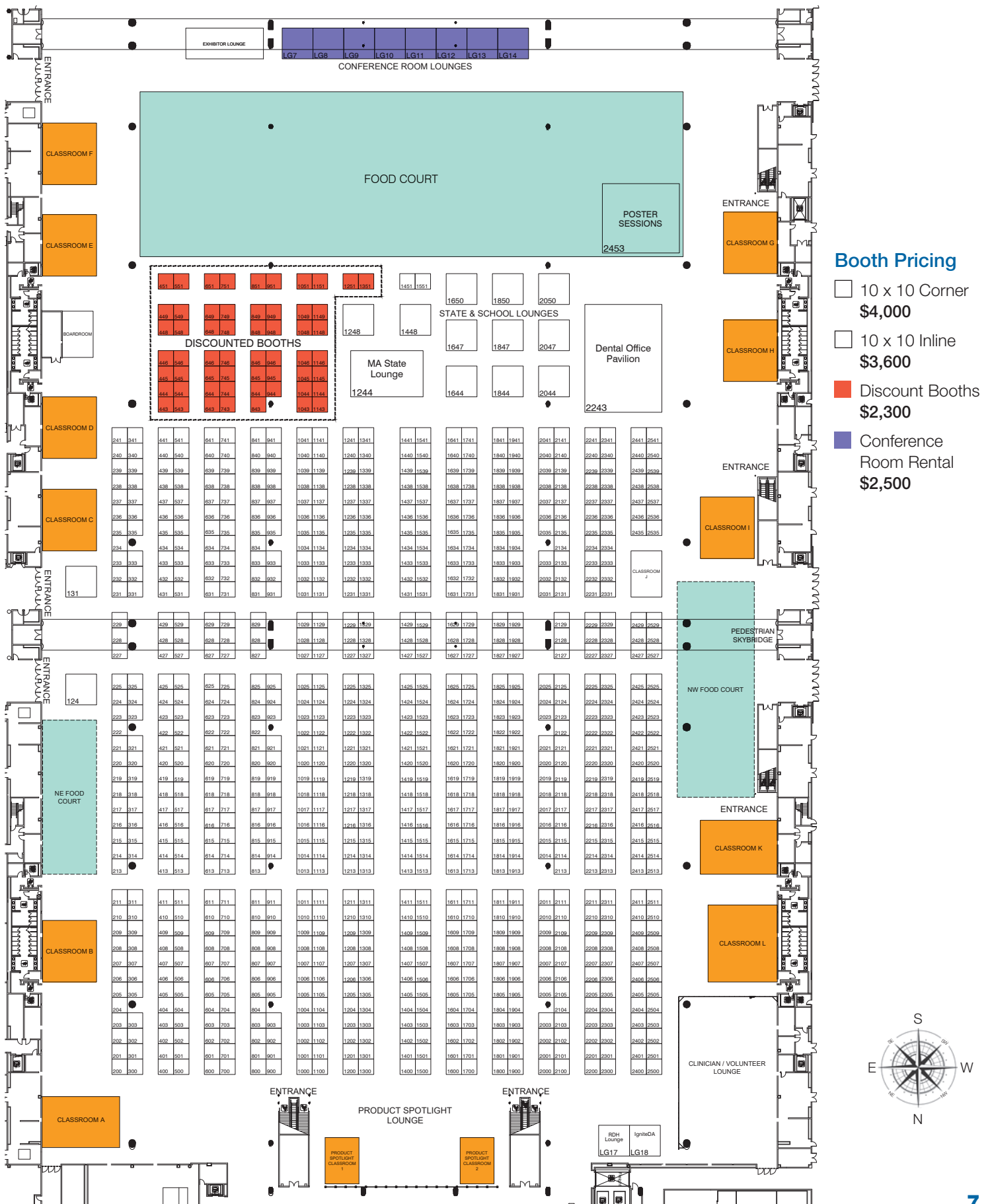
Select 1 to 6 product codes that best describe your company's product or service. Enter the numbers on the booth application/contract. This information is used for the website, On-Site Guide listing, and mobile app. Code information received after December 16, 2019 may not appear in the On-Site Guide, but will appear on the website and mobile app.

1. _____ 4. _____
2. _____ 5. _____
3. _____ 6. _____

A	0005 Abrasives, disks/points/wheels 0008 Air Abrasion 0010 Air compressors 0015 Alloys, precious & non-precious 0020 Amalgam separator 0025 Amalgamators 0030 Analgesia equipment & supplies 0035 Analgesics 0040 Anatomical models 0045 Anesthetics, local & accessories 0050 Antibacterial soaps & detergents 0060 Apex locators 0065 Articulators & accessories 0070 Asepsis product 0075 Attachments 0080 Audio visual equipment & material 0085 Autoclaves 0090 Automated defibrillators (AEDs)	D	0360 Disks & mandrels & strips 0370 Disposable products 0375 DSO	O	1230 Operating room supplies & equipment 1235 Optical aids 1240 Oral hygiene aids 1245 Oral irrigation devices 1255 Orthodontic/pedodontic materials 1258 OSHA Compliance Products/Services 1260 Oxygen and/or anesthesia equipment 1265 Other
B	0100 Bleaching products 0105 Blood pressure instruments 0110 Bonding agents 0115 Bone grafting materials 0120 Books, professional/scientific 0125 Burs, all types 0130 Business equipment 0135 Business systems 0140 Business & financial services	E	0400 Educational materials 0405 Electrosurgical equipment 0408 Email Services 0410 Emergency equipment 0415 Emergency kits (professional) 0420 Employment 0425 Endodontic instruments & supplies 0428 Equipment Leasing 0430 Equipment repair & maintenance 0435 Evacuators & evacuator systems 0440 Eyewear, protective	P	1300 Paper products 1303 Patient education 1305 Patient financing services 1308 Payroll Services 1309 Pediatric Materials 1310 Periodontal diagnostic products 1315 Periodontal exam systems 1320 Periodontal instruments and supplies 1325 Pharmaceuticals (drugs) 1330 Photo. equipment, supplies, accessories 1335 Pit & fissure sealants 1340 Porcelain products and accessories 1345 Portable delivery systems 1350 Practice management 1355 Practice marketing 1360 Practice sales 1365 Preventive dentistry products 1370 Prophylaxis angles & kits 1375 Prosthetic & laboratory supplies 1385 Publications, professional/scientific
C	0200 Cabinets 0203 CAD/CAM systems 0205 Cameras, extraoral 0210 Cameras, intraoral 0215 Casting, alloys 0225 Casting machines 0230 Cements, all types 0235 Chairs & accessories 0240 Chewing gum 0243 Claims Processing 0244 Collection Services 0245 Composite resin products 0250 Computer hardware 0255 Computer software 0257 Cone beam cat scan 0260 Continuing education & training 0265 Cosmetics 0270 Cotton products 0275 Crown and bridge materials	F	0500 Fiber optic illumination products 0510 Filling materials & accessories 0515 Floss 0520 Fluoride products 0525 Furnaces	R	1400 Record keeping systems 1405 Restorative materials & accessories 1410 Recruiting 1415 Retirement programs
D	0300 Darkroom equipment & supplies 0303 Delivery Units 0305 Dental dealers 0310 Dental hygiene materials 0315 Dental laboratories 0317 Dental office design & construction 0318 Dental stem cell preservation 0320 Dentifrice 0325 Denture adhesives/adherents 0330 Denture base/reline & repair resins 0335 Denture cleaners 0340 Desensitizer 0345 Diagnostic equipment 0350 Dietary products 0353 Digital imaging 0355 Disinfecting solutions	G	0600 Gloves	S	1500 Sealing/stain removal devices 1505 Snoring/sleep appliances 1510 Sterilizers & accessories 1520 Sterilizing & disinfecting solutions 1525 Stools, dental operating 1530 Stools, laboratory 1535 Surgical supplies 1540 Syringes, all types
E	0400 Educational materials 0405 Electrosurgical equipment 0408 Email Services 0410 Emergency equipment 0415 Emergency kits (professional) 0420 Employment 0425 Endodontic instruments & supplies 0428 Equipment Leasing 0430 Equipment repair & maintenance 0435 Evacuators & evacuator systems 0440 Eyewear, protective	H	0700 Handcare Products & Services 0705 Handpieces, operating & laboratory	T	1600 Teeth, artificial 1603 TMJ Products 1605 Toothbrushes, manual 1610 Toothbrushes, power 1615 Toys and novelties
F	0500 Fiber optic illumination products 0510 Filling materials & accessories 0515 Floss 0520 Fluoride products 0525 Furnaces	I	0800 Implants and accessories 0805 Impression materials 0810 Incentive materials, patient 0815 Infection control products 0825 Instruments, diamond 0830 Instruments, operating & accessories 0835 Insurance 0840 Intercommunications systems 0845 Interdental cleaners 0850 Internet services 0855 Investment services and planning	U	1705 Ultrasonic equipment & supplies 1710 Uniforms & gowns 1715 Units & accessories 1720 Upholstery
G	0600 Gloves	L	0900 Laboratory equipment 0905 Lasers 0910 Leasing companies 0915 Legal services 0920 Lights, curing 0925 Lights, operating 0930 Lights, other 0935 Loupes	W	1800 Wax, all types 1810 Website development/social media
H	0700 Handcare Products & Services 0705 Handpieces, operating & laboratory	M	1000 Market research 1005 Masks 1010 Medical devices 1015 Medical waste services 1020 Metal, recovery & refining 1025 Microscopes 1030 Mouth rinses	X	1900 X-ray films, intra & extraoral 1905 X-ray machines & accessories 1910 X-rays processing equip. & accessories 1915 Xylitol
I	0800 Implants and accessories 0805 Impression materials 0810 Incentive materials, patient 0815 Infection control products 0825 Instruments, diamond 0830 Instruments, operating & accessories 0835 Insurance 0840 Intercommunications systems 0845 Interdental cleaners 0850 Internet services 0855 Investment services and planning	N	1100 Nutritional products		
J		O	1200 Occlusal exam systems 1210 Office furniture and decor 1215 Office supplies 1220 Operating lights (extraoral) 1225 Operating lights (intraoral)		

FLOOR PLAN

Please refer to yankeedental.com/exhibits for the most up-to-date floor plan.



CERTIFICATE 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 Freeman 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 13, 2019. No exhibitor will be permitted to set up without a certificate of insurance.

REQUIRED INFORMATION

Please refer to the sample below to be sure your certificate of insurance displays the required information.

Please send completed COIs to exhibits@massdental.org

ACORD. CERTIFICATE OF LIABILITY INSURANCE

PRODUCER: **INSURANCE COMPANY**
SUMMER STREET
BOSTON, MA 02215

DATE (MM/DD/YYYY): 6/8/2019

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

INSURERS AFFORDING COVERAGE: INSURER A: **THE CHUBB**

NAIC#:

INSURED: **1 YOUR COMPANY**

COVERAGES

THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR	ADDL	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YYYY)	POLICY EXPIRATION DATE (MM/DD/YYYY)	COVERAGE LIMITS
A		GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMSMADE <input checked="" type="checkbox"/> OCCUR	35373401	7/01/19	7/01/20	2 \$1,000,000 EACH OCCURRENCE \$ 50,000 DAMAGE TO RENTED PREMISES (EA OCCURRENCE) \$ 5,000 MED EXP (Any one person) \$ 1,000,000 PERSONAL & ADV INJURY \$ 2,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMPOD AGG \$ 2,000,000
		GEN'L AGGREGATE LIMIT APPLIES PER POLICY <input type="checkbox"/> PRO- JECT <input type="checkbox"/> LOC <input type="checkbox"/>	***REQUIRED DATES MUST COVER THE EXPO**			
		AUTOMOBILE LIABILITY ANY AUTO ALL OWNED AUTOS SCHEDULED AUTOS HIRED AUTOS NON-OWNED AUTOS				COMBINED SINGLE LIMIT (EA accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ AUTO ONLY - EA ACCIDENT \$ OTHER THAN AUTO ONLY - EA ACC \$ AGG \$
		GARAGE LIABILITY ANY AUTO				EACH OCCURRENCE \$ AGGREGATE \$ \$ \$
		EXCESS/UMBRELLA LIABILITY <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMSMADE DEDUCTIBLE \$ RETENTION \$				WORKERS COMPENSATION AND EMPLOYERS LIABILITY ANY INJURY OR PARTNER/EXECUTIVE OFFICER/EMPLOYEE EXCLUDED? IF YES, SPECIFY UNDER SPECIAL PROVISIONS below OTHER
		DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS				
		4 ADDITIONAL INSURED: MASSACHUSETTS DENTAL SOCIETY, OTHER PARTICIPATING DENTAL SOCIETIES OF CONNECTICUT, MAINE, NEW HAMPSHIRE, VERMONT, RHODE ISLAND, THE MASSACHUSETTS CONVENTION CENTER AUTHORITY AND FREEMAN.				
CERTIFICATE HOLDER			CANCELLATION			
		5 MASSACHUSETTS DENTAL SOCIETY Yankee EXHIBITS TWO WILLOW STREET SOUTHBOROUGH, MA 01745	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES. AUTHORIZED REPRESENTATIVE: <i>[Signature]</i>			

ACORD 25 (2001/08) © ACORD CORPORATION 1988

1 Your company must be listed as the insured.

2 You must carry and maintain a **minimum of \$1 million insurance coverage** that provides general liability coverage, coverage against damage to persons and property, and hazard insurance, insuring the exhibitor's property and its exhibit space, to fully protect it and the MDS and the additional insured (see below) against all risks in connection with its exhibit at the Yankee Dental Congress, or under the 2020 Rules & Regulations, or otherwise.

3 Required dates must cover the dates of the expo, including set-up and breakdown: **January 29 - February 2, 2020**. Please send the certificate even if it expires by December 31, 2019, then send a new certificate after this date.

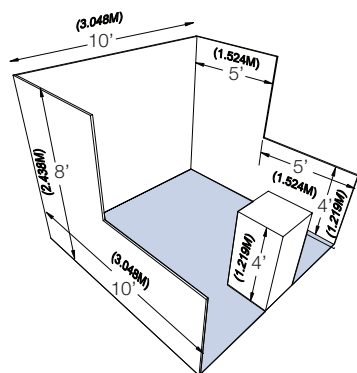
4 All insurance shall name as additional insured the Massachusetts Dental Society, other participating dental societies of Connecticut, Maine, New Hampshire, Rhode Island, and Vermont, the Massachusetts Convention Center Authority, and Freeman.

5 The certificate holder must be listed as follows:
Massachusetts Dental Society
Yankee Exhibits
Two Willow Street
Southborough, MA 01745

If you do not carry general liability insurance, you may purchase this in the form of event insurance. Information and order forms will be provided in the Exhibitor Service Manual, which will be sent electronically in October 2019.

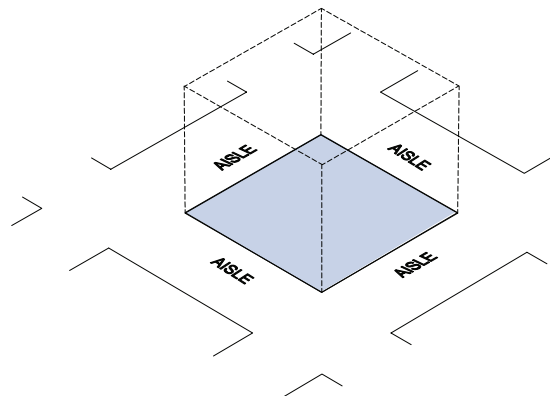
The Yankee Dental Congress and the Massachusetts Convention Center Authority will not be responsible for damage or loss to any property of the exhibitor, including the shipping containers brought into or used in or about the convention center, nor for any acts or omissions of the exhibitor's employees, agents or representatives.

BOOTH CONSTRUCTION



Standard/Linear Booth

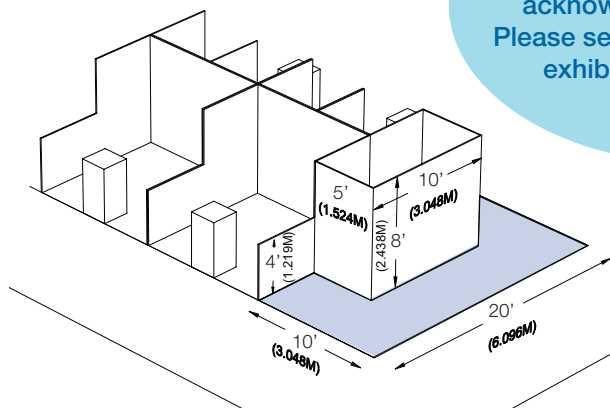
All linear booths are 100 sq. ft. (10' x 10') unless otherwise noted on the floor plan. Booths have a back wall drape that is 8' high, with sidewall drapes that are 3' high. Total height of exhibits (including decorations) may not exceed 8' unless against a wall, which allows for 12' or prior approval from exhibit management. Display material for linear booths is restricted to a maximum height of 4' in the front 5' of the booth, and 8' in the rear 5' of the booth.



Island Booth

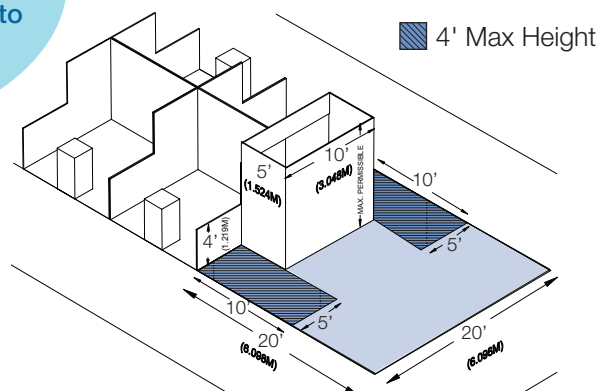
An island exhibit is an open area of exhibit space with aisles on all four sides. The entire cubic content of the space may be used up to the maximum allowable height of 16'. Approval by Yankee Exhibit Management is required if any exhibitors with island space plan to exceed 16', or require special consideration for their booth. A variance form for this approval will be included in the Service Manual.

Peninsula and End-Cap booths must sign off and acknowledge sight line rules. Please send acknowledgement to exhibits@massdental.org.



End-cap Booth

An end-cap booth is exposed to aisles on three sides and composed of two booths, generally 10' deep by 20' wide. The back wall must not exceed 8' in height and only in the rear half of the booth space. The back wall is restricted to 4' high within 5' of each aisle, permitting adequate line of sight for the adjoining booths.



Peninsula Booth

A peninsula booth is 20' x 20' or larger with aisles on three sides. The back wall of a peninsula booth must be on the non-aisle side and not exceed 16' in height. The back wall is restricted to 4' high within 5' of each aisle and 10' out from the back wall, permitting adequate line of sight for the adjoining booths. All portions on the rear of the back wall must be finished with no copy of any kind on it. Peninsula exhibits must be designed to be accessible from all three aisles.

Hanging Signs

All hanging signs must be pre-approved and receive written approval from exhibit management. A form will be included in the Service Manual. Hanging signs will only be permitted for island or peninsula booths at a maximum height of 25'. Signs suspended over peninsula booths must be set back a minimum of 5' from the back wall line of the booth.

YANKEE DENTAL CONGRESS 2020 | RULES & REGULATIONS

The 2020 Rules and Regulations will govern all the exhibits at the 45th Yankee Dental Congress presented by the Massachusetts Dental Society ("MDS") (a constituent of the American Dental Association) and the participating dental societies of Connecticut, Maine, New Hampshire, Rhode Island and Vermont. Yankee will take place at the Boston Convention & Exhibition Center ("BCEC"), operated by the Massachusetts Convention Center Authority ("MCCA"). By signing the application/contract, you (the "Exhibitor") acknowledge that you have read, understand and agree to comply with these Rules and Regulations, and that MDS's acceptance of the form, as signed and submitted by you, creates a binding contract between Exhibitor and MDS.

Exhibitor Set-Up

Tuesday, January 28 thru Wednesday, January 29, 2020. Additional time can be requested from the individuals who are managing Yankee on behalf of MDS ("Show Management"). All crates must be removed from the Exhibit Hall aisles by 4:00 PM on Wednesday, January 29 to allow for installation of aisle carpet. Crates remaining after this time will be removed at the Exhibitor's expense.

Exhibit Dismantle

Saturday, February 1, at 4:00 PM thru Sunday, February 2, 10:00 AM. Dismantling before the conclusion of show hours is not permitted. Exhibitor must complete arrangements for outbound shipment with the General Service Contractor, Freeman. All freight carriers must be checked in by 8:00 AM on Sunday, February 2; if this is not done, Freeman may select a carrier to ship all remaining Exhibitor freight at the Exhibitor's expense.

Space Assignment Policy

Assignment of exhibit space shall be made at the discretion of Show Management. For applicants who submit completed applications with the requisite payment in a timely manner, Show Management will make reasonable efforts to assign space in accordance with the following seniority system.

For companies that have previously exhibited at Yankee, one point is given for each year exhibited. Points are also added for \$7,500 or more of sponsorship and advertising. When an exhibiting company acquires another exhibiting company, the larger seniority point number is utilized. Seniority points of individual companies are not combined. Seniority points are not affected when an exhibiting company acquires the product line of another exhibiting company.

Applicants are assigned booth space based on the number of points accumulated, as indicated above, and the date they return their contract and deposit within the priority time frame. MDS does not guarantee that you will be assigned the space requested or that competitors will not be placed next to each other. The Show Management's decisions on space location are final and binding on all applicants.

There is no guarantee that MDS will be able to accommodate all applicants. Notwithstanding anything herein to the contrary, MDS reserves the right, in its sole discretion, to refuse exhibit space to any company, including prior exhibitors.

Deposit & Balance of Payment

Applications received before August 31, 2019 will not be accepted or processed without a deposit of 50% of the total rental cost for all booths requested.

Payment in full is due by August 31, 2019. Applications received after August 31, 2019, must include payment in full with the application.

Cancellation or Downsizing of Booth Space

Cancellations or requests to downsize **must be submitted in writing to the MDS**. If such notice is received on or before June 30, 2019, there will be a full refund (0 refund for purchased aisle space); if notice is received between July 1 and September 5, 2019, MDS will retain the 50% deposit per booth (0 refund for purchased aisle space); if notice is received after September 5, 2019, no refund will be provided. Upon receipt of notice of cancellation, MDS may assign the cancelled space to any person or use such space for any purpose, all without notice or liability to the Exhibitor. Exhibitors whose booth space has been canceled are not permitted to register personnel for the meeting. Cancellation of island space will lose the entire cost of adjacent (lost) booths at any time following original contract submission.

Abandoned Space

Any space not completely set-up by 6:00 PM on Wednesday, January 29, 2020, will be regarded as abandoned and may be resold or reassigned by MDS, and the Exhibitor will not be provided any refund. Each exhibit must be open for the full duration of official show hours and must be closed at all other times. If the Exhibitor abandons its booth space without MDS permission, invitations to participate in future Yankee meetings will be withheld and the Exhibitor may lose its seniority status in booth assignments or be barred from future Yankee Dental Congresses.

If the Exhibitor will be delayed, due to weather or any other circumstance, they must notify Show Management and inform them of the delay. (Exhibitor should contact the MDS office for a number to call the Show Management office on-site at the BCEC.) MDS has sole, discretionary authority on whether to excuse the delay or treat the booth as forfeited.

Registration

Use of exhibit booth space is limited to personnel of the Exhibitor who has contracted for the space. Exhibit booths must be staffed by registered Exhibitor personnel, wearing their official Yankee exhibitor badges, at all times during the official show hours. Each Exhibitor will be allowed to register 12 booth personnel per booth. Dentists, hygienists, assistants or technicians may not register as a guest of the Exhibitor. Additional booth personnel over the 12 per booth allotment will be charged a \$30 fee per registrant. Exhibitors may pre-register booth personnel from September 18, 2019 at 12 noon through on-site. All Exhibitor personnel must either be employees of the Exhibitor or receive commissions, brokerage or salary from the Exhibitor. Consultants are not considered employees of a

company. False certification of individuals as Exhibitor representatives, misuse of Exhibitor badges, or any other method or device used to assist unauthorized personnel to gain admission to the exhibit floor may be subject to a fine of the applicable registration fee and/or expulsion of the Exhibitor from the exposition and barring of such unauthorized individual from entrance to the exposition floor, without any obligation on the part of MDS for refund of any fees. The Exhibitor, its employees and agents, waive any rights or claims for damages against MDS, its employees and agents arising out of the enforcement of this paragraph.

Exhibitor Appointed Contractors

Exhibitors using a 3rd party exhibitor appointed contractor (EAC) are required to provide the EAC with a copy of the Yankee 2020 Rules and Regulations and the necessary forms from the exhibitor service manual. All EAC's are responsible for complying with these Rules and Regulations. Before beginning set-up, all EAC's must sign in for badges at the BCEC employee entrance at the back of the building off the parking lot. All EAC's must carry insurance listing Massachusetts Dental Society/Yankee as an additional insured. This policy must include a minimum of \$1 million commercial general liability, \$1 million worker's compensation insurance including employee liability coverage, and \$500,000 with respect to damage of property.

Exhibit Space

The Exhibitor acknowledges that MDS is merely a licensee of the BCEC and that the Exhibitor is merely a licensee of MDS. The Exhibitor shall use its exhibit space in compliance with all rules and regulations imposed by the BCEC. In addition, the Exhibitor shall use its space solely and exclusively for the exhibition of services, equipment, and/or materials provided, manufactured or distributed by it in the regular course of its business, and for no other services or goods. The Exhibitor agrees not to in any way, directly or indirectly, sublicense or otherwise apportion or dispose of its exhibit space or any part thereof, or otherwise make available any or all of any part of said space to any person, firm, or entity other than the Exhibitor.

Security

All exhibits and respective contents are at the Exhibitor's sole risk. Neither MDS, the MCCA, nor any of their employees or agents will be responsible for damage or loss caused by fire, riots, strikes, civil disturbance, weather, acts of God, terrorism, disease, epidemic, war or other causes beyond their reasonable control ("Force Majeure"). Without in any way limiting or detracting from the forgoing exculpation of liability, the exclusive security company at the BCEC will provide general protection of exhibits displays on a 24-hour basis from the beginning of set-up time until the end of dismantling times. However, Exhibitor is expected to carry all risk insurance on its exhibit and utilize lock boxes; if Exhibitor desires special individual company security, it must contract with the security company at the BCEC, at Exhibitor's own expense. Under no circumstances will MDS or the MCCA be responsible for any breaches in security, except if such breach results from the gross negligence or willful misconduct of MDS or the MCCA. In the event that the

exhibition is barred, prevented, or canceled due to Force Majeure or other circumstances beyond the control of MDS, then any refund of sums previously paid under the exhibit contract shall be at the sole and exclusive discretion of MDS.

Insurance

The Exhibitor shall carry and maintain a minimum of \$1 million insurance coverage that provides comprehensive general liability coverage, coverage against damage to persons and property, and hazard insurance insuring the Exhibitor's property and its exhibit space, to fully protect it, MDS, the participating dental societies of Connecticut, Maine, New Hampshire, Rhode Island and Vermont, the MCCA and Freeman against all risks in connection with its exhibit at Yankee, or under the 2019 Rules and Regulations, or otherwise. All such insurance shall name the entities listed in the previous sentence as additional insureds. The Exhibitor shall send an original certificate of insurance to MDS by December 13, 2019. No Exhibitor will be allowed to set-up without the required certificate of insurance.

Indemnification and Liability

The Exhibitor assumes the sole and entire responsibility for any and all bodily injury (including death) and damage to or loss of property that may be sustained in connection with or resulting from Exhibitor's participation in Yankee and use of the BCEC. The Exhibitor agrees to indemnify and hold harmless MDS, the participating dental societies, Freeman and the MCCA from any claim, loss or damage (including reasonable attorney's fees and expenses) that any of them may sustain or be required to pay, in connection with, related to or arising from the Exhibitor's exhibition at the Yankee Dental Congress, including any violation by the Exhibitor of these Rules and Regulations, except if such claim, loss or damage results from the gross negligence or willful misconduct of the indemnified parties. THE MAXIMUM LIABILITY OF MDS FROM ANY AND ALL CAUSES SHALL BE LIMITED TO THE AMOUNTS PAID BY THE EXHIBITOR HEREUNDER; IN NO EVENT SHALL MDS BE LIABLE FOR PUNITIVE, INDIRECT, SPECIAL OR CONSEQUENTIAL DAMAGES.

Booth Space Description

Each booth will be supplied with an 8' high back drape, 3' high side rails and a 7" x 44" sign at no expense. All booths must be carpeted at the Exhibitor's expense. If there is no floor covering by 5 pm on Wednesday, January 29, Yankee will order carpet to be charged to the exhibitor. The Exhibitor must pay for carpentry, decorating, labor, additional signs, and furnishings, and all such arrangements shall be made directly with Freeman. Exhibit booths are 10' deep by 10' wide unless otherwise indicated on the 2020 floor plan.

Booth Space Limitations

Descriptions and requirements for Booth Construction are set forth on page 9 of the Exhibitor Prospectus, which are incorporated into these rules and regulations by reference. Hanging signs and banners are permitted at Yankee for exhibit space 20' x 20' or larger, however, written approval from Show Management of all signs and banners is needed. No interference with light or space of other exhibitors will be allowed. Booths which have been given prior approval to extend fuller than the maximum

allowable height must ensure that the back side has a finished look with no company signage. No signs or any other articles shall be posted, nailed, or otherwise attached to any pillars, walls, doors, floor, etc. in any manner, and the Exhibit Hall floor must be protected from any dripping oil. Flammable or explosive substances, pyrotechnics or lighter than air balloons (helium) will not be permitted in the building. No tents, umbrellas, and/or canopies are allowed. Exhibits will be examined for compliance, but any failure of MDS to notify Exhibitor that it is not in compliance shall not relieve the Exhibitor from all responsibility associated with such breach. The Exhibitor shall be responsible for any damage to the building, its fittings and any other exhibitor's space, and for any personal injury or other property damage associated with its failure to comply with these policies or its engaging in unlawful or inappropriate behavior.

MDS reserves the right to require, at the Exhibitor's sole expense, that proper background of booths and carpet be provided by Freeman in order to maintain the dignity and good appearance of the meeting. The right is also reserved to prohibit any exhibit or part of exhibit, or proposed exhibit, which in the opinion of MDS is not suitable or in keeping with the character of the exhibition or professional practices, or would tend to bring the reputation of the exposition, MDS or any of the other sponsoring dental societies into disrepute. This reservation of rights applies as well to persons, booths, things, conduct, and printed and advertising matter that MDS deems unsuitable, unprofessional or disreputable.

Laser Exhibiting

In keeping with safety precautions for lasers, Yankee has adopted the following policy for those exhibitors displaying lasers in the exhibit area:

- Lasers must be operated only within a suitable enclosed space with eye protection for those viewing and operating the laser.
- All demonstrations of CO₂ lasers must be conducted in clear plastic boxes with top and sides enclosed.
- Appropriate plastic colored cubicles must also be available for other types of lasers being demonstrated.
- No laser equipment may be left unattended in operable condition.
- Exhibiting companies will initially complete the Yankee Laser Exhibitor Form to be found in the Exhibitor Service Manual. Upon receipt of this form, Yankee will send more detailed information including the link to the registration form with the Department of Health, which the exhibiting company must complete at least 10 days before Yankee.
- All laser units must be inspected prior to use. The MDS will set up a time with the Department of Public Health for inspection, usually the Wednesday before Yankee opens.

Marketing & Sales

Exhibitor shall not use the name or logo of the Yankee, or any facsimile thereof, or any promotional material or marks associated with the Congress for any purpose

other than promoting Exhibitor's supplies, goods or services in the booth assigned to it, except by written permission of MDS.

Use of live or mechanical music is prohibited within the Exhibit Hall without express written permission from MDS. Any and all licenses to permit public performance of music or movies are the sole responsibility of the Exhibitor to acquire. If permission is granted and complaints are made, MDS reserves the right to require that the music be lowered or turned off completely. No noisemakers, loud speakers, megaphones, sideshow tactics, undignified methods, or materials will be allowed. Booth presentation and movies must be located as not to interfere with other exhibitors or aisle space. Videotaping and photography of the show and other exhibits is strictly prohibited. Demonstrations involving procedures on patients, live models or animals are prohibited unless authorized by Show Management.

Distribution of any samples or advertising materials, prize awards, drawings, raffles, lotteries, or contests, or the distribution of refreshments are subject to prior approval of MDS, which must be requested in writing no later than January 11, 2020. Failure to comply with this rule may result in dismissal from the Exhibit Hall floor.

All demonstrations or promotional activities must be in compliance with the law and confined within the limits of the contracted exhibit space. No business activities are to be undertaken in any aisles, lobbies or other areas of the BCEC. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations or other promotional activities. The Exhibitor is responsible for keeping aisles near its exhibit space free of congestion caused by its demonstrations and other promotional activities.

Competitive Activities

In order to protect the status of Yankee as existing exclusively as a forum for educating dental professionals and others about developments in the profession of dentistry and the equipment and technology utilized in the provision of dental services, MDS requires that the following restrictions be observed: To reserve any rooms in the convention hotels, a company connected in any way with the profession of dentistry must have contracted for exhibit space with Yankee. Within a one (1) mile radius of any portion of (i) the Boston Convention & Exhibition Center, (ii) the Prudential Center or (iii) any of the convention hotels (together, the "Restricted Area") the Exhibitor shall not, whether directly or indirectly, during the period from Monday, January 27, 2020 through Sunday, February 2, 2020 (the "Meeting Period"), use, attempt to use or employ for exhibit, marketing, advertising, signage or display purposes, or for the conduct of seminars, clinics, promotions, or for the distribution of samples, literature or like items, or for any similar or related activities involved in or connected with its business affairs or operations (the "Restricted Uses"), any space other than (i) that exhibit space for which it has contracted with MDS, (ii) any space owned or leased by the Exhibitor that it has regularly and continuously used during substantially all business hours throughout at least the six (6) month period immediately prior to the Meeting Period for the same

YANKEE DENTAL CONGRESS 2020 | RULES & REGULATIONS

purpose and in the same way as it is used during the Meeting Period, or (iii) such other space as to which MDS has granted its prior written consent for such use, which consent may be withheld in the sole discretion of MDS. The foregoing restrictions shall apply irrespective of whether or not the Exhibitor uses the name "Yankee Dental Congress", "YDC" or any marks or logos associated therewith in such competitive space.

In the event the Exhibitor or any person under its control takes any action in violation of the provisions of this Section, and without regard to whether or not the Exhibitor makes use of any of Yankee marks or logos in such space, the Exhibitor acknowledges and agrees that MDS, in its sole discretion, may cause the immediate closure and removal of the Exhibitor's booth from the Exhibit Hall and the exclusion of the Exhibitor and all its representatives from the Exhibit Hall. No refund of any space rental fees will be provided in such situation and the Exhibitor shall be liable for the costs of such booth closure and removal. The Exhibitor, in MDS' sole discretion, may also be prohibited from participating in future Yankee meetings and, if permitted to participate, may lose its seniority status in booth assignments.

The Exhibitor acknowledges that in the event of its violation of any of the provisions of this Section it will be difficult, if not impossible to calculate the damages incurred by MDS in connection with such violation. Accordingly, the Exhibitor shall pay to MDS as liquidated damages and not as a penalty, an amount equal to the result obtained by multiplying the number of square feet of space used in violation of this Section (as reasonably estimated by MDS) by a rate per square foot equal to that charged by MDS to the Exhibitor for its space in the Exhibit Hall.

Service Manual

The service manual will be sent electronically in October 2019 and will contain the 2020 Rules and Regulations and the necessary requisition forms for registering booth personnel and ordering all furnishings or service. This information can also be obtained from the Yankee website. Contact Show Management if your service manual has not been received by October 31, 2019.

Exhibitor Housing

The Yankee Dental Congress Housing Bureau will open September 18 at 12:00 noon for reservations for the meeting. This information will be available on the Yankee website or in the 2019 Program Book.

Utilities & Cleaning

All utilities are supplied by the BCEC. No exhibitor will be allowed to bring in compressed gas or air. Drainage is limited to specific areas. Network Services is an exclusive service provided by the BCEC. The Exhibitor must at its expense, maintain and keep in good order the exhibit booth. The Exhibitor is responsible for placing all trash in front of the booth at the conclusion of each exhibit day for removal by the cleaning company. No cleaning personnel will be allowed into an exhibit booth unless

an exhibiting company has contracted for cleaning service. Please see the Service Manual for complete regulations.

Booths do not include cleaning. Booth vacuuming may be ordered through the official cleaning vendor or provided by the exhibitor.

Rigging

All aerial rigging within the BCEC must be approved by Yankee and the BCEC. All rigging within the Exhibit Halls will be the sole responsibility of the BCEC's exclusive rigging service provider.

Freight

See the service manual for all Rules & Regulations on Freight and Shipping.

Storage of Crates & Boxes

All empty crates/containers to be removed to the storage area must have an empty label marked with Exhibitor's booth number. Arrangements for storage and labels may be obtained at the Freeman Exhibitor Service Center. The Exhibit Hall is subject to strict supervision by inspectors of the Massachusetts Department of Public Safety and the Boston Fire Department. It is suggested that small boxes be nested inside larger ones. No boards or skids will be accepted for storage unless securely tied into bundles and tagged. Fire regulations require that wrapping materials such as paper, excelsior, etc. must be completely enclosed within packing boxes. Materials not in accord with these regulations will be considered refuse and disposed of by the cleaner. The City of Boston Fire Regulations prohibits storage of boxes behind the booth displays. Any packing boxes stored behind the booth may be removed at the Exhibitor's expense. MDS assumes no liability for any product(s) stored.

Fire & Safety Prevention

No exhibit booth may block any fire-fighting equipment, emergency exit doors, fire hoses, or pull boxes. Flammable and combustible fluids or mixtures are not permitted within the BCEC. All decorations, drapes, signs, banners, acoustical materials, cotton, paper, hay, straw, moss, split bamboo, plastic cloth, and similar materials shall be flame retardant to the satisfaction of the Fire Marshall. Oilcloth, tarpaper, nylon and certain other plastic materials cannot be made flame retardant and, therefore, use is prohibited. Storage behind booth back wall and under tables is strictly prohibited.

Non-Endorsement

The exhibiting of products or services at Yankee does not constitute endorsement by MDS. If the Exhibitor participates as a clinician in a scientific session, it is expressly forbidden for the Exhibitor to use the scientific session for promotional purposes.

Conduct

The Exhibitor and its representatives are expected to act at all times in a professional manner. The Exhibitor shall not infringe upon the rights and privileges of another exhibitor. Any complaints regarding infractions

of the rules or disputes between exhibitors should be made directly to MDS. Any decision by the Society shall be final, binding and non-appealable. Unethical or criminal conduct or infraction of the rules on the part of the Exhibitor or its representatives will subject the Exhibitor or its representatives, or both, to ejection from the Exhibit Hall and forfeiture of booth space, booth fee and/or seniority status in booth assignments. In such an event, Exhibitor acknowledges that it shall not receive any refund of its booth fee.

Enforcement of Rules & Regulations

Any violation of these Rules and Regulations, as determined by the Massachusetts Dental Society in its sole discretion, may result in the immediate closure and removal of the Exhibitor and its exhibit booth from the Exhibit Hall. No refund of any space rental fees will be provided. The Exhibitor may also be prohibited from participating in future Yankee Dental Congress meetings or lose its seniority status in booth assignments.

In the event of a breach or threatened breach of these Rules and Regulations by the Exhibitor or a default by the Exhibitor of its obligations to MDS, the Exhibitor shall pay to MDS all attorneys' fees and costs incurred by MDS in connection with such breach, threatened breach or default.

Contract Application

Mail contract for booth space to:

**Massachusetts Dental Society
Exhibits Department
Two Willow Street
Southborough, MA 01745**

Any requests for permission to vary from the rules and regulations must be made in writing to the Yankee Dental Congress Show Management, which has sole discretion to grant, withhold or condition permission. The Massachusetts Dental Society reserves the right to modify these Rules and Regulations and such modifications shall be binding on the Exhibitor upon notice to the Exhibitor and the posting of such revised Rules and Regulations on the Yankee website www.yankeedental.com. In the event a situation arises that is not covered by these Rules and Regulations, the decision of MDS shall be final, binding and non-appealable.

PUBLICATIONS | PRINT ADVERTISING

Official Program Book

Front Cover (1/3 pg ad)	\$3,800
Inside Front Cover	\$5,500
Page One	\$5,000
Opposite Table of Contents	\$4,700
Inside Back Cover	\$3,000
Back Cover	\$7,000
Center Spread	\$6,700
Full Page	\$2,800
Half Page	\$1,500

Ad Sizes:

Full Page: 8 3/8" w x 10 7/8" h
 Half Page Horizontal: 7 1/2" w x 5" h
 Half Page Vertical: 3 1/2" w x 10" h
 Center Spread: 16 3/4" w x 10 7/8" h
 Back Cover: 8 3/8" w x 7 3/8" h
 1/8" bleed on all sides

Artwork due August 7, 2019



Yankee Advance Planner

Inside Front Cover	\$2,800
Page One	\$2,000
Opposite Table of Contents	\$2,600
Inside Back Cover	\$1,800
Back Cover	\$3,500

Ad Sizes:

Center Spread: 12" w x 10 1/2" h \$3,000
 Full Page: 6" w x 10 1/2" h \$1,500
 Half Page: 5 1/4" w x 4 1/4" h \$600
 1/8" bleed on all sides

Artwork due November 6, 2019



Reach the largest audience by advertising in our ONLY publication sent to all registered and prospective attendees.

On-Site Guide

Front Cover (1/3 pg ad)	\$4,800
Inside Front Cover	\$5,200
Page One	\$3,900
Opposite Table of Contents	\$4,400
Inside Back Cover	\$2,900
Back Cover	\$5,900
Center Spread	\$6,600
Full Page	\$2,800
Half Page	\$1,100

Ad Sizes:

Full Page: 7" w x 8 1/2" h
 Half Page Horizontal: 6 1/4" w x 3 1/2" h
 Half Page Vertical: 3" w x 7 1/2" h
 Center Spread: 14" w x 8 1/2" h
 Front Cover: 7" w x 3 1/4" h
 1/8" bleed on all sides

Artwork due December 16, 2019



Mechanical Requirements

All advertising materials should be supplied as electronic files. High-resolution PDFs (with fonts embedded) are preferred. Crop marks and 1/8" bleeds required on all sides. For questions regarding artwork, contact our graphics department at 508.449.6049.

Email Artwork to:
graphics@massdental.org

ONLINE | ADVERTISING

Yankee Website Banners & Buttons

Get the attention of attendees as they are finding information, looking at courses, and registering for the Yankee Dental Congress 2020! Banners and buttons are available on attendee and registration pages through Yankee 2020.

All files should be 72 dpi and in .jpg or .png format.

1 871 w x 276 h pixels
 top banner shown on
 one chosen page

\$1,200

2 291 w x 261 h pixel side
 button shown on all pages
 within chosen category

\$800

Email Artwork to: graphics@massdental.org



Registration Confirmation

Every person that registers via the Yankee website will receive an e-mail confirmation with your banner ad. Over 95% of attendees register online.

Ad size is 475 w x 100 h pixels.
 Deadline for artwork is August 7, 2019.

\$2,500

Mobile App Opportunities See page 21

Email Blast Sponsorships See page 22

ON-SITE | SPECIALTY PRODUCTS & PROMOTIONS



Lecture Note Pads

Attendees continually request these popular items. Note pads will be distributed from all information counters throughout the convention center.

\$7,500 for 10,000

ATTENDEE FAVORITE

Convention Pens

Pens will be distributed from all information counters throughout the convention center.

\$1,500

(Sponsor must supply 17,000 pens)



Convention Bags

What better way to get your message out than with a give-away that attendees can take home after the meeting is over. Bags will be distributed from the show floor and the welcome center.

\$1,500

(Sponsor must supply 12,000 bags)

ATTENDEE FAVORITE

SOLD OUT



Badge Holders

Your company name, message, promotion, or coupon will be featured on 26,000 Yankee badges. 21,000 are mailed pre-show, the remainder are distributed at Yankee On-Site Registration.

\$13,000



Lanyards

Attendees wear these to hold their badge. Approximately 25,000 lanyards are distributed at Yankee.

\$1,500

(Sponsor must supply lanyards)

Lanyard Bin

Add your company name, message, or promotion.

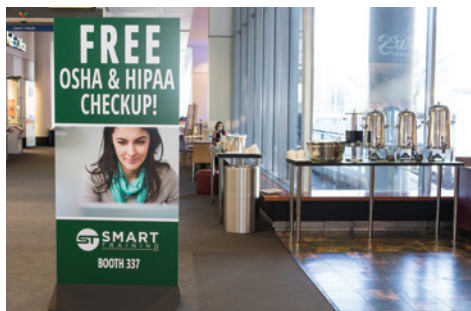
\$1,500 for 6 bins



North Lobby Lounge

Prime location in the North Lobby! Catch attendee's attention in this high traffic area! The basic sponsorship includes (two) double sided 78" w x 95" h billboard signs and three product display cases. Ability to add video monitor for additional charge.

\$8,900



Coffee Stations

Two locations off the North Lobby. Two 38" w x 87" h signs will display your message as attendees wait in line for coffee.

\$1,500

Java Jackets

Let attendees know about your presence by putting your company logo and booth number on hot beverage sleeves available at venues throughout the BCEC.

\$1,000

(Sponsor must supply java jackets)



Floor Graphics

Eye-catching adhesive graphics with your company advertisement can be placed on the floor in various high-traffic locations.

Pricing Varies

Tabletop Graphics

What better way to get your message across than advertising on table top graphics in the food court! These 11' w x 17' h graphics will be applied to table tops in the Hall B food court.

10 for \$950

20 for \$1,750

30 for \$2,400

50 for \$3,600



Job Information Exchange

The job board located in the North Lobby near registration attracts dental students, recent graduates, and other dental professionals who are seeking employment in the New England area or looking to hire for their practice. Your logo and company information will be featured on this board.

\$1,600



Hotel Key Cards

Your advertisement will be printed on attendee room keys to reach doctors and dental office staff as they check in for their stay. Additional hotels may be added for an additional fee.

\$4,800 | Westin Waterfront

\$7,500 | Seaport and Omni

\$9,700 | Marriott Copley, Aloft, Element, Renaissance and Residence Inn



Photo Op!

Attendees will walk away with a photo from this sponsored booth! Last year attendees uploaded over 900 photos to social media sites. Sponsorship includes company logo on photo booth signage, photos and promotional materials.

\$2,500

SPECIALTY | ON-SITE PRODUCTS & PROMOTIONS



Thursday Night Event

Yankee Dental kicks off with a special event for all! Sponsorship of this event includes placing your materials/samples on tables, on-site signage, and promotion in all digital and print Yankee publications.

\$2,500 per sponsor



Student Debate/Reception

Invitations are mailed to 2,500 students at Boston University, Harvard University, Tufts University, University of Connecticut, and University of New England with your company logo. E-blasts are sent in November, December, and January and will include your company logo. On-site, the sponsor's logos are listed in the debate program and company representatives may greet students and distribute samples and literature.

\$6,100 per sponsor



Registration Kick Panels

Make your company the first to be noticed at the Registration Desk. Sponsor four kick panels and provide hand outs to be distributed at attendee registration.

\$8,500 for four 72" w x 23" h kick panels



Information Counter Kick Panels

Be a part of something exciting. Attendees visit the info counter to ask questions, receive gift cards for purchases, and enter a raffle. Sponsor the kick panels in three locations and supply brochures for the counter.

\$6,000 for six 72" w x 23" h panels on counters in three locations



Center Aisle Signs

Highlight your company on the main aisle of the Exhibit Floor with a set of two 38" w x 87" h double-sided signs. (Limited to three sponsors)

\$1,250 per set of 2

ON-SITE ADVERTISING | SIGNAGE



Sponsor Props

These 11' w x 8' h double sided props highlight your product(s) and or services. Several locations available!

\$2,700



Exhibit Floor Escalator Banners

Two 15' w x 15' h double sided banners. Be right in front of attendees as they enter the exhibit hall floor from the North Lobby.

\$7,500 for set

Premium Position!



Stair Decals

Four staircases run from the North Lobby down to the exhibit hall floor. Graphics are 65" w x 6.75" h. (Picture shows two staircases)

\$8,000 for two staircases

\$16,000 for four staircases



Product Spotlight Lounge

Four 38" w x 96" h stand-alone signs and four 65" w x 35.5" h tabletop graphics. Attendees can catch up with colleagues in the Lounge/Bar located on the exhibit hall floor.

\$12,500



Clinician & Volunteer Lounge

This is a premier location for your advertising. 450 speakers and 900 Yankee volunteers use this room each day. Your customized message runs over 90' of wall, double sided. Materials and samples may be distributed.

\$9,000

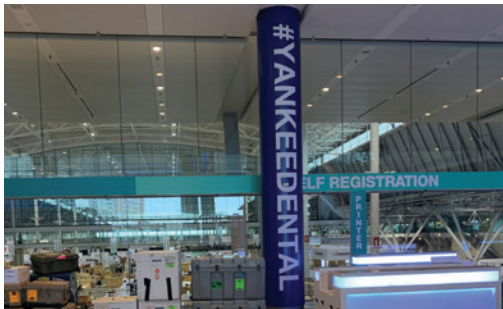
ON-SITE ADVERTISING | SIGNAGE



Registration Banners

Two spots available, 7' w x 14' h double sided. These banners are located in the North Lobby, close to exhibit floor entrances.

\$2,600 per banner



Column Wraps

Two 75" w x 215" h column wraps to highlight your company name and logo. These columns are located at registration in the North Lobby.

\$5,500 per set of two



Continuing Education Pavilion

The North Lobby pavilion will highlight your company name and logo on one 78" w x 95" h billboard and four 72" w x 23" h counter panels. Course print outs will feature your company name and logo.

\$5,900



Rest Room Samples, Door Graphics, & Stand Alones

Eight sets of rest rooms are the perfect location for you to give out samples and display graphics on doors. Attendees won't miss your message!

\$12,500



BCEC Skybridge

Two 38" w x 87" h double sided signs will highlight your company's ad. Attendees will see these signs as they use the skybridge to travel to courses.

\$500 per set of two

Westin Skybridge

Two 38" w x 87" h double sided signs will highlight your company's products/services as attendees travel back and forth between the convention center and Westin.

\$780 per set of two (limited to two sponsors)



Stand Alone Signs

Two 38" w x 87" h free standing double sided signs with your company advertisement in the lecture corridors. Attendees will see your message for three days as they travel to and from courses.

\$680 per set of two



East and West Meetings Corridor Directional Banners

Located on Level 1, six 15' w x 5' h horizontal, double sided. These banners are hung along the classroom corridors

\$2,400 per banner

\$10,000 for six banners



Main Entrance Banner

Banner hangs at the main entrance to the exhibits and can be seen from registration as attendees pick up their materials. 10' w x 30' h double sided.

\$7,800 per banner



BCEC Video Wall

This 60' Video Wall is located in the North Lobby above the main welcome center. Your promotional ad will run for 10 minutes each hour. You can even see the ad from the Seaport Hotel!

\$8,700 (limited to two sponsors)

*Additional costs may be incurred for assistance with creating video.



Media Tower

Attendees are greeted at the BCEC with a 80' tall media tower, which provides presence with full motion video. Your ad will run 10 minutes each hour. The tower is visible for a half mile in many directions.

\$7,000 per day (limited to two sponsors)

\$15,000 for three days

ON-SITE ADVERTISING | SIGNAGE



Sponsor Your Aisle

Make sure attendees find their way to your booth by featuring your company's logo and booth number above the numbered aisle sign.

\$1,850 (limited to one sponsor per aisle - first come, first serve)



Directional Banner

Two directionals in front of coffee stations, 8' w x 5' h double sided. Attendees must walk past these locations to get to classrooms and registration.

\$3,500 for set

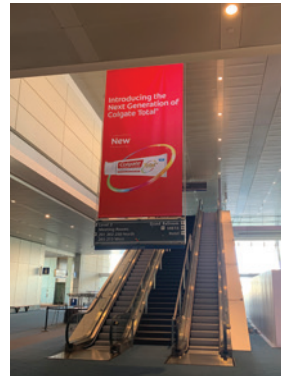


Northeast & Northwest Corner Banners

Two 12' w x 12' h Corner Banners—in the East and West corridors. Attendees see these banners as they head to registration and courses. They can also be seen from outside as buses pass by!

Great views from inside & out!

\$6,900 for set



Directional Escalator Banners

Two 9' w x 15' h vertical banners, double sided, hang over the escalators to level two from the North Lobby. Attendees can see these as they are traveling to courses on Level 2.

\$4,500 for set



Escalator Graphics

Five 21.75" w x 105" h decals on either side of escalators. Your message will be highlighted on two sets of escalators in the North Lobby going up to Level 2.

\$6,500 for set



Window Graphics

Four 2.5' w x 4' h graphics are available on the East & West sides on Level 1 & 2 of the BCEC. Window graphics are available in sets of four.

\$3,200 for set



MOBILE APP OPPORTUNITIES FOR YANKEE 2020

Mobile Alerts

Alerts can be sent through the Mobile App as push notifications on both iOS and Android devices to promote your booth, a new product or service, or even a giveaway!

Sponsorship Fee: \$700

Email details to graphics@massdental.org

Date/Time

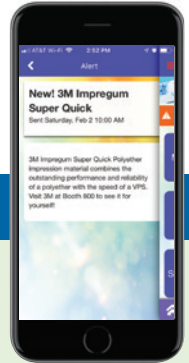
Indicate date/time you intend for the alert to be sent.

Subject

Give your alert a title! (29 characters or less)

Alert Message

Content of your alert promoting your booth, products/services, or giveaways! You can include a hyperlink, too! (255 characters or less)



Banner Ads

Includes premium placement of your graphic. This banner will rotate at the top of Yankee's mobile app making over 300,000 impressions and will link to your exhibitor landing page, where there will be a link to your website*. You may also bypass the landing page and have the banner link directly to your website.

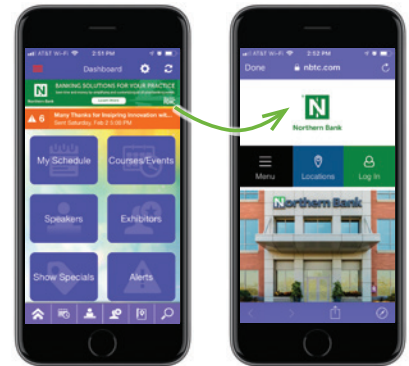
All files should be 72 dpi and in .jpg or .png format.

Landing Page Sizes:

320 w x 418 h pixels
640 w x 1008 h pixels
1536 w x 1920 h pixels
1408 w x 1408 h pixels

Banner Size:

640 w x 110 h pixels



Email Artwork to: graphics@massdental.org

*Please note, your website will be listed on your mobile exhibitor landing page as long as we have a website on file for your company. You can check the Yankee Exhibitor Search on yankeedental.com to make sure the website link you prefer is listed for your company by scrolling over your company name in the search results.

Sponsorship Fee: \$1,300 • Four Available

Artwork due December 13, 2019

Orders must be received no less than 2 weeks in advance of requested alert distribution time. All alerts are subject to approval by Yankee Dental Congress.

Company Name _____

Contact Name _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

Method of Payment

☐ MasterCard ☐ Visa ☐ American Express Amount Due: _____

CREDIT CARD # _____ EXP. DATE _____

AUTHORIZED SIGNATURE _____

NAME OF CARDHOLDER (PLEASE PRINT) _____

**APPLY ONLINE AT
yankeedental.com**

Or Mail Completed Form with Payment to:
**Massachusetts Dental Society
Yankee Exhibits
Two Willow Street
Southborough, MA 01745**

Or Fax to: **508.772.0668**

EMAIL SPONSORSHIP OPPORTUNITIES FOR YANKEE 2020

Yankee provides attendees with all of the news that's happening at Yankee. Keep your name in front of Yankee customers with a sponsorship ad that contains a link to your website. Average open rate of Yankee e-Newsletters is 70% with average click through rates of 33%.

Attendee e-Newsletters

600 w x 100 h pixel (static) bottom graphic (two available per newsletter).

\$1,300

Ad Due Date

September 25, 2019
October 30, 2019
November 7, 2019
January 2, 2020
January 8, 2020

Publish Date

October 2, 2019
November 6, 2019
December 4, 2019
January 8, 2020
January 15, 2020

Premium On-Site e-Newsletters

600 w x 100 h pixel (static) bottom graphic (two available per newsletter).

\$2,000

Ad Due Date

January 20, 2020
January 20, 2020
January 20, 2020

Publish Date

January 29, 2020
January 30, 2020
January 31, 2020

Show Special e-Newsletter Sponsorships

Let attendees know what specials you are offering at Yankee.
264 w x 180 h pixel (static) graphic (six available)

\$950

Ad Due Date

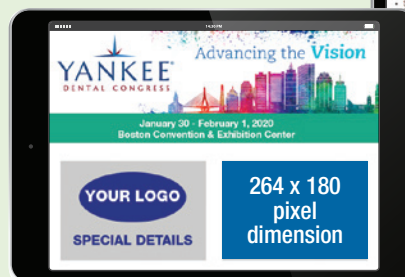
January 15, 2020

Publish Date

January 22, 2020



**600 x 100
pixel dimension**



**264 x 180
pixel
dimension**

All files should be 72 dpi and in .jpg or .png format. Email Artwork to: graphics@massdental.org

Contract also available online at yankeedental.com

Date _____ Booth Number(s) _____

Company Name _____

Agency (If Applicable) _____

Contact Name _____

Address _____

City/State/Zip _____ Phone _____

Email _____ Website _____

Method of Payment

☐ MasterCard ☐ Visa ☐ American Express Amount Due: _____

CREDIT CARD # _____ EXP. DATE _____

AUTHORIZED SIGNATURE _____

NAME OF CARDHOLDER (PLEASE PRINT) _____

**APPLY ONLINE AT
yankeedental.com**

Or Mail Completed Form with Payment to:

**Massachusetts Dental Society
Yankee Exhibits
Two Willow Street
Southborough, MA 01745**

Or Fax to: **508.772.0668**

EXHIBIT FLOOR CLASSROOMS

Yankee 2020 will offer classrooms on the exhibit show floor for companies that wish to present lectures for attendees. These courses will be listed in the Yankee Program Book as FREE to the attendees. If appropriate, CE Credits will be granted by Yankee.

There will be a total of 6 classrooms available each day. A lecture space will seat 80. Basic AV will be provided in each, including a LCD projector, screen, and wireless LAV microphone. If additional AV is required, please contact **Samantha Blache** at sblache@massdental.org. **Additional AV is at the expense of the sponsoring company.** Standard electric will be provided for AV needs. If your course requires additional electric, this must be ordered direct through the convention center and is at the expense of the sponsoring company. Prior approval is required.

Rooms will be available in 2 hour time slots. Courses will run Thursday, January 30th through Saturday, February 1st. Selection of a classroom location and time slots is on a first-come, first-serve basis. In order to participate in these classrooms your company must be a contracted Yankee 2020 exhibitor.

All speaker honoraria, travel and expenses must be arranged by the sponsoring company. Yankee reserves the right of final approval of all speakers. Yankee volunteers will be available for assistance, but company representatives need to set up the room with materials and supplies. Companies are also responsible for clean-up after the course to ensure the room is ready for the next program.

Deadline to be included in the official Program Book is June 10, 2019.

In order to operate in accordance with ADA CERP standards please note that product-promotion material or product-specific advertisement of any type is prohibited in or during the continuing education program. If you have a speaker change—MDS must be notified as soon as possible. MDS has final approval of all speakers/topics and can cancel them at anytime.

Company Name _____

Contact Name _____

Company Address _____

City/State/Zip _____ Telephone _____

Email _____ Website _____

The CE department will contact you with requirements for course objectives, course description, and the speaker information. Please fill out the following:

Speaker _____

Speakers who are licensed dentists must be ADA members.

Title of Course _____

Please Note: Courses will NOT be published or finalized until all information is received. Courses cannot be an infomercial and any specific mentions of product in course title, description, and objectives will NOT be accepted.

☐ Add a 38" x 81" freestanding meterboard with advertising inside the classroom during contracted time slot (\$350)

Method of Payment

☐ MasterCard ☐ Visa ☐ American Express Amount Due: _____

CREDIT CARD # _____ EXP. DATE _____

AUTHORIZED SIGNATURE _____

NAME OF CARDHOLDER (PLEASE PRINT) _____

Indicate which time slot you prefer. A Yankee Representative will contact you to confirm your selection.

THURSDAY

☐ 10:00 am - 12:00 pm (\$2,250)

☐ 2:00 pm - 4:00 pm (\$2,250)

FRIDAY SOLD OUT

☒ 10:00 am - 12:00 pm (\$2,800)

☒ 2:00 pm - 4:00 pm (\$2,800)

SATURDAY

☐ 10:00 am - 12:00 pm (\$2,250)

☐ 1:00 pm - 3:00 pm (\$2,250)

APPLY ONLINE AT
yankeedental.com

Or Mail Completed Form with Payment to:

Massachusetts Dental Society
Yankee Exhibits
Two Willow Street
Southborough, MA 01745

Or Fax to: **508.772.0668**

CORPORATE FORUMS

Have a company representative greet each attendee entering the classroom. These manufacturer hosted educational sessions allow you to provide continuing education to attendees. Companies must send the speaker's course outline and resume to the Massachusetts Dental society by **June 10, 2019** to be included in the official Yankee Program Book. The Yankee Program Committee will review courses to approve and determine if CE credits will apply to the course being offered. In order to participate in these classrooms your company must be a contracted Yankee 2020 exhibitor.

AV Provided: Screen, LCD Projector, Podium, Wireless LAV
(Please note: no 3:1 screens are permitted)

Contact **Samantha Blache** at sblache@massdental.org for additional AV or electrical needs (at the cost of the company). Corporate forums are offered as free courses to all registrants.

In order to operate in accordance with ADA CERP standards please note that product-promotion material or product-specific advertisement of any type is prohibited in or during the continuing education program. If you have a speaker change—MDS must be notified as soon as possible. MDS has final approval of all speakers/topics and can cancel them at anytime.

Company Name _____

Contact Name _____

Company Address _____

City/State/Zip _____ Telephone _____

Email _____ Website _____

The CE department will contact you with requirements for course objectives, course description, and the speaker information.

Please fill out the following:

Speaker _____

Speakers who are licensed dentists must be ADA members.

Title of Course _____

Please Note: Courses will NOT be published or finalized until all information is received. Courses cannot be an infomercial and any specific mentions of product in course title, description, and objectives will NOT be accepted.

Method of Payment

☐ MasterCard ☐ Visa ☐ American Express Amount Due: _____

CREDIT CARD # _____ EXP. DATE _____

AUTHORIZED SIGNATURE _____

NAME OF CARDHOLDER (PLEASE PRINT) _____

Available time slots.

THURSDAY

\$3,950 Classrooms Seat 300

- ☐ 8:00 - 10:00 am (2 slots available)
- ☐ 10:30 am - 12:30 pm (2 slots available)
- ☐ 2:00 - 4:00 pm (2 slots available)

FRIDAY

\$4,350 Classrooms Seat 300

- ☐ 8:00 - 10:00 am (1 slot available)
- ☐ 10:30 am - 12:30 pm (1 slot available)
- ☐ 2:00 - 4:00 pm (1 slot available)

SATURDAY

\$3,350 Classrooms Seat 100

- ☐ 9:00 - 11:00 am (2 slots available)
- ☐ 1:00 - 3:00 pm (2 slots available)

**APPLY ONLINE AT
yankeedental.com**

Or Mail Completed Form with Payment to:
**Massachusetts Dental Society
Yankee Exhibits
Two Willow Street
Southborough, MA 01745**

Or Fax to: **508.772.0668**

ATTENDEE MAILING LISTS (mailing addresses only)

Make sure your presence is known at this year's meeting. Surveys and focus groups indicate overwhelmingly that attendees want to know ahead of time about show specials and new products. By doing pre-show promotion you ensure traffic to your booth. A post-show mailing reaches customers that may have missed you and those who plan to make purchases after the meeting.

Date _____ Booth Number(s) _____

Company Name _____

Agency (if applicable) _____

Contact Name _____

Address _____

City/State/Zip _____

Phone _____

E-mail _____

All list rentals are subject to mailer signing the Mail/List Agreement on next page and adhering to all policies.

Please indicate the date you prefer your list to be sent. _____

SELECTIONS

2020 Attendees

- ☐ Pre-Registered Attendees
\$700
- ☐ Post Show Attendees
\$700

2019 Attendees

- ☐ Post Show Attendees
\$575

Other

- ☐ Second Mailing
\$300
- ☐ Custom Report
Please call for details

Term & Conditions of List Rental

List renter agrees to not resell, disclose, transfer, duplicate, reproduce or replicate any part of the list. List is limited to a one time usage solely to market or promote the above named exhibitor. List renter is permitted to use the list in merge/purge only for the purpose of eliminating duplicate names. In the event the list renter uses the list contrary to this agreement, the list renter will be held unconditionally responsible. Therefore, any and all costs incurred by Yankee Dental Congress in enforcing this agreement will be the responsibility of the list renter. There are no refunds for the renting of the list. It is clearly understood that Yankee Dental Congress in no way endorses any product or service or the above-mentioned exhibitor by renting the list. List renter agrees to indemnify and hold harmless Yankee Dental Congress from any and all claims, damages, losses or expenses, however incurred, occasioned by the use of the list. This agreement covers a 12 month period. It is understood that list orders are seeded with decoy names to monitor unauthorized use and use is tracked. Reuse of list will be invoiced. By signing this contract, you agree to the Terms and Conditions of the List Rental. (Signature required for processing).

Print Name _____ Authorized Signature _____

Method of Payment

☐ MasterCard ☐ Visa ☐ American Express Amount Due: _____

CREDIT CARD # _____ EXP. DATE _____

AUTHORIZED SIGNATURE _____

NAME OF CARDHOLDER (PLEASE PRINT) _____

**APPLY ONLINE AT
yankeedental.com**

Or Mail Completed Form with Payment to:
**Massachusetts Dental Society
Yankee Exhibits
Two Willow Street
Southborough, MA 01745**

Or Fax to: **508.772.0668**

ATTENDEE MAILING LISTS (mailing addresses only)

1. The List Renter shall rent the YANKEE DENTAL CONGRESS Attendee Mailing List for the fee and terms stated in the invoice and the agreement.
2. The List Renter acknowledges and agrees that the YANKEE DENTAL CONGRESS Attendee Mailing List, and any portions thereof, is the exclusive property of the list owner.
3. The List Renter shall provide the List Owner a sample of the mailing piece for approval prior to release of the mailing list. The sample mailing piece must be of professional use to the attendees and must not reference Yankee Dental Congress in any way without prior consent.
4. **The mailing piece** must include:
 - a. The Yankee logo found here: yankeedental.com/logos-banners
 - b. The location: BCEC or Boston Convention and Exhibition Center.
 - c. The dates: January 30 - February 1, 2020
 - d. **If the List Renter is promoting a course**, they must include course code, number of CEs, link to register and the following: The information and opinions presented by the speakers and sponsoring companies do not constitute an endorsement by Yankee Dental Congress.
 - e. **Please note:** Do not use "YDC", "Yankee Dental Meeting" or any other version to refer to the event. Yankee Dental Congress is the official show name and must be used on all materials
5. The List Renter agrees that all names and addresses furnished are provided on a rental bases **for one-time use only**. The List Renter guarantees the names and addresses shall not be copied, reused, sold, electronically reproduced or used by any party except as specified in the written order to List Owner.
6. The List Renter shall mail only the sample mailing piece which has been approved by List Owner. The List Renter or its agents shall not transfer names or information to its own customer files or re-contact names derived from the mailing list, or provide the names for another to make such contact, without prior written approval of List Owner.
7. The List Renter shall make a full payment for the mailing list in the amount specified in the List Owner's invoice for each order prior to list distribution.
8. The List Renter agrees that the rental conditions described herein shall apply to any present and future rentals of the mailing list.
9. All counts received by the List Renter from List Owner prior to completion of the actual mailing list are approximate and subject to change daily. List Owner shall not be responsible for shortages or overruns of materials based on estimates.
10. List Owner reserves the right to "seed" their lists using decoy names to protect against unauthorized use.

Name: _____

Title: _____

Address: _____

Signature: _____ Date: _____

YANKEE DENTAL CONGRESS 2019 | EXHIBITORS

3M	Carr Healthcare Realty	Edward Jones	Karl Schumacher Dental	and Prevention (OSAP)	Solutionreach
3Shape	Caryn's Corner	Elevate Oral Care	KaVo Kerr	Oventus Medical	Solvay Dental 360
42 North Dental	Centrix, Inc.	Elite Dental Partners	Kettenbach	Pak Surge	SOTA Imaging
A Fashion Hayvin	CGI Communications, Inc.	Enova Illumination	Kilgore International Inc	Panadent Corp	Sowingo
A. Titan Instruments	Choice Transitions LLC	EnvisionTEC	Kleer	Parkell, Inc./Directa Dental	Spring Consulting Group
Academy of General Dentistry	Christian Dental Society	Eskow Law Group	Komet USA	Parnell Pharmaceuticals, Inc	SS White Dental
Accutron by Crosstex	CIGNA Healthcare	Esthetic Professionals	Kuraray America	Patterson Dental Supply, Inc.	Sterilil, Inc
Ace Ticket Worldwide, Inc.	Citizens Bank	Facial Imaging Mobile Inc	Lares Research	PDT, Inc. / Paradise Dental Technologies	Sterling Architectural Millwork
ACTEON North America	ClearCorrect	FirstFit	Large Practice Sales	Perio Management Consultants, LLC	Sterngold Dental
ADA Find-a-Dentist	ClearGage	Florida Probe	LED Apteryx/VELscope	Perio Protect, LLC	Structure Builds LLC
A-dec Inc.	Click Heat	Forester's Financial	Legally Mine	Perio Optix	Summit Dental Partners LLC
Adit	Clinician's Choice	Forsyth School of Dental Hygiene	Lesco Dental Corp.	Philips Sonicare and Zoom Whitening	Summit Orthodontic Services, Inc.
ADS Dental System Inc.	Cobb Hill Construction	Fortune Management	Lester Dine Inc	PhotoMed International	Sunset Dental Lab
Affinity Dental Management	Cocofloss	Fotona	Lexikeet DENTAL	Pierce & Mandell, P.C.	Sunstar
AFTCO Transition Consultants	Colgate	Four Quadrants Advisory	Liberty Dental Plan	PL Medical	SurfCT.com
AI CARE LLC	Coltene	Garfield Refining Company	Lighthouse by Web.com	PLANMECA	Surgically Clean Air Inc.
Air Techniques	Common Sense Dental Products	Garrison Dental Solutions	Lips Inc.	Plum Dental Group	SurgicalScope
Alexion Pharmaceuticals	Connecticut State Dental Association	GC America Inc	Living Well Products Direct	PMR Marketing	SurgiTel
Align Technology, Inc.	Convergent Dental, Inc.	Glacial Multimedia	LumaDent Inc.	PNC HEALTHCARE BUSINESS BANKING	TAUB Products
Allied Powers LLC	Cortel Designs Loupes	Glidewell Dental	M.A.R.S Bio-Med	Podium	TD Bank
Almonte Fallago Group	Cosmedent	Global Dental Relief	MacPractice (dental software)	Porter Instrument Co.	Tess Oral Health
ALPHAENON Credit	Crest + Oral-B	Global Surgical Corporation	Macy's Boston Beauty	Practice Exchange	The Concept Group
Alternative Dental Laboratory	Criticare Technologies Inc.	Glove Club	Maine Dental Association	Preventech	The Gideons International
American Association of Dental Office Management	Cross Insurance	Glove World	Massachusetts Dental Hygienists' Association (MDHA)	Pristine Air Technologies Inc	The Ohio State University College of Dentistry
American Dental Assistants Assoc.	Crown Linen Service Inc.	GoldenDent	Massachusetts Dental Society	ProDentUSA	TMJ & Sleep Therapy Centre
Ameriprise Financial	Cruise Travel Outlet	Great Expressions Dental Centers	Massachusetts Dentists Alliance for Quality Care	Productive Practices	Tokuyama Dental America
Anutra Medical	Curaprox USA	Great Lakes	Massachusetts Hispanic Dental Association (MHDA)	Professional Protector Plan for Dentists	Top Quality Manufacturing
Argen Corporation	Cusp Dental Laboratory	Greater New York Dental Meeting	McGauhn & Schwadron, CPA's LLC	Professional Sales Associates, Inc.	TPC
Arm and Hammer	Cutco Cutlery	Guardian Life - Physician's Benefit Service	MEDCOHERE	Proma	Trihawk International
Arrowhead	Dansko By Alexander's	Halyard Health	Medical Techniques Inc.	Prophy Magic	TriState Dental Supplies & Equipment
Ascent Dental Solutions	Darby Dental Supply LLC	Hamel Marcin Dunn Reardon & Shea, PC	Medidenta	Prophy Perfect/PHB	TrueVision Systems, Inc.
Aseptico	DDS Match New England	Harbor One	Medidenta Italia	ProSites	Tufts University School of Dental Medicine Alumni Relations
Aspida	Delta Dental of MA	Hartzell Instruments	MedPro Group	Pulpdent Corporation	Tuttnauer USA
Avidia Bank	DenMat	Harvard School of Dental Medicine	Meisinger USA	PureLife Dental	Twice as Nice Uniforms
AXA Advisors	Dental Assisting National Board/ The DALE Foundation	Hawaiian Moon	MERCEDS-BENZ	QODORO BPM Pvt. Ltd.	U.S. Army Health Care
Axsys Dental Solutions	Dental Bio Care USA	Hayes Handpiece Company	Merrill Lynch	Q-Optics & Quality Aspirators Inc.	UConn Foundation
Bank of America Merchant Services	Dental Care Alliance	HDX WILL NA	Meta Biomed Inc.	Quintessence Publishing	Ultradent Products, Inc.
Bank of America Practice Solutions	Dental Dynamic Staffing	HealthFirst	Microcopy	quip	Ultralight Optics Inc.
Bankers Healthcare Group	Dental Herb Company	HealthyStart by Ortho-Tain	Midmark Corporation	QwikStrips	Unified Office
Barco Uniforms	Dental HQ	Heartland Dental	Midwest Dental	Ray America	Unique Services, Inc.
Bausch Articulating Papers, Inc.	Dental IT Solutions	Henry Schein Dental	Modular & Custom Cabinets	RDH Lounge	University of New England
Belmont Equipment	Dental R.A.T./ Blue Boa	Henry Schein One	Morr Dental Transitions, LLC	RDH Temps, Inc.	uPhoria Ultrasonic Whitening
Benco Dental	Dental Tribune America	Henry Schein Professional Practice Transitions	Myofunctional Research Co.	Reinvent Dental Products	Valumax International
Bento	DentalEZ Integrated Solutions	HIDOW	National Dental Pulp Laboratory, Inc.	Rescom Exteriors, Inc.	Vatech America
Berkshire Bank	DentalFree.com International Inc	Hippos	Nature Hill NV	RGP Inc	Vector R & D Inc.
Best Instruments USA	DentaQuest/MassHealth	Hippo Helper, The Tooth Fairy's Best Friend	Navigate	Rhode Island Dental Association	Vermont State Dental Society
Bien-Air	DentiMax	Hispanic International Mission	NDX H&O	Rose Micro Solutions	Video Dental Concepts
Biodent	Dentist Health and Wellness Committee	HMC Dental Handpiece Repair, Inc	NE Handpiece & Sharpening Co's	Rosen & Associates, LLP	Viking Cruises - Cruise Planners
BIOLASE	Dentistry on Hold	Hu-Friedy	NEA Powered by Wyne	Royal Dental Manufacturing	Vitaminpaste Toothpaste
Biotech, Inc.	Dentistry Today	Hunter & Spence	Neodent	RTR Financial Services	VOCO America Inc
Birdeye	Dentmark/Global Dentmark	Hunza Dental	New England Management Services	Salli USA	Walla International Inc., Click Heaters
Bisco Dental Products	Dentsply Sirona	ICW	New England Practice Transitions	Salvin Dental Specialties	Water Pik Inc
Blue Cross Blue Shield of MA	Department of Labor Standards	iDentalSoft	New Hampshire Dental Society	Santander Bank	Weave
BlueLight Analytics	Designs for Vision, Inc.	IgniteDA	New Smile Clear Aligners	Scheduling Institute	Webster Bank
Boston Public Health Commission/ RWDP	Diatech Inc	Impladent Ltd	New Tom	Schwartz & Schwartz CPAs	Wellen Construction Dental
BU Henry M. Goldman School of Dental Medicine	Digital Doc LLC	Implant Direct	NNA MEDICAL INC	SciCan Inc.	Wells Fargo Bank N A
botkeeper	DigitalHealthcareProfessionals	Implant Seminars	Nobel Biocare	Scrubs Tailored	West TeleVox Solutions
BQ Ergonomics LLC	DMG	Infinite Aloe	Nordent MFG	SDI (North America) Inc.	White Towel Services
Brasseler USA	DMI Dental Implants	Infinity Massage Chairs	Noris Medical Inc.	Second Story Promotions	Whiter Image
Brewer Company	Doctible	InnSeason Resorts	North American Dental Group	SecureTip	Wolters Kluwer Health
Brookline Bank	Doctor Multimedia	Integrity Systems & Solutions LLC	Northeast Dental Counseling	Select Merchant Solutions	WTU Systems
BrownGirl, RDH	Doctors Disability Specialists	International Pemphigus & Pemphigoid Foundation	Northern Bank	Senior Whole Health	YAPI
BURST	DoctorsInternet.com	ioTech International	NSK America	Septodont	York Dental Laboratory/A-Crown
Cain Watters & Associates	Door To Door Dental	IQ Dental Supply	NYU Langone Dental Medicine	Shader Productions	ZEISS
Camp Corporate Law, LLC	Doral Refining Corp	Iranian American Dental Network	Ocean Impex INC	Shofu Dental Corporation	Zimmer Biomet Dental
Capital One	Doyle and Mattheson, Inc.	Ivoclar Vivadent, Inc.	Onpharma Company	SICAT	ZOLL Medical Corporation
Capital Securities	Dreamscape Marketing	J&M Distribution	Oral Cancer Foundation	Simplifeye	Zoll-Dental
CareCredit	DryShield, LLC	J. MORITA USA, INC.	Orasoptic	Six Month Smiles	Zyris
CareStack	eAssist Dental Solutions	Jim Kasper Associates, LLC	Organization for Safety Asepsis	SKM Jewelers	
Carestream Dental	Eastern Dentists Insurance Company			Smiles for Life Network	
Cargill ~ Zerose Erythritol	Eclipse Loupes and Products			Snap On Optics	
	EdgeEndo			Sock Drawer and More	
				Solmetex	



January 30 - February 1, 2020

Boston Convention & Exhibition Center

Two Willow Street
Southborough, MA 01745-1027
yankeedental.com

Contact Information

Shannon McCarthy

Director of Sales & Business Development
smccarthy@massdental.org

508.449.6052

- Sponsorship Packages
- Advertising Opportunities
- Exhibit Floor Classrooms
- Scientific Sponsorships

Stefanie Cunniffe, CMP

Manager, Exhibits & Operations
scunniffe@massdental.org

508.449.6003

- Booth Assignments
- Meeting Operations
- Yankee Vendors/Contractors

Amanda Torpey

Manager, Exhibit Sales
atorpey@massdental.org

508.449.6031

- Exhibit Booth Sales
- Sponsorship & Advertising Sales

Sheila Giordano

Exhibits Sales Coordinator
sgjordano@massdental.org

508.449.6040

- Exhibit Booth Sales
- Sponsorship & Advertising Sales

Jennifer Thai

Registration & Exhibits Coordinator
jthai@massdental.org

508.449.6059

- Certificate of Insurance
- Registration
- Billing & Invoicing
- Attendee Mailing List

Alex Conway

Marketing Coordinator
aconway@massdental.org

508.449.6077

- Online Marketing Opportunities
- Expo Only Invitations

Future Dates January 28 - 30, 2021 • January 27 - 29, 2022 • January 26 - 28, 2023

Contract booth space and view the most up-to-date floor plan
yankeedental.com/exhibits