

YANKEE VIRTUAL CONTRACT

All applications are subject to approval.

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

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 _____

Booth Building Contact

This person and the Exhibit Contact will have access to build the virtual booth.

Name _____

Email _____

Booth Opportunities

Premier Booth Package – \$1,350

- Company logo in one exclusive promotional email about Yankee Virtual
- High impact directory ad included in the Yankee Digital Buyers Guide
- 4 exhibitor passes
- Plus everything in the Standard Booth Package

Standard Booth Package – \$950

- One Exhibit Booth with link to web, chat features, and ability to upload video
- Registrant List with attendee and practice name provided two weeks prior to event open
- Robust reporting and analytics
- Exhibit hall will remain active for 30 days after the event for continued connections
- 2 exhibitor passes

Upgrade position to the Exhibit Hall Landing page – \$3,500

- Only 9 slots available with Premier Booth Package

Sponsorship Opportunities

(descriptions listed in the Virtual Prospectus)

- Virtual Platform Main Lobby Logo. \$1,500 - \$2,000
- 30-60 second commercial spot. \$1,650
- Swag Box. \$800 + 1,000 samples/inserts
- Attendee eNewsletter Sponsorship \$1,200
- Attendee eNewsletters during the event \$2,000
- Registration Confirmation Email Sponsorship. \$2,500
- Login Email Sponsorship \$3,500
- Virtual Photo Booth \$2,000
- Digital Buyer's Guide. \$300 - \$2,800
- Retargeting Campaign. \$2,500 - \$4,000

Educational Opportunities

(descriptions listed in the Virtual Prospectus)

- Live Education Sponsorship (provides CE credit) \$4,750
- Recorded Education Sponsorship in Education Library (provides CE credit) . . . \$1,850
- Product Demonstration \$2,500

In order to participate in Sponsorship and Educational Opportunities your company must be a contracted Yankee Virtual 2021 exhibitor.

The undersigned acknowledges receiving a copy of the 2021 Yankee Virtual Rules and Regulations and agrees to abide by all provisions, rules and regulations as published therein.

SIGNATURE REQUIRED DATE

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
Please call 508.449.6010 so that we can process your payment over the phone

If you would like to coordinate a payment plan, please contact atorpey@massdental.org.

**CONTRACT ONLINE AT
yankeedental.com**

Or Email to:
exhibits@massdental.org

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

Date Rec'd Contract _____ Payment _____

ID # _____ Order # _____

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. All contracts must be received by January 5, 2021.

Cancellation and Refund Policy

If written notice of cancellation of booth space is received prior to November 6, 2020, exhibitor agrees to pay a cancellation fee equal to \$100. If written notice of cancellation of booth space is received on or after November 6, 2020, 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.

In addition to being subject to restriction or termination, Yankee exhibitors who violate any of the policies, rules, regulations or exhibiting standards presented in these guidelines will be subject to the following sanctions. Violation of any of these Rules and Regulations by the exhibitor or his/her employees or agents shall at the option of

MDS forfeit the exhibitor's right to occupy virtual space and such exhibitor shall forfeit to MDS all monies paid or due. Upon evidence of violation, MDS may take possession of the virtual space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that MDS may incur thereby.

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 exhibit hall or scientific program hours that bring attendees out of the MDS virtual platform. The MDS offers a comprehensive scientific program on a full array of dental topics, and the program that attracts the most members to the meeting. Therefore, the MDS prohibits educational forums that detract from the activities at the conference during the dates of the Yankee Dental Congress. Please be aware that exhibitors cannot utilize speakers who are on the current-year Yankee scientific program. Exhibitors must disclose to the MDS all offsite events, seminars, focus groups or programs that will be linked to using the Yankee virtual platform. Any violation of this stipulation will cause sanctions to be applied to the exhibitor. Please review program and exhibit days and hours before completing your plans.

General Setup

Exhibitor's booth will be staffed with a live booth representative during the assigned hall hours. The Exhibitor agrees to submit your logo, color scheme, and any PDFs/video files through the exhibitor dashboard. Complimentary training will be provided for Exhibitor booth set up.

Business Activities Outside of Booth Space

You may only engage with attendees in the virtual exhibit hall. Exhibitors will not be allowed to promote their products in CE sessions or Networking Events unless sponsorship has been secured.

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 in the virtual platform. Violators will be banned from the platform.

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 in the convention platform without prior written consent from MDS. If you have questions, please contact 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 Virtual Exhibit Space, Exhibitor agrees to indemnify, hold harmless and defend the Massachusetts Dental Society, Community Brands, 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 virtual exhibit or the design, maintenance, conduct, use, or operation of such exhibit or any part thereof, by Exhibitor or its officers, directors, employees, agents, representatives, invitees, agents or contractors. 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.