



IMAGINE

THE POSSIBILITIES

JANUARY 26 - 28, 2023

Boston Convention & Exhibition Center



EXHIBITOR PROSPECTUS

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

WELCOME

JANUARY 26 - 28, 2023

Boston Convention & Exhibition Center

Yankee Dental Congress is New England's largest meeting for professionals seeking cutting-edge continuing education. The dental community gathers each year to forge relationships and create opportunities at this dynamic event.

As an exhibitor at Yankee 2023, explore the possibilities of opportunities!

- Meet with your existing customers to provide outstanding customer service and get feedback that may help enhance your product or service.
- Yankee is the perfect place to introduce sales reps to industry partners, and even recruit for new postilions
- Yankee provides you with an opportunity to collect competitive and industry data. Attending seminars, and collaborating with customers helps you see the big picture in the dental industry.
- Sales growth! Every person you meet could be your next big customer! They may not be ready to make a purchase at the show, but if you make a connection with them, they will remember you when the time is right!

The possibilities are endless!





what's inside

4 - 5	General Information
6	Important Dates/Shipping/Move-In & Move-out
7	Floor Plan
8	Certificate of Insurance
9	Booth Construction
10 - 12	Rules & Regulations
13	Publications/Print/Digital Advertising
14 - 17	On-Site - Specialty Products & Promotions
18 - 20	On-Site Advertising/Signage
21	Mobile App/Email Sponsorship Opportunities
22	Educational Sponsorship Opportunities
23	2022 Exhibitor List
24 - 29	Contracts and Applications
30	Contact Information

UNMATCHED OPPORTUNITIES TO CONNECT WITH

Booth Includes

- 8' back drape, 3' side rails and drape
- 7" x 44" company ID sign
- Online presence as part of our interactive floor plan located on the Yankee website
- Inclusion in Priority Point Assignment for 2023
- Ability to rent a pre-show attendee mailing list
- 8 badges per 10' x 10' booth
- Buying incentives for attendees

- **FREE** Lead retrieval (must be ordered), \$375 value
- **FREE** Expo Only passes for customers (must be ordered), \$59 value
- **FREE** Vacuum for first show day, \$70+ value
- Access to Exhibitor Lounge with **FREE** coffee

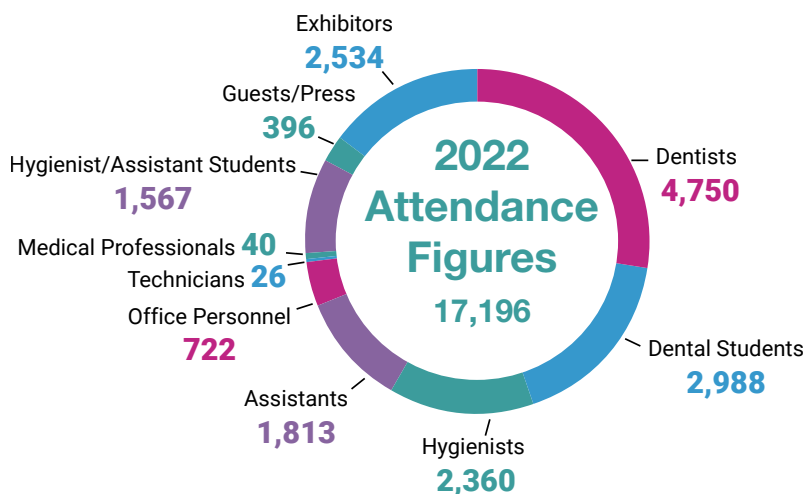
Booths do not include electrical, carpet, furnishings, and other accessories. These items may be rented through the official service vendors, or provided by the exhibitor. **All exhibitors are required to have a floor covering for their full exhibit space.**

Face-to-face connections at Yankee 2023 will set up your sales pipeline for the year!

Attendee Traffic Builders & Buying Incentives*

- **Thursday Spend & Get Event**
ADA members and staff who spend \$500 or more at one booth receive a \$50 gift card on-site
- **Super Saturday Raffle**
Attendees who spend at least \$100 on the Exhibit Floor can enter to win \$100.
- **Yankee Rebate Program**
ADA member dentists who spend over \$2,500 on the Exhibit Floor receive FREE Registration for 2023
- **Exhibit Floor Receptions**
Yankee hosted receptions on the Exhibit Floor

*Traffic Builders/Buying Incentives subject to change.



Specialties Represented

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

Exhibit Booth Fees

10' x 10' inline	\$4,050
10' x 10' corner	\$4,450
10' x 10' discounted (orange booth)*	\$2,700

Islands require a minimum of 4 corners and incur additional fees to create the space. See details on page 5.

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

*See page 5 for rules governing discounted booths.

Network Room Rental*

Cost per 20' x 20' room: \$2,900

On-site conference rooms are convenient for private meetings with clients and staff, luncheons, and/or break rooms. Each room has 8' high hardwall construction, carpet, 6' table, 4 chairs and a sign. Customization and furnishings are available for order through Freeman. All food & beverage utilized in Networking Rooms must be ordered through Levy Restaurants. Reserve your conference room on the application/contract for exhibit space or online.

*Must have contracted booth space to rent Networking Room.

Booth Payments

For booths submitted during the priority point period, 50% deposit is required. Balance is due by August 31, 2022. Contracts received after this date must include payment in full. Please call for special considerations. Contact us at exhibits@massdental.org to set up wire and/or bank transfer payments or if you would like to set up a payment plan.

Booth Assignment

Contracts must be received by April 29, 2022 for priority point space assignment. Exhibitors from Yankee 2022 may contract between April 13 - 29. Confirmations will be emailed by early June. Contracts received from companies who did not exhibit in 2022 or those received after April 29 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. 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.

DENTAL PROFESSIONALS

FREE Listings in these Publications/Digital Assets

- Program Book
- On-Site Guide
- Website
- Mobile App
- Social Media



See Important Dates listed on page 6 for deadlines.

See page 13 for advertising opportunities.

EXHIBIT DATES & HOURS

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

THURSDAY, JANUARY 26

9:30 am – 5:30 pm

FRIDAY, JANUARY 27

9:30 am – 5:30 pm

SATURDAY, JANUARY 28

9:00 am – 4:00 pm

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 \$2,225. 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.

Housing Bureau

Yankee will block hotel rooms in the Seaport area. Shuttle service will run between some of the Seaport properties and the BCEC. The housing bureau will open October 6, 2022, the same time Yankee Registration opens. Visit yankeedental.com for more detailed information in late summer. Please do not call the hotels directly.

Exhibitor Service Manuals

Service Manuals will be sent electronically to all exhibitors in October and will be available on the Yankee website.

Certificates of Insurance

All exhibitors must send an original certificate of insurance to the Massachusetts Dental Society by December 14, 2022. See page 8.

Booth Construction Rules

Rules governing booth construction can be found on page 9. Exceptions to these rules will not be made unless approved through a booth variance form. You will be required to adjust your booth accordingly on-site if these guidelines are not followed.

Rules Governing Discounted Booths

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 19, for the printing of the On-Site Guide.

Health and Safety

The Yankee Dental Congress will follow all guidelines set forth from the Commonwealth of Massachusetts and the Center for Disease Control.

Yankee will post Health and Safety updates to our website.

IMPORTANT DATES: 2022–2023

Please note dates are subject to change

APRIL

April 13 - 29

Priority point contract period

April 29

Contract and deposit deadline for priority point space assignment

JUNE

Notices of priority point booth assignments are emailed

June 30

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

AUGUST

August 1

Contracted companies will be listed in the Program Book

August 31

Balance of booth payment due

SEPTEMBER

September 9

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

OCTOBER

Monthly Exhibitor e-Newsletters begin

Exhibitor Service Manual available at yankeedental.com/exhibits

October 6

Yankee Housing and Registration open

Registration for booth personnel open. Register online at yankeedental.com

DECEMBER

December 14

Certificates of Insurance due

December 15

Deadline to submit complimentary show special listing to be promoted in the OnSite Guide and on the Mobile App and Web

December 16

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

December 19

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

December 21

Deadline to submit booth variance, hanging sign, and laser request forms for approval

JANUARY

January 4

Deadline for discounted rates on all Freeman services and furnishings for your booth

Deadline for registering booth personnel to receive badges by mail

January 5

Deadline for discounted rates on all MCCA services for your booth (includes electrical)

January 12

Deadline to make hotel reservations within Yankee blocks

Deadline to order complimentary lead retrieval service

January 24

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

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

SHIPPING

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

Advanced Shipping

January 2 - 17

Yankee Dental Congress 2023
Exhibiting Company Name
Booth # _____
C/O Freeman
25 Doherty Ave
Avon, MA 02322

On-Site Shipping

January 23 - 25

Direct Freight Shipments will be accepted at the BCEC starting Monday, January 23 at 8:00 am.

Yankee Dental Congress 2023
Exhibiting Company Name
Booth # _____
C/O Freeman
Boston Convention & Exhibition Center
415 Summer Street
Cypher Street Entrance
Boston, MA 02210

Return Shipping

Sunday, January 29

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 23 8:00 am - 5:00 pm

By special request for booths 20' x 20' and larger only. Request forms due December 16.

Tuesday, January 24 8:00 am - 5:00 pm

Wednesday, January 25 8:00 am - 6:00 pm*

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

MOVE-OUT

Saturday, January 28 4:00 pm - 11:59 pm

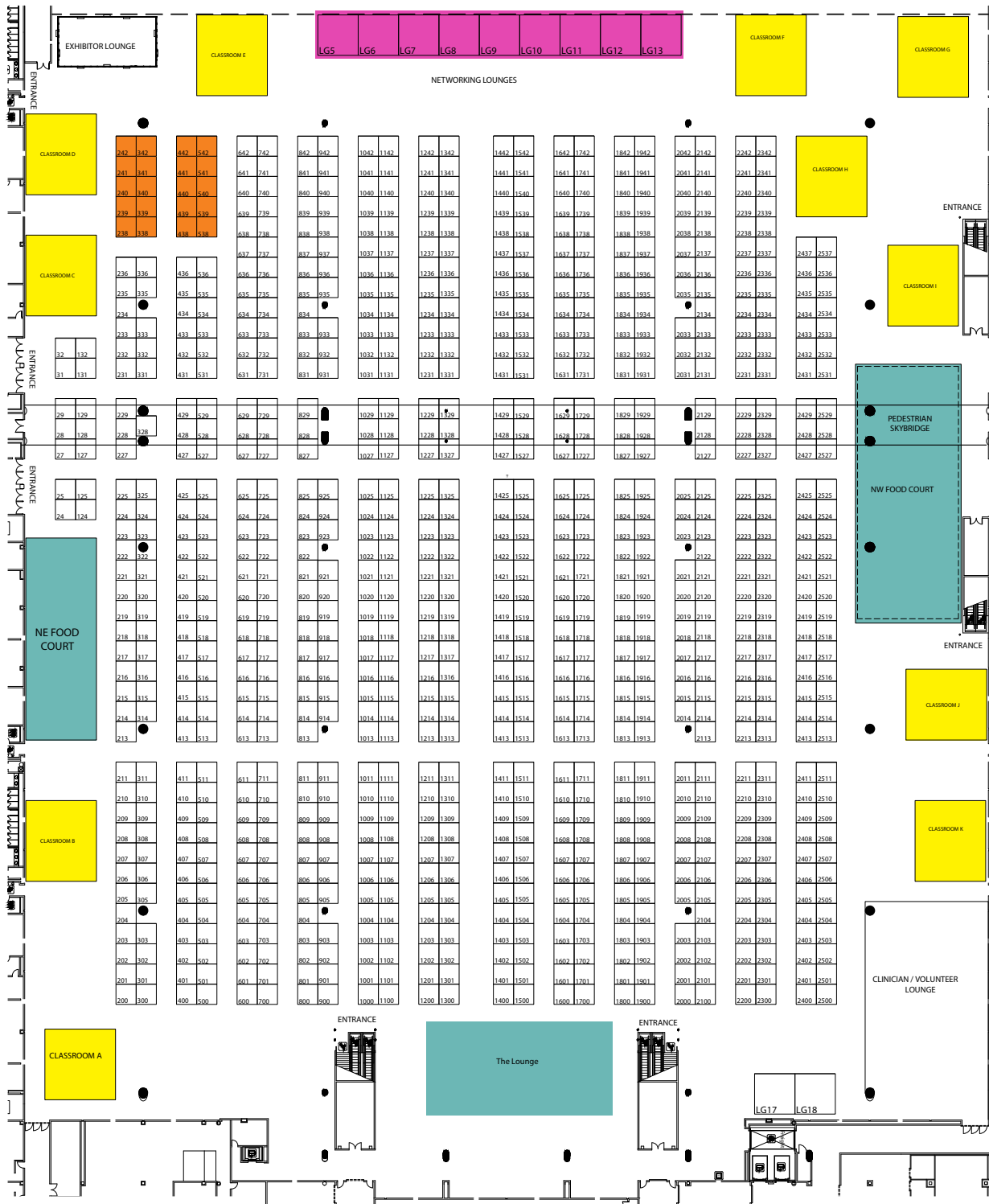
Exhibitors may not start moving out prior to 4:00 pm.

Sunday, January 29 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, January 29.

FLOOR PLAN

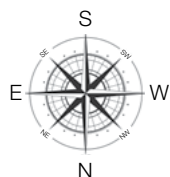
Please refer to yankeedental.com/exhibits for the most up-to-date floor plan.



Booth Pricing

- 10 x 10 Corner
\$4,450
- 10 x 10 Inline
\$4,050
- Discount Booths*
\$2,700
- Network
Room Rental
\$2,900

* discounted booth locations are subject to change



CERTIFICATE OF INSURANCE

All exhibiting companies agree to indemnify the MDS, 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 14, 2022. No exhibitor will be permitted to set up without a certificate of insurance.

REQUIRED INFORMATION

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

ACORD. CERTIFICATE OF LIABILITY INSURANCE

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

PRODUCER
INSURANCE COMPANY
SUMMIT STREET
BOSTON, MA 02215

INSURED
1 YOUR COMPANY

INSURERS AFFORDING COVERAGE
INSURER A: THE CHUBB
INSURER B:
INSURER C:
INSURER D:
INSURER E:

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.

TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD)	POLICY EXPIRATION DATE (MM/DD)	COVERAGE LIMITS
GENERAL LIABILITY <input checked="" type="checkbox"/> CLAIMSMADE <input checked="" type="checkbox"/> OCCUR	35373401	7/01/22	7/01/23	2 \$1,000,000
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) \$
GARAGE LIABILITY ANY AUTO				BODILY INJURY (Per person) \$
EXCESS/UMBRELLA LIABILITY OCCUR <input type="checkbox"/> CLAIMSMADE <input type="checkbox"/>				ADDITIONAL INJURY (Per accident) \$
WORKERS COMPENSATION AND EMPLOYERS LIABILITY ANY INJURED OR PARTNER/EXECUTIVE OFFICER/EMPLOYEE EXCLUDED?				PROPERTY DAMAGE (Per accident) \$
OTHER				AUTO ONLY - EA ACCIDENT \$
				OTHER THAN AUTO ONLY - EA ACC \$
				AGGREGATE \$
				EACH OCCURRENCE \$
				AGGREGATE \$
				STATUTORY LIMITS \$
				E.L. EACH ACCIDENT \$
				E.L. DISEASE - EA EMPLOYEE \$
				E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS

4 ADDITIONAL INSURED: MASSACHUSETTS DENTAL SOCIETY, THE MASSACHUSETTS CONVENTION CENTER AUTHORITY AND FREEMAN.

CERTIFICATE HOLDER
**5 MASSACHUSETTS DENTAL SOCIETY
Yankee EXHIBITS
TWO WILLOW STREET
SOUTHBOROUGH, MA 01745**

CANCELLATION
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: [Signature]

ACORD 25 (2001/08) © ACORD CORPORATION 1988

Send completed COIs to
exhibits@massdental.org

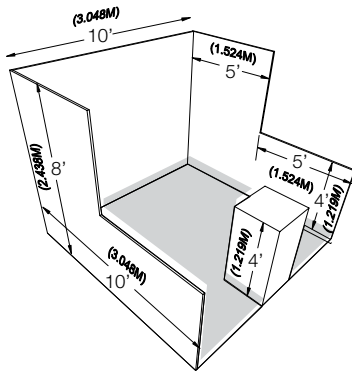
- 1 Your company must be listed as the insured.
- 2 You must carry and maintain a **minimum of \$1 million insurance coverage** that provides general liability coverage, coverage against damage to persons and property, and hazard insurance, insuring the exhibitor's property and its exhibit space, to 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 2023 Rules & Regulations, or otherwise.
- 3 Required dates must cover the dates of the expo, including set-up and breakdown: **January 22 - 29, 2023**. Please send the certificate even if it expires by December 31, 2021, then send a new certificate after this date.
- 4 All insurance shall name as additional insured the Massachusetts Dental Society, 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.

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.

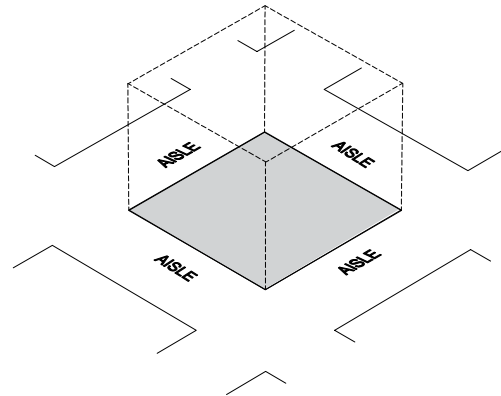
BOOTH CONSTRUCTION

Exceptions to these rules will not be made unless approved through a booth variance form. You will be required to adjust your booth accordingly on-site if these guidelines are not followed.



Standard/Linear Booth

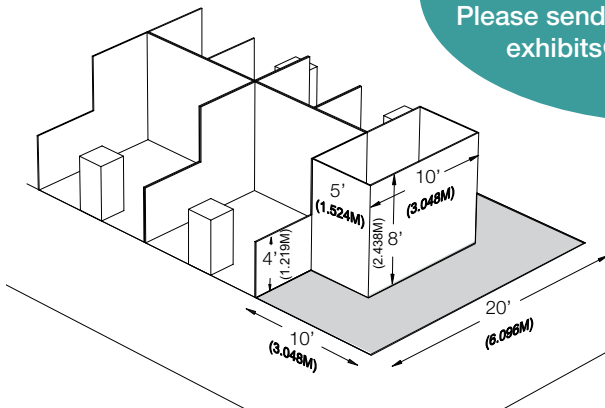
All linear booths are 100 sq. ft. (10' x 10') unless otherwise noted on the floor plan. Booths have a back wall drape that is 8' high, with sidewall drapes that are 3' high. Total height of exhibits (including decorations) may not exceed 8' unless against a wall, which allows for 12' or prior approval 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

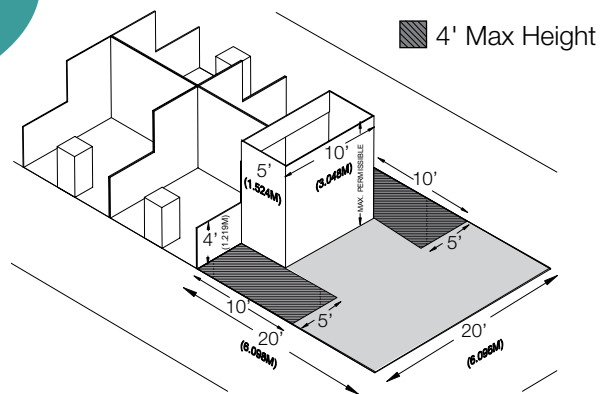
An island exhibit is an open area of exhibit space with aisles on all four sides. The entire cubic content of the space may be used up to the maximum allowable height of 16'. Approval by Yankee Exhibit Management is required if any exhibitors with island space plan to exceed 16', or require special consideration 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 2023 | RULES & REGULATIONS

The 2023 Rules and Regulations will govern all the exhibits at the Yankee Dental Congress presented by the Massachusetts Dental Society ("MDS") (a constituent of the American Dental Association). 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 24 thru Wednesday, January 25, 2023. 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 25 to allow for installation of aisle carpet. Crates remaining after this time will be removed at the Exhibitor's expense.

Exhibit Dismantle

Saturday, January 28, at 4:00 PM thru Sunday, January 29, 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, January 29; 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, 2022 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, 2022. Applications received after August 31, 2022, 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, 2022, there will be a full refund (0 refund for purchased aisle space); if notice is received between June 30 and September 9, 2022, MDS will retain the 50% deposit per booth (0 refund for purchased aisle space); if notice is received after September 9, 2022, 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 forfeit the entire cost of booths removed to create the island at any time following original contract submission. As well, companies who cancel island space are responsible to carpet the canceled space if it is not re-sold.

Abandoned Space

Any space not completely set-up by 6:00 PM on Wednesday, January 25, 2022, 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 email or 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 8 booth personnel per 10x10 booth. Additional booth personnel over the 8 per 10x10 booth allotment will be charged a \$30 fee per registrant. Exhibitors may register booth personnel from October 6, 2022 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. Dentists, hygienists, assistants or technicians may not register as a guest of the Exhibitor. 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.

The Exhibitor acknowledges that corporate and personal information collected in the application and registration process may be used by MDS and its personnel for MDS's own internal purposes and may be shared with Yankee vendors solely to facilitate your participation in the Yankee.

Exhibitor Appointed Contractors

Exhibitors may use a 3rd party exhibitor appointed contractor (EAC) for non-exclusive services of booth set up and are required to fill out the form in the exhibitor service manual. They must also provide the EAC with a copy of the Yankee 2023 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 and found in the BCEC Exhibitor Ordering Guide, also found on the Convention Center website. 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.

Sales by Non-Exhibiting Companies

Solicitation by non-exhibitors is prohibited. Companies and representatives not assigned exhibit space are prohibited from soliciting business in any form in the BCEC and all Yankee Dental Congress hotels. Violators of this prohibition will be required to leave the properties immediately.

YANKEE DENTAL CONGRESS 2023 | RULES & REGULATIONS

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 MCCA and Freeman against all risks in connection with its exhibit at Yankee, or under the 2023 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 14, 2022. 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, 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 25, 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 2023 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 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 or MDS 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 13, 2023. Failure to comply with this rule may result in dismissal from the Exhibit 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 or (ii) any of the convention hotels (together, the

YANKEE DENTAL CONGRESS 2022 | RULES & REGULATIONS

“Restricted Area”) the Exhibitor shall not, whether directly or indirectly, during the period from Monday, January 23, 2023 through Sunday, January 29, 2023 (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 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 exhibitor service manual will be sent electronically in October 2022 and will contain the 2023 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.

Exhibitor Housing

The Yankee Dental Congress Housing Bureau will open October 6, 2022 at 12:00 noon for reservations

for the meeting. This information will be available on the Yankee website.

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 include first night vacuum. Booth vacuuming for days 2 and 3 may be ordered through the official cleaning vendor via exhibitor service manual.

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 adhering to the rules of the Yankee Dental Congress and the BCEC/MCCA. 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)	\$3,900
Inside Front Cover	\$5,600
Page One	\$5,100
Opposite Table of Contents	\$4,800
Inside Back Cover	\$3,100
Back Cover	\$7,100
Center Spread	\$6,800
Full Page	\$2,900
Half Page	\$1,600

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 1, 2022



Printed book mailed to over 25,000 dental professionals

On-Site Guide

Front Cover (1/3 pg ad)	\$4,900
Inside Front Cover	\$5,300
Page One	\$4,000
Opposite Table of Contents	\$4,500
Inside Back Cover	\$3,000
Back Cover	\$6,000
Center Spread	\$6,700
Full Page	\$2,900
Half Page	\$1,200

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 19, 2022



Printed guide available on-site to over 25,000 attendees!

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 508.449.6054.

Email Artwork to:
exhibits@massdental.org

DIGITAL | 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 2023! Banners and buttons are available on attendee and registration pages through Yankee 2023.

1 871 w x 276 h pixels
 top banner shown on one chosen page
\$2,500

2 291 w x 261 h pixel side
 button shown on all pages
 within chosen category
\$1,350



Registration Confirmation

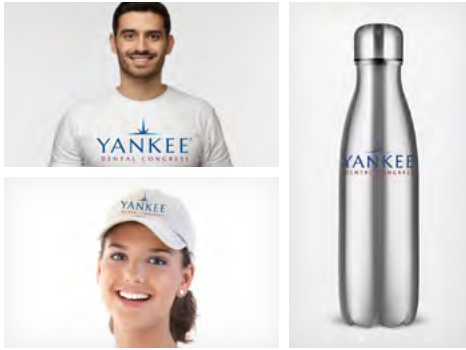
Every person that registers via the Yankee website will receive an e-mail confirmation with your banner ad. Over 95% of attendees register online.

**Exclusive!
 Only 1 spot
 available**

Ad size is 600 w x 100 h pixels.
 Deadline for artwork is September 10, 2021.
\$3,700

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

ON-SITE | SPECIALTY PRODUCTS & PROMOTIONS



NEW! Grand Entrance Swag

Your co-branded product will be distributed from the Exhibit Floor Welcome Center each morning. Welcome attendees onto the Exhibit Floor with this fun branded gift. Promotion of this sponsorship will be included in the On-Site Guide, the Yankee website, and the Mobile App. Companies can provide 2 staff to assist in handing out the swag.

Available items (1 per day):

Branded Water Bottles: \$7,500 for 1000.

Branded Baseball Caps: \$6,500 for 1000

Branded Yankee T-Shirt: \$7,500 for 750



NEW! Yankee Brand Activation

Incorporate your logo into the Main Exhibit Floor Lounge. Attendee's won't want to miss these fun photo ops. Make sure your logo/product is a part of it. Can be customized. Call for details.

\$7,500



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 Exhibit Floor Information Center.

\$4,500

(Sponsor must supply 12,000 bags)

**ATTENDEE
FAVORITE**



Badge Sponsorship

Your company name, message, promotion, or coupon will be featured on 17,000+ Yankee badges. 15,000 are mailed pre-show, the remainder are distributed at Yankee On-Site Registration.

\$15,000



Lanyards

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

\$5,500

(Sponsor must supply lanyards)



Lecture Note Pads

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

\$7,500 if Yankee produces (10,000 pads)

\$1,000 if sponsor produces

**ATTENDEE
FAVORITE**



Event Pens

Distributed to all attendees at Registration and Information Booths. Your organization will be remembered again and again as participants use this Pen imprinted with your organization's logo.

\$5,000 if Yankee produces (5,000 pens)

\$800 if sponsor supplies



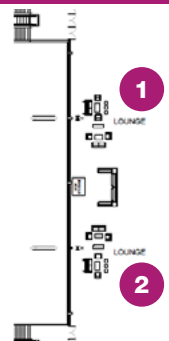
North Lobby Lounges

Catch attendee's attention in this high traffic area in the North Lobby! Each lounge includes two double sided 38" w x 87" h signs and two tabletop graphics. Display cases, brochure stands, video monitors, etc. can be added for additional cost. Lounges are adjacent to the large windows overlooking the Exhibit Floor, sponsor one or both.

\$5,900 | One Lounge

\$9,750 | Both Lounges

2 available:



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.

\$3,000

Java Jackets

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

\$1,500

(Sponsor must supply java jackets)



Tabletop Graphics

What better way to get your message across than advertising on table top graphics in the food court! These 30" w x 15" h graphics will be applied to table tops in all food court locations on the exhibit floor

10 for \$1,500

20 for \$2,800

30 for \$3,500

50 for \$4,500

SPECIALTY | ON-SITE PRODUCTS & PROMOTIONS



Hand Sanitizer Sponsorships

Attendees will have you to thank when they can network openhandedly and stay healthy at Yankee.

Individual Bottles

Provide attendees with small pocket size hand sanitizers. Deadline for artwork is November 30, 2022.

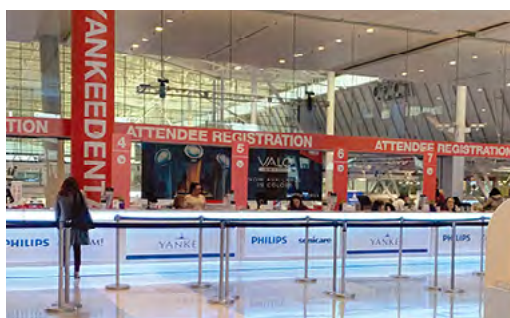
\$4,000 for 2,000 bottles

Exhibit Floor Stands

Six antibacterial hand sanitizer stations will be available at high traffic areas on the exhibit floor. Sponsor recognition signage will be included.

\$4,000

(Sponsor to provide stands and supplies)



Kick Panels

Make your company the first to be noticed at these high traffic locations. 72" w x 23" h kick panels adorn the front of the counters.

\$8,500 | Registration

\$6,900 | Self Registration

Self Registration Screen Savers

Your company logo as a screensaver on the sixteen self registration computers.

\$2,500



Information Counter Kick Panels

These east and west corridor, and North Lobby Information counters are attendees first stop once they arrive on-site. Sponsor the four 72" w x 23" h kick panels and supply brochures for the counter.

\$6,500



Charging Station

Your company logo and message will be promoted as attendees charge their electronic devices. Includes 10 x 20 space, two charging tables, and two 38" w x 87" h meter signs.

\$7,500



DENTCHELLA

NEW! Friday Night Dentchella Party

This **new** event, similar to the famous music festival, takes place at Yankee Dental Congress 2023 at the Westin Hotel from 9 pm - 12 pm.

A high-energy and free-spirited event with different musical genre performances throughout the night. Entertainment, music, art and carnival style food and nostalgic games for all ages.

Call for Sponsorship Opportunities.



Westin Lobby Bar Sponsorship

Every year attendees gather at the end of the day in the lounge space in the Lobby of the Westin Hotel. What better way to get your message out than with 4 double sided signs with your ad! This highly visible space is the key to pushing attendees to learn about your products/services.

\$5,000



Hotel Key Cards

Your advertisement will be printed on hotel room keys. Attendees will receive these when they check in for their stay. Additional hotels may be added for an additional fee.

\$5,500 | Westin Waterfront

\$5,500 | Omni Hotel

\$5,500 | Aloft, Element and Renaissance



Student Debate/Reception

Student Debate/Reception e-blasts are sent in November, December, and January to 2,500 students at Boston University, Harvard University, Tufts University, University of Connecticut, and University of New England and will include your company logo. On-site, the sponsor's logos are listed in the debate program and company representatives may greet students, distribute samples and literature, and speak for two minutes during the program.

\$7,500 per sponsor (max 3 sponsors)



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.

\$12,500 for set

\$6,900 each

**ATTENDEE
FAVORITE**



Stair Decals

Two staircases run from the North Lobby down to the Exhibit Floor.
Graphics are 65" w x 6.75" h. (Picture is for look of graphics only.
1 staircase at each entrance)

\$8,000 for two staircases



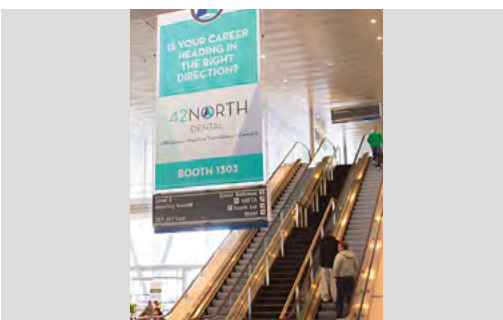
The Lounge

Sponsor the central location of exhibit floor activities. Attendees utilize info counter for all show promotions, including rebates, raffles and gift card giveaways.

Sponsorship includes:

- Four 38" w x 96" h stand-alone signs
- Four tabletop graphics (call to confirm size)

\$10,000

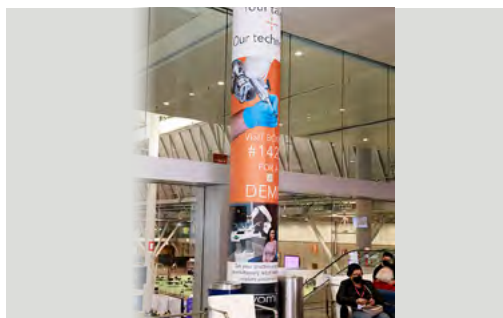


**GREAT LOCATION
IN THE NORTH LOBBY**

Directional Escalator Banners

Two 7' 6" w x 15' h vertical banners, double sided, hang over the escalators to level two from the North Lobby. Attendees can see these from registration and as they are traveling to courses on Level 2.

\$7,000 for set



Column Wraps

These two 75" w x 215" h column wraps highlight your company or product in a prime traffic location. These columns are located on either side of the main Welcome Center.

\$5,500 per set of two



Clinician & Volunteer Lounge Outside Panels

This is a premier location for your advertising. 450 speakers and 900 Yankee volunteers use this room each day. Your customized message runs over 50' of wall and the kickpanel of the entrance counter.

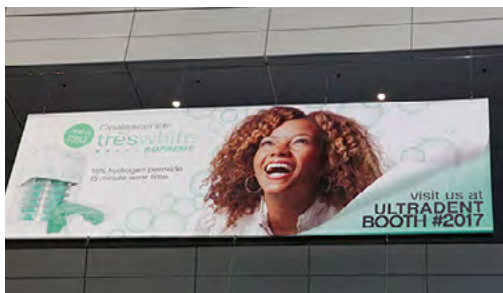
\$7,900



Clinician & Volunteer Lounge Inside

All volunteers/clinicians head to this lounge for meals during the three days. On the inside walls of this space, your ad will be featured across 30' of wall for recognition. Brochures/samples can be placed on tables.

\$7,900



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.

\$9,300



Stand Alone Signs

Two 38" w x 87" h free standing double-sided signs with your company advertisement.

\$1,000 per set of two | Lecture Corridors

Attendees will see these signs as they travel to and from courses.

\$2,000 per set of two | Westin Skybridge

Attendees will see these signs as they travel back and forth between the convention center and the Westin Hotel. (limited to two sponsors)

\$3,500 per set of two | Center Aisle of Exhibit Floor

Attendees will see these signs as they walk on the main aisle of the Exhibit Floor. (limited to three sponsors)

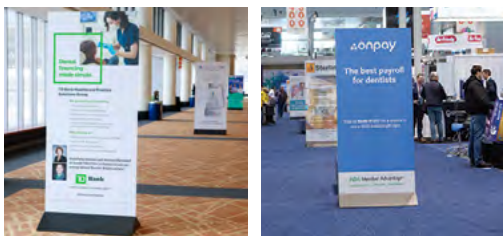


Exhibit Hall Entrance Signs

Two 64" w x 91.5" h window clings to highlight your company. Attendees will see these clings numerous times as they enter the Exhibit Halls from the two North Lobby entrances.

\$3,200 per set of two

ON-SITE ADVERTISING | SIGNAGE



NEW! Snapchat Geofilter

Personalize the custom designed Yankee geofilter for Yankee 2022 with your company logo! Whether it's a filter that frames attendees at Yankee, or a lens that makes Yankee more fun.

\$1,200



NEW! Social Media Station

Change the game and help capture unique moments at Yankee. Sponsor the Social Media Stations with your company's logo and hashtag. Attendees can experience a unique photo activity and share photos instantly via social media, text or email.

\$2,500 (2 available)



Sponsor Your Aisle

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

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



Northeast and Northwest Corner Banners

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

\$6,900 for set

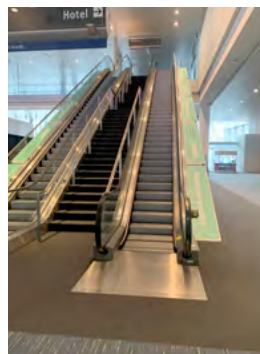
GREAT VIEWS FROM INSIDE & OUT!



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



Escalator Graphics

Five 21" w x 109" h decals on each escalator bank. Your message will be highlighted on two banks of escalators in the North Lobby leading up to Level 2.

\$6,500 for set - 10 decals

\$9,800 for all 4 sides - 20 decals



Hot Chocolate Bar

Nothing better on a cold day than a cup of hot chocolate! The bar can be located in your booth or near your booth, with options to customize what you'd like to offer.

Sponsorship includes the bar for 4 hours with different flavors to spice up your drink. This sponsorship will be highlighted in the Program book, website and on-site guide.

\$2,700 (Option to add branded cups and napkins at additional fee)



Yankee Awards Ceremony

Every year Yankee acknowledges our best volunteers for the hard work they put into making Yankee great. Your company name and logo will be on the Awards Ceremony ad in the program book. Includes a 30 second video spot at the event.

\$1,500

Don't see your desired sponsorship? Contact us to discuss custom options.

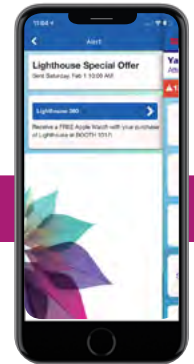
MOBILE APP OPPORTUNITIES

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, a show special, or even a giveaway!

Sponsorship Fee: \$800

Email details to exhibits@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.

Banner Size:

640 w x 110 h pixels

Landing Page Sizes:

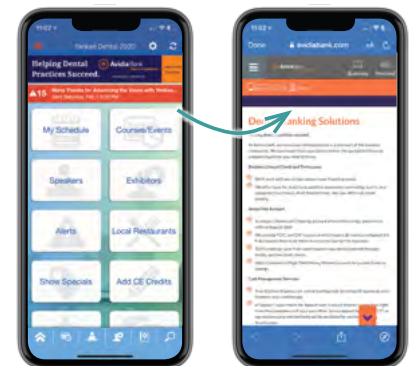
320 w x 418 h pixels

640 w x 1008 h pixels

1080 w x 1920 h pixels

1536 w x 1920 h pixels

1408 w x 1408 h pixels



Email Artwork to: exhibits@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: \$1,500 • Four Available

Artwork due December 19, 2022

EMAIL SPONSORSHIP OPPORTUNITIES

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

November 9, 2022

December 7, 2022

December 28, 2022

January 4, 2023

January 11, 2023

Publish Date

November 16, 2022

December 14, 2022

January 4, 2023

January 11, 2023

January 18, 2023

*Dates subject to change.

Premium On-Site e-Newsletters

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

\$2,000

Ad Due Date

January 13, 2023

January 13, 2023

January 13, 2023

Publish Date

January 26, 2023

January 27, 2023

January 28, 2023

Post Show Exhibit Tracker

Prominently display a custom banner on the highly traveled personalized webpage for exhibit tracking. Attendees will receive an email with a link to the personalized web page listing all the exhibitors who scanned their badge.

\$800 for one spot

\$2,500 to sponsor exclusively



**600 x 100
pixel dimension**

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

EDUCATIONAL OPPORTUNITIES AT YANKEE 2023

Exhibit Floor Classrooms

- Engage a room of **80 attendees**
- Company provides the speaker
- Course is offered **FREE** to Yankee attendees
- Promoted in all publications and digital assets

Page 26

Next Generation Forum

- Series of lectures and demos on Artificial Intelligence, Dental Robotics, and 3D Printing
- Company to provide speaker
- Course is offered **FREE** to Yankee attendees
- Promoted in all publications and digital assets

Page 27

Corporate Forums

- Company provides the speaker
- Course is offered **FREE** to Yankee attendees
- Located in the East and West Meeting Rooms
- Promoted in all publications and digital assets

Page 28

Minuteman Lectures

- Engage a room of **300 attendees**
- Company provides the speaker
- 1 hour lecture - **FREE** to Yankee attendees
- Promoted in all publications and digital assets.

Page 29



YANKEE DENTAL CONGRESS 2022 | EXHIBITORS

3D Predict	Cocofloss	Florida Probe Corp.	Medidenta	Shawmut Corporation
3M Oral Care	Colgate	Force of Nature	MediLoupes	Shining 3D Technology Inc.
42 North Dental	Coltene	Formlabs	Merchant Lynx Services	Shofu Dental Corporation
Academy of General Dentistry	Compliance Group	Fortune Management	MGE Management Experts	SignaPay Medical
ACTEON North America	Convergent Dental	Fotona, LLC	Microcopy	Simplifeye
A-dec Inc.	Core Scientific	Garfield Refining	Midmark Corporation	Simply Dental Management
Adit	Cortel Loupes	Garrison Dental Solutions	Modal3D	SKM Jewelers
ADS Dental System Inc.	CPAC, Inc	GC America Inc.	MouthWatch, LLC	Sleep Architects
AIR TECHNIQUES	Creodont	Glidewell Dental	Myofunctional Research Co.	Smile Brands
AirPay by Smylen	Crest + Oral-B	Global Platform Solution	National Dentex	Smile Direct Club Partner Network
Alexander's Uniforms	Crown Uniform + Linen	Global Surgical Corporation	NE Handpiece & Sharpening Co's	SMYLExo
Almonte Fallago Group	Curve Dental	Gradient Orthodontics, Inc.	New Hampshire Dental Society	Snap On Optics
Alternative Dental Laboratory	Cutco Cutlery	Greater New York Dental Meeting	Northeast Dental Counseling, LTD	Solmetex
AMD Lasers	Dalacos Dental Consulting	GrowthPlug	Northern Counties Health Care	Solutionreach
American Dental Assistants Assoc.	Dandy Dental Labs	Halyard Global Products	NSK America	Spring Consulting Group
Argen Refining	Dansereau Health Products	HansBiomed USA	NYU Langone Dental Medicine	SprintRay Inc.
Army Dental Recruiting	Dansko By Alexander's	Harvard School of Dental Medicine	Postdoctoral Residency Programs	Spurheal Inc.
Aseptico	Darty Dental Lab LLC	Haselkorn, Inc.	Onpharma Company	Stonybrook Water Company
Aspida	DCI Edge	Headway, LLC	Optimal Practice Transitions, LLC	Straumann
Augma Biomaterials	DDSmach	HealthMarkets	Orascopic	Structure Builds
Automated Patient Experience (APE)	Delta Dental of MA	Heartland Dental	OrthoNu	Stynt
Avidia Bank	Dental Bio Care USA	Henry Schein Dental	Orthosnap Corp	Sunbit
Bank of America Practice Solutions	Dental Care Alliance	Henry Schein One	Overjet AI	SurgiTel
Bankers Healthcare Group	Dental Herb Company	Hiossen Implant	Panacea Financial	TAUB Products
Barton Associates	Dental Intelligence	Hispanic International Mission	Panthera Dental	TD Bank
Bausch Articulating Papers, Inc.	Dental IT Solutions	HONORST IMPLANT, INC. USA	Parnell Pharmaceuticals, Inc	TEAM Technologies - Oral Care Solutions
Baz Dental	Dental Mates	HuFriedyGroup	PDT, Inc. - Paradise Dental Technologies	The Fortune Law Firm
Beacon Dental Health -	Dental Office Compliance of	Huntington Bank	Pearl, Inc.	The Gideons International
A Dental365 Company	New England LLC	Hunza Dental	Philips Sonicare and Zoom Whitening	The Inside View, LLC
Bedi Dental Group	Dental Tribune America	Impladent LTD	Pierce & Mandell, P.C.	Tokuyama Dental America
Benco Dental	DentalEZ	Integrity Systems & Solutions	Pinhole Academy	Top Quality Manufacturing - Glove World
Berxi	DenTEL	International Medical Relief	Plum Dental Group	Tufts University School of Dental Medicine Alumni Relations
Best Instruments USA	Dentiscope, Inc.	Invisalign iTero	Podium	Two Front
Bioclear Matrix Systems	Dentistry Today	Iranian American Dental Network (IADN)	Practice Exchange, LLC	Ultimate Creations InfiniteAloe Inc.
Biolase	Designs for Vision, Inc.	Ivoclar Vivadent	Prophy Magic	Ultradent Products, Inc.
Birdeye	DGC, a division of PKF O'Connor Davies	J. MORITA USA, INC.	ProSites	Ultralight Optics Inc.
BISCO	Different Kind, Inc.	Jim Kasper Associates LLC	Provide	Unique Sales & Services, Inc.
Blue Cross Blue Shield of Massachusetts, Inc	Digital Healthcare Professionals	Karl Schumacher Dental, LLC	Pulpdent Corporation	UptimeHealth
Blue Sky Anesthesia Associates	Doctor Multimedia	KaVo	PureLife Dental	Vakker Dental Inc
BoomCloud	Doctors Disability Specialists	Keating Dental Lab	Q-Optics & Quality Aspirators Inc.	Valumax International
Boston Dental Repair	Doctors Disability Specialists	Kettenbach Dental	Quintessence Publishing Co., Inc.	Vatech America
Boston University Henry M. Goldman School of Dental Medicine	DoctorsInternet.com	Kilgore International Inc	Radiation Detection Company	Verena Solutions
BPHC Ryan White Dental Program	Doral Refining Corp	Komet USA	RecallMax	VideoHealth, Inc
BQ Ergonomics LLC	Dr Fuji Cyber Relax	Kube Innovation	Rectangle Health	Video Dental Concepts
BrainHi	Dr. B Dental Solutions	Kuraray Noritake	Referral Ease, LLC	Vivos Therapeutics
Brasseler USA	Dr. Dental	Lasso MD	RevBio	VOCO America, Inc.
Bsolve Dental	DryShield	Legally Mine	Revere Partners	Walla International
BURST	Dykema	Lighthouse 360, a Henry Schein One Company	RGP Dental	Water Pik Inc.
Carbonite	eAssist Dental Solutions	LightScalpel	Rhode Island Dental Association	Weave
CareCredit	Eastern Dentists Insurance Company	Lips Inc.	Ritter Dental USA	Webster Bank
Carestream Dental	Edge Health	LumaDent Inc.	Rose Micro Solutions	Wellen Commercial
Carl Zeiss Meditec, Inc.	EdgeEndo	M.A.R.S Bio-Med Processes Inc	Rosen & Associates, LLP	Wells Fargo N.A.
Caryns Corner	Effex, Inc	Maine Dental Association	Rosen Dental Transitions, LLC	Wesper
CaviSense	Elder Dental Program	Mango Voice	Rosen Summit Dental Advisors, LLC	Whip Mix Corporation
Certol International	Elevate Oral Care	Marcum LLP	Salvin Dental Specialties, Inc.	WonderPax
Choice Transitions, LLC	Enova Illumination	Marti Law Group	Schwartz & Schwartz, CPAs	Yomi by Neocis
Christian Dental Society	Envolve Dental	Massachusetts Dental Hygienists' Association (MDHA)	SciCan/Coltene	York Dental Laboratory
Cirrus Dental	Eskow Law Group, LLC	Massachusetts Dental Society	Scratch Financial	ZOLL Medical Corporation
Citibank N.A.	EZ Dental Billing	Massachusetts Hispanic Dental Association	Select Dental Management	Zoll-Dental
ClinicSpectrum Inc.	EZscope	McGaunn & Schwadron, CPA's, LLC	Shatkin FIRST, LLC	
Cobb Hill Construction	Firegang Dental Marketing			
	First Pacific Corporation			
	Fiserv - Clover			



APPLICATION FOR EXHIBIT SPACE AND SPONSORSHIPS

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

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/payment.

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.

APPLY 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

Quantity

____ 10' x 10' inline \$4,050

____ 10' x 10' corner \$4,450

____ 10' x 10' discounted (orange booth)* \$2,700

____ 20' x 20' Network Room Rental \$2,900

Islands require a minimum of 4 corners and incur additional fees to create the space. See page 5 of the Exhibitor Prospectus for details.

Rules governing booth construction are found on page 9 and must be followed.

*See floor plan on yankeedental.com for location of booths.

Sponsorship/Advertising Opportunities

____ \$ _____
____ \$ _____
____ \$ _____
____ \$ _____
____ \$ _____
____ \$ _____

Please see the Sponsorship and Advertising Opportunities for a list of opportunities available. Pages 13-21.

Configuration & Space Request

Booth Dimensions _____

☐ Standard ☐ Corner ☐ End-Cap/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.

Method of Payment

☐ **Full Payment**

Full payment is required for all contracts received after August 31, 2022.

☐ **50% Deposit**

Required deposit is 50% of the total rental cost of all booths requested. Full payment due by August 31, 2022.

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

☐ **Credit card:** Mastercard, Visa or AMEX

Reach out to jbaumann@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.

Questions? exhibits@massdental.org • 508.449.6031

We have read and will abide by the Rules & Regulations published within the 2023 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, 2022 we receive a full refund, if we do so by September 9, 2022 we receive a 50% refund, but if we give notice after September 9, 2022 we receive no refund.

SIGNATURE REQUIRED _____

DATE _____

Please complete product code selection on next page.

Date Rec'd Contract _____ Payment _____

ID # _____ Priority Points _____

Order # _____ Booth Assignment _____

PRODUCT & SERVICES INDEX

Product Code Listing

Enter 1 to 6 product codes that best describe your company's product or service. This information is used for the website, On-Site Guide listing, and mobile app. Code information received after December 19, 2022 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	D	0353 Digital imaging	O	1230 Operating room supplies & equipment
	0008 Air Abrasion		0355 Disinfecting solutions		1235 Optical aids
	0010 Air compressors		0360 Disks & mandrels & strips		1240 Oral hygiene aids
	0013 Air Purification		0370 Disposable products		1245 Oral irrigation devices
	0015 Alloys, precious & non-precious		0375 DSO		1255 Orthodontic/pedodontic materials
	0020 Amalgam separator	E	0400 Educational materials		1258 OSHA Compliance Products/Services
	0025 Amalgamators		0405 Electrosurgical equipment		1260 Oxygen and/or anesthesia equipment
	0030 Analgesia equipment & supplies		0408 Email Services		1265 Other
	0035 Analgesics		0410 Emergency equipment	P	1300 Paper products
	0040 Anatomical models		0415 Emergency kits (professional)		1303 Patient education
	0042 Anesthesia Services		0420 Employment		1305 Patient financing services
	0045 Anesthetics, local & accessories		0425 Endodontic instruments & supplies		1308 Payroll Services
	0050 Antibacterial soaps & detergents		0428 Equipment Leasing		1309 Pediatric Materials
	0060 Apex locators		0430 Equipment repair & maintenance		1310 Periodontal diagnostic products
	0065 Articulators & accessories		0435 Evacuators & evacuator systems		1315 Periodontal exam systems
	0068 Artificial Intelligence		0440 Eyewear, protective		1320 Periodontal instruments and supplies
	0070 Asepsis product	F	0500 Fiber optic illumination products		1325 Pharmaceuticals (drugs)
	0075 Attachments		0510 Filling materials & accessories		1330 Photo. equipment, supplies, accessories
	0080 Audio visual equipment & material		0515 Floss		1335 Pit & fissure sealants
	0085 Autoclaves		0520 Fluoride products		1340 Porcelain products and accessories
	0090 Automated defibrillators (AEDs)		0525 Furnaces		1345 Portable delivery systems
B	0100 Bleaching products	G	0600 Gloves		1350 Practice management
	0105 Blood pressure instruments	H	0700 Handcare Products & Services		1355 Practice marketing
	0110 Bonding agents		0705 Handpieces, operating & laboratory		1360 Practice sales
	0115 Bone grafting materials		0710 HIPAA compliance		1365 Preventive dentistry products
	0120 Books, professional/scientific	I	0800 Implants and accessories		1368 Promotional Products
	0125 Burs, all types		0805 Impression materials		1370 Prophylaxis angles & kits
	0130 Business equipment		0815 Infection control products		1375 Prosthetic & laboratory supplies
	0135 Business systems		0825 Instruments, diamond		1385 Publications, professional/scientific
	0140 Business & financial services		0830 Instruments, operating & accessories	R	1400 Record keeping systems
C	0200 Cabinets		0835 Insurance		1405 Restorative materials & accessories
	0203 CAD/CAM systems		0840 Intercommunications systems		1410 Recruiting
	0205 Cameras, extraoral		0845 Interdental cleaners		1415 Retirement programs
	0210 Cameras, intraoral		0850 Internet services	S	1500 Sealing/stain removal devices
	0215 Casting, alloys		0855 Investment services and planning		1505 Snoring/sleep appliances
	0225 Casting machines	L	0900 Laboratory equipment		1510 Sterilizers & accessories
	0230 Cements, all types		0905 Lasers		1520 Sterilizing & disinfecting solutions
	0235 Chairs & accessories		0910 Leasing companies		1525 Stools, dental operating
	0240 Chewing gum		0915 Legal services		1530 Stools, laboratory
	0243 Claims Processing		0920 Lights, curing		1535 Surgical supplies
	0244 Collection Services		0925 Lights, operating		1540 Syringes, all types
	0245 Composite resin products		0930 Lights, other	T	1600 Teeth, artificial
	0250 Computer hardware		0935 Loupes		1601 Teledentistry
	0255 Computer software	M	1000 Market research		1603 TMJ Products
	0257 Cone beam cat scan		1005 Masks		1605 Toothbrushes, manual
	0260 Continuing education & training		1010 Medical devices		1610 Toothbrushes, power
	0265 Cosmetics		1015 Medical waste services		1615 Toys and novelties
	0270 Cotton products		1020 Metal, recovery & refining	U	1705 Ultrasonic equipment & supplies
	0275 Crown and bridge materials		1025 Microscopes		1710 Uniforms & gowns
D	0300 Darkroom equipment & supplies		1030 Mouth rinses		1715 Units & accessories
	0303 Delivery Units	N	1100 Nutritional products		1720 Upholstery
	0305 Dental dealers	O	1200 Occlusal exam systems	W	1800 Wax, all types
	0310 Dental hygiene materials		1210 Office furniture and decor		1810 Website development/social media
	0315 Dental laboratories		1215 Office supplies	X	1900 X-ray films, intra & extraoral
	0317 Dental office design & construction		1220 Operating lights (extraoral)		1905 X-ray machines & accessories
	0318 Dental stem cell preservation		1225 Operating lights (intraoral)		1910 X-rays processing equip. & accessories
	0320 Dentifrice				1915 Xylitol
	0325 Denture adhesives/adherents				
	0330 Denture base/reline & repair resins				
	0335 Denture cleaners				
	0340 Desensitizer				
	0345 Diagnostic equipment				
	0350 Dietary products				



EXHIBIT FLOOR CLASSROOMS

Yankee 2023 will offer classrooms on the exhibit floor for companies that wish to present lectures for attendees. These courses will be listed in Yankee publications as FREE to the attendees. If appropriate, CE Credits will be granted by Yankee.

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 maadmin@projection.com or call 617.954.2234. **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 labor though Freeman) and is at the expense of the sponsoring company. Prior approval is required.

Rooms are available in 2 hour time slots. Courses will run Thursday, January 26th through Saturday, January 28th. 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 2023 exhibitor.

All speaker honoraria, travel and expenses are the responsibility of the sponsoring company. Yankee reserves the right of final approval of all speakers. **Deadline to be included in the official Program Book is July 15, 2022.**

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. If reasons prohibit the contracted speaker from speaking, a replacement speaker must be provided and approved by MDS. MDS has final approval of all speakers/topics and can cancel them at anytime.

* Capacity subject to change

Company Name _____

Contact Name _____

Company Address _____

City/State/Zip _____ Telephone _____

Email _____ Website _____

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.

APPLY 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

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

\$3,000 per time slot

THURSDAY

- ☐ 10:00 am - 12:00 pm
☐ 2:00 pm - 4:00 pm

FRIDAY

- ☐ 10:00 am - 12:00 pm
☐ 2:00 pm - 4:00 pm

SATURDAY

- ☐ 10:00 am - 12:00 pm
☐ 1:00 pm - 3:00 pm

Method of Payment

Full Payment is required for all contracts

☐ **Check enclosed payable to:**

Massachusetts Dental Society
Exhibits Department

Amount Due: _____

☐ **Credit card:** Mastercard, Visa or AMEX

*Reach out to exhibits@massdental.org to make 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.



NEXT GENERATION FORUM

ARTIFICIAL INTELLIGENCE • DENTAL ROBOTICS • 3D PRINTING • LASERS • AND MORE

This cutting edge showcase is a series of lectures and demos for dental professionals and industry leaders looking to learn more about the most innovative and promising technology solutions in the dental arena. Participate in this convenient format of back-to-back lecture/demo sessions, allowing dental professionals ease in the technology discovery process.

These courses will be listed in Yankee publications as FREE to the attendees. If appropriate, CE Credits will be granted by Yankee. 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 maadmin@projection.com or call 617.954.2234. **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 labor though Freeman) 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 26th through Saturday, January 28th. Selection of time slots is on a first-come, first-serve basis. In order to participate in these classrooms your company must be a contracted Yankee 2023 exhibitor.

All speaker honoraria, travel and expenses are the responsibility of the sponsoring company. Yankee reserves the right of final approval of all speakers. **Deadline to be included in the official Program Book is July 15, 2022.**

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. If reasons prohibit the contracted speaker from speaking, a replacement speaker must be provided and approved by MDS. MDS has final approval of all speakers/topics and can cancel them at anytime.

* Capacity subject to change

Company Name _____

Contact Name _____

Company Address _____

City/State/Zip _____ Telephone _____

Email _____ Website _____

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

Full Payment is required for all contracts

☐ Check enclosed payable to:

Massachusetts Dental Society
Exhibits Department

Amount Due: _____

☐ Credit card: Mastercard, Visa or AMEX

Reach out to exhibits@massdental.org to make 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.

APPLY 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

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

\$3,000 per time slot

THURSDAY

- ☐ 10:00 am - 12:00 pm
☐ 2:00 pm - 4:00 pm

FRIDAY

- ☐ 10:00 am - 12:00 pm
☐ 2:00 pm - 4:00 pm

SATURDAY

- ☐ 10:00 am - 12:00 pm
☐ 1:00 pm - 3:00 pm



CORPORATE FORUMS

These company 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 **July 15, 2022** 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 2023 exhibitor. A company representative can greet attendees entering the classroom.

AV Provided: Screen, LCD Projector, Podium, Wireless LAV
(Please note: 3:1 screens are not permitted)

Contact maadmin@projection.com or call **617.954.2234** for additional AV or electrical needs (at the cost of the company). No additional staging or equipment is permitted. Corporate forums are offered as free courses to all registrants.

All speaker honoraria, travel and expenses are the responsibility of the sponsoring company. Yankee reserves the right of final approval of all speakers.

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. If reasons prohibit the contracted speaker from speaking, a replacement speaker must be provided and approved by MDS. MDS has final approval of all speakers/topics and can cancel them at anytime.

** Capacity subject to change*

Company Name _____

Contact Name _____

Company Address _____

City/State/Zip _____ Telephone _____

Email _____ Website _____

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.

APPLY 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

Available time slots.

THURSDAY

\$4,550 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

\$4,550 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

\$4,000 Classrooms Seat 100*

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

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 to make 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.



MINUTEMAN LECTURES

Engage a room of 300 attendees* by providing them with top-notch education on Saturday, January 28, 2023. The Minuteman program consists of 10, one-hour sessions that are complimentary for attendees. The Yankee Program Committee will review courses to approve and determine if CE credits will apply to the course being offered. Companies must send the speaker's course outline with objectives to the Massachusetts Dental Society by **July 15, 2022** to be included in the official Yankee Program Book. In order to participate in these classrooms your company must be a contracted Yankee 2022 exhibitor.

AV Provided: Screen, HD Projector, Wireless Slide Advancer, Laser Pointer, Podium, Wireless Lav, Laptop (Please note: 3:1 screens are not permitted)

All speaker honoraria, travel and expenses are the responsibility of the sponsoring company. Yankee reserves the right of final approval of all speakers.

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. If reasons prohibit the contracted speaker from speaking, a replacement speaker must be provided and approved by MDS. MDS has final approval of all speakers/course topic and can cancel at any time.

** Capacity subject to change*

APPLY 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

Available time slots.

Saturday, January 28, 2023

\$1,800 Classrooms Seat 300*

- ☐ 8:00 - 9:00 am (2 slots available)
- ☐ 9:30 - 10:30 am (2 slots available)
- ☐ 11:00 am - 12:00 pm (2 slots available)
- ☐ 1:00 - 2:00 pm (2 slots available)
- ☐ 2:30 - 3:30 pm (2 slots available)

Company Name _____

Contact Name _____

Company Address _____

City/State/Zip _____ Telephone _____

Email _____ Website _____

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

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 to make 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.



JANUARY 26 - 28, 2023

Boston Convention & Exhibition Center



Contact Information

Shannon McCarthy

Managing Director, Business Development
and Yankee Dental Congress
smccarthy@massdental.org

508.449.6052

- Sponsorship Packages
- Advertising Opportunities
- 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
- Booth Assignments

Sheila Giordano

Exhibits Sales Coordinator
sgiordano@massdental.org

508.449.6040

- Exhibit Booth Sales
- Sponsorship & Advertising Sales

Rachelle Mieja

Marketing Specialist
rmieja@massdental.org

508.449.6051

- Online Marketing Opportunities
- Social Media Campaigns
- Expo Only Invitations

Jocelyn Baumann

Events Administrative Assistant
jbaumann@massdental.org

508-449-6041

- Customer Service
- Billing & Invoicing
- Insurance Certificate
- Exhibitor Registration
- Attendee Mailing List

Future Dates January 25 - 27, 2024 • January 30 - February 1, 2025 • January 29 - 31, 2026

**Contract booth space at
yankeedental.com/exhibits**