

# DENTALPALOOZA

A One-Day Outdoor Event Filled with Fun, Learning, and Exhibits

presented by YANKEE DENTAL CONGRESS

The Lawn on D  
Boston, MA

JUNE 4, 2021

11:00 am - 7:00 pm

## APPLICATION FOR EXHIBIT SPACE AND SPONSORSHIPS

All applications are subject to approval. Submission of application does not guarantee a booth assignment. Limit 1 booth per company.

The company name as shown on this form will appear in all Dentalpalooza publications. Please use appropriate capitalization.

Complete a separate contract for each company or division. **Contracts will not be processed without payment.**

Company Name \_\_\_\_\_

Publication Name (if different from above) \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Website \_\_\_\_\_

### Exhibit 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.

### CONTRACT ONLINE AT yankeedental.com

Or Mail Completed Form with Payment to:

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

Or Email to:

**exhibits@massdental.org**

### Exhibit Opportunities

- \_\_\_\_\_ Tabletop booth . . . . . \$2,850
- \_\_\_\_\_ 10' x 10' tent . . . . . \$4,250
- \_\_\_\_\_ 20' x 20' tent . . . . . \$8,000
- \_\_\_\_\_ 20' x 30' tent . . . . . \$12,500

*\*Refer to Dentalpalooza Sponsorship Opportunities brochure for inclusions in Exhibit Opportunities*

### Educational Opportunities

- ☐ BCEC, Level 0 . . . . . \$3,000
- ☐ Westin Glass Education Pavilion . . . . . \$4,250

### Questions?

exhibits@massdental.org • 508.449.6031

### Sponsorship Opportunities

*\*Refer to Dentalpalooza Sponsorship Opportunities brochure for sponsorship specifics*

- ☐ Dentalpalooza On-site Planner Full Page Ad . . . \$2,100
  - ☐ Inside Front Cover Location. . . . . \$2,600
- ☐ Dentalpalooza Digital Buyer's Guide Ad . . \$300 - \$2,800  
Size \_\_\_\_\_
- ☐ Attendee eNewsletter Sponsorship . . \$1,500 - \$3,500  
Date \_\_\_\_\_
- Registration Confirmation Email **SOLD OUT** . . . \$3,850
- ☐ Retargeting Campaign . . . . . \$2,500 - \$4,000
- ☐ Dentalpalooza Event Registration Pages Logo . . \$2,500
- ☐ Lanyards (sponsorship fee) . . . . . \$1,500
- ☐ Badge Stock Sponsorship . . . . . \$5,000
- ☐ On-Site Registration Signage . . . . . \$975
- Hand Sanitizer Stations **SOLD OUT** . . . . . \$2,000
- ☐ Banner Advertising . . . . . \$2,750
- ☐ Corn Hole Tournaments. . . . . \$2,500
- ☐ Bocce Court. . . . . \$2,500
- Dentalpalooza T-Shirts **SOLD OUT** . . . . . \$6,000
- ☐ Photo Booth . . . . . \$3,500
- ☐ Selfie Stations . . . . . \$3,500
- Tote Bags **SOLD OUT** . . . . . \$6,000
- ☐ Drink Tickets . . . . . Call for pricing
- ☐ Popcorn Station . . . . . Call for pricing

### Method of Payment

Full Payment is required for all contracts Amount Due: \_\_\_\_\_

☐ Check enclosed payable to: Massachusetts Dental Society, Exhibits Department

☐ Credit card: Mastercard, Visa or AMEX

Reach out to [exhibits@massdental.org](mailto:exhibits@massdental.org) to set up a credit card payment over the phone.

For your security, please do not email credit card information.

If you would like to coordinate a payment plan, please contact [atorpey@massdental.org](mailto:atorpey@massdental.org).

We have read and will abide by the Rules & Regulations (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 February 15, 2021, we will receive a full refund minus a \$100 cancellation fee. If we give notice after February 15, 2021 we receive no refund.

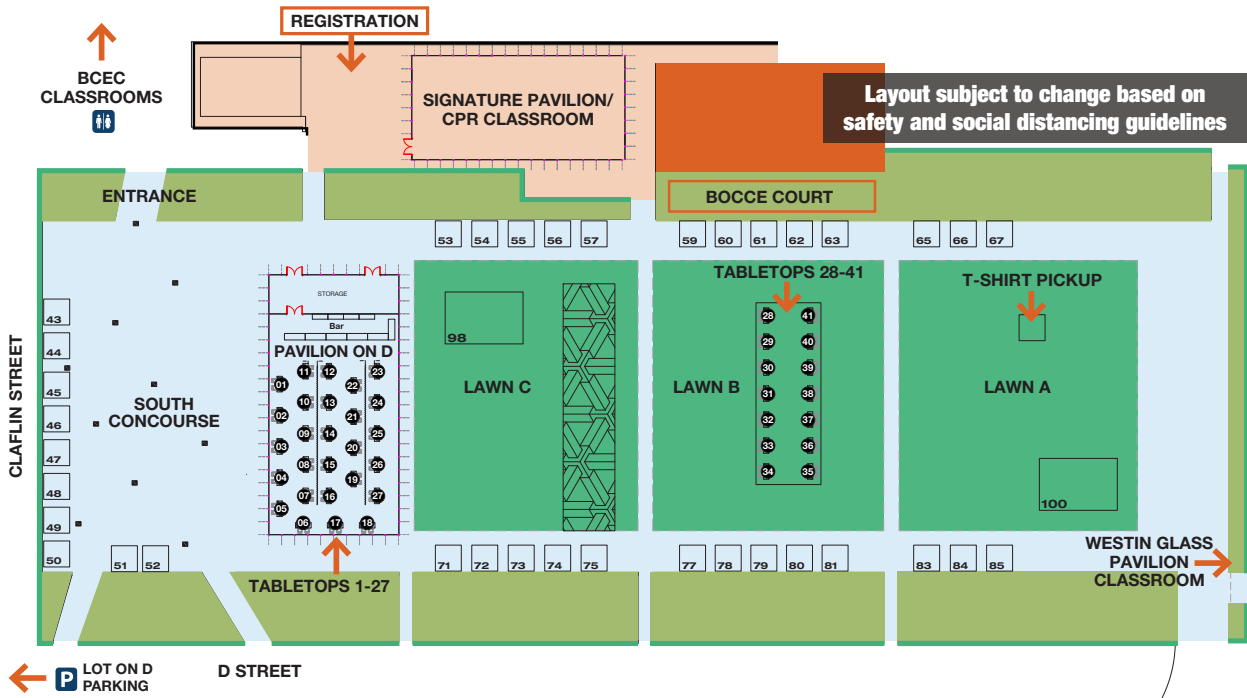
SIGNATURE REQUIRED

DATE

Date Rec'd Contract \_\_\_\_\_ Payment \_\_\_\_\_

ID # \_\_\_\_\_ Order # \_\_\_\_\_

Booth Assignment \_\_\_\_\_



## Rules & Regulations

### All Exhibitors are subject to MDS approval.

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 Massachusetts Dental Society (MDS) acceptance of the form, as signed and submitted by you, creates a binding contract between Exhibitor and MDS. MDS reserves the right, in its sole discretion, to refuse exhibit space to any company, including prior exhibitors.

### Payment Procedure

Booth fees are payable by check, bank transfer, money order or credit card in USD funds only. Contracts will not be processed without submitting the completed application and payment in full. Contracts will be accepted on a first come; first served basis and once sold out will no longer be accepted but can be placed on a wait list.

### Cancellation and Refund Policy

If written notice of cancellation of booth space is received prior to February 15, 2021, exhibitor agrees to pay a cancellation fee equal to \$100. If written notice of cancellation is received on or after February 15, 2021, exhibitor agrees to pay a cancellation fee equal to 100% of the total fee for booth space. These cancellation fee terms will apply regardless of the execution date of the application. If MDS does not receive any notice of cancellation in writing, the exhibitor will be liable for 100% of the total fee for booth space.

MDS reserves the right in its sole discretion to cancel any exhibit application or agreement at any time, if the applicant has violated, or the MDS reasonably believes that the applicant will violate, any of the exhibit rules set forth in the Exhibit Rules and Regulations or has engaged in or is engaging in any activity that reflects negatively on the MDS's favorable image, goodwill, reputation, or acceptance by its members or the public. MDS shall not be liable for special, consequential or incidental damages, loss, or expenses, directly or indirectly, arising from or in connection with the cancellation of this exhibit, notwithstanding notice to MDS of the possibility of such damages, loss of expense. MDS's maximum liability shall not in any case exceed the rental payment made to MDS by the exhibitor.

If Dentalpalooza is cancelled due to safety concerns from COVID-19, refunds or credit options toward 2022 for each exhibitor and sponsor will be available and addressed at

such time. The MDS will continue to gather information and observe the current landscape and provide updates as necessary.

### Exhibitor-Sponsored Events and Educational Programs

As a condition of the MDS accepting the exhibitor's application for space, the exhibitor agrees that exhibitors may not hold any programs during event hours that bring attendees away from the Dentalpalooza event. Please be aware that exhibitors cannot utilize speakers who are on the current-year Yankee scientific program. Exhibitors must disclose to the Yankee Exhibit Staff all offsite events, seminars, focus groups or programs that will be linked to using the Yankee Dentalpalooza event. Any violation of this stipulation will cause sanctions to be applied to the exhibitor. Please review program and exhibit day and hours before completing your plans.

### Exhibit Setup and Hours

Exhibitor set up will take place on June 4, 10am - 11am. All booth materials must be carried exclusively by the exhibit staff from the parking lot to the Lawn on D. Exhibitor's booth will be staffed with booth representative during the assigned exhibit hours. Exhibit staff are invited and encouraged to stay for the entire event. As outlined, exhibitors will receive appropriate number of registrations for booth space and will be permitted to purchase additional if needed.

### Space Assignment Policy

Space is limited and will be sold and assigned on a first come, first served basis. Due to possible social distancing, 25 table tops will be sold. As distancing guidelines are more clear, we will open up more space and update the floorplan as such.

### Exhibit Dismantle

Exhibit dismantle will take place after the event at 7pm. All materials must be removed at the close of the event.

### Rain Date

Dentalpalooza will be held on June 4th rain or shine. In the event of a weather emergency, an alternate date will be announced.

### Subletting Space

Subletting, sharing, allocation, partnering or any other similar arrangement of space is prohibited. An exhibitor may neither assign, allocate, nor apportion the whole or any part of space

allotted, or display any goods other than those manufactured or distributed by the exhibitor in the regular course of the exhibitor's business, nor permit any representative of any other firm to solicit business or take orders in the exhibitor's space. The featuring of names or advertisements of non-exhibiting firms or businesses will not be permitted.

### Sales by Non-Exhibiting Companies

Solicitation by non-exhibitors is prohibited. Firms and representatives not assigned exhibit space are prohibited from soliciting business at Dentalpalooza. Violators will be banned from the event.

### Exhibitor-Sponsored Contests

Exhibitors who want to sponsor any type of contest, raffle or drawing for prizes must obtain approval from MDS. All demonstrations or promotional activities must be in compliance with the law.

### Audio and/or Video Broadcasting

Exhibitors are not allowed to conduct any live or taped video or audio broadcasts from their booth space or from anywhere else at the event without prior written consent from MDS. If you have questions, please contact [exhibits@massdental.org](mailto:exhibits@massdental.org).

### Music

This applies to live and recorded music, including that played on video. Any and all licenses to permit public performance of music or movies are the sole responsibility of the Exhibitor to acquire.

### Indemnification

By submitting a Contract for Dentalpalooza Exhibit Space, Exhibitor agrees to indemnify, hold harmless and defend the Massachusetts Dental Society, MCCA, Lawn on D, and each of their affiliates and subsidiaries, and each of their directors, members, officers, agents, employees, and representatives (each an "Indemnified Party"), from all claims, losses, liabilities, damages, actions, judgments, penalties, costs, and expenses (including attorney fees and costs) arising in, at, out of or in connection with the Exhibitor's exhibition at Dentalpalooza. Such indemnification shall be effective regardless of any claim of negligence on the part of any Indemnified Party. This provision shall be construed to be incorporated into the Contract.