

# EXHIBITOR PROSPECTUS



## 2027



# YANKEE<sup>®</sup>

DENTAL CONGRESS  
JANUARY 28 – JANUARY 30, 2027

THOMAS M. MENINO CONVENTION &  
EXHIBITION CENTER (FORMERLY BCEC)

**CONNECTING FOR ORAL HEALTH**  
WHERE DENTISTRY AND OVERALL HEALTH CONVERGE

Presented by the **ADS** MASSACHUSETTS  
DENTAL SOCIETY

in cooperation with the Dental Societies of Connecticut, Maine, New Hampshire, Rhode Island, and Vermont

[yankeedental.com](http://yankeedental.com)

| 877.515.9071

| CONNECT WITH US



# MARKETING INVESTMENT PACKAGE

## EVERYTHING YOU NEED TO SUCCEED

Maximize your visibility and connect with existing customers and potential new sales leads at Yankee Dental Congress 2027.

### YOUR BASIC BOOTH INCLUDES

- 8' back drape and 3' side rail drape
- Standard Aisle carpet provided (This applies to 100 sq. ft. booths only)
- Company ID sign (for booths 300 sq. ft. and under)
- Complimentary vacuum service for the first show day (\$100+ value)
- **NEW** pre-fabricated packages include additional items

### MARKETING & BRAND EXPOSURE

- Online company listing on the interactive floor plan on the Yankee website
- Listings in the official Program Book, mobile app, social media, On-Site Guide and additional marketing materials
- Inclusion in the 2026 Priority Point Assignment (Ends April 30th, 2026)
- Once contracted, ability to submit blog articles for the Yankee website and being tagged as a Yankee exhibitor on LinkedIn.
- Inclusion in the featured exhibitor spotlight on social media

### LEAD GENERATION & SALES TOOLS

- 8 exhibitor badges per 10' x 10' booth (kiosks receive 4)
- Ability to purchase the pre-show attendee mailing list
- Buying incentives offered to attendees through the Yankee Spend & Get program to encourage shopping on the show floor.
- **COMPLIMENTARY** Lead Retrieval if contracted during Priority Point Assignment (April 9–30) — \$187 value

### CUSTOMER ENGAGEMENT PERKS

- Complimentary Expo-Only passes for your customers (\$59 value, must be ordered)
- Access to the Exhibitor Lounge featuring coffee and light breakfast and snacks later in the afternoon.
- Buying incentives offered to attendees through the Yankee Spend & Get program to encourage shopping on the show floor.
- Traffic builders on the show floor (complimentary headshots, receptions on the show floor with complimentary beer and wine, and free giveaways to encourage attendees spend ample time on the show floor).



# LOOK WHO ATTENDED IN 2026



**5141**  
**DENTISTS**



**1662**  
**EXHIBITORS**



**2567**  
**DENTAL HYGIENISTS**



**1020**  
**OFFICE PERSONNEL**



**46**  
**DENTAL TECHNICIANS**



**2067**  
**HYGIENE/ASSISTANT STUDENTS**



**OVER**  
**19,500**  
**REGISTRATIONS**  
**IN 2026!**



**166**  
**MEDICAL**  
**PROFESSIONALS**



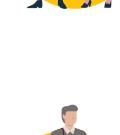
**2045**  
**DENTAL ASSISTANTS**



**983**  
**NON CLINICAL**  
**PROFESSIONALS**



**2955**  
**DENTAL STUDENTS\**  
**POSTDOCS**



**902**  
**GUESTS/PRESS/CHAP/**  
**COURSE ASSISTANTS**

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## 2027 EXHIBIT DATES & HOURS

Thomas M. Menino Convention and Exhibition Center  
415 Summer Street, Boston, MA 02210  
signatureboston.com

**THURSDAY, JANUARY 28**  
9:30 am – 5:30 pm

**FRIDAY, JANUARY 29**  
9:30 am – 5:30 pm

**SATURDAY, JANUARY 30**  
9:00 am – 4:00 pm

## GENERAL INFORMATION

### EXHIBIT BOOTH FEES

10' x 10' Prefabricated Booth Space (carpet, fabric back wall & sides, half-meter lockable counter, 2 stools, bar table)	\$5,500
10' x 10' Corner (includes carpet)	\$5,375
10' x 10' Inline (includes carpet)	\$4,775
8' x 10' Exhibit Kiosk— LIMIT of 10 available (includes non-locking cabinet with graphics, 2 stools, and carpet)	\$3,200
10' x 10' Discounted (includes carpet)	\$3,125
20' x 20' Island	\$24,800
20' x 30' or larger	\$62.00 per sq. ft.
20' x 20' Network/Conference Room	\$3,750

### CONFERENCE ROOM RENTAL\*

Cost per 20' x 20' room: \$3,750

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 Shepard Expo Services. All food & beverage utilized in Conference 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 Conference Room.

### BOOTH PAYMENTS

For booths submitted during the priority point period, payment in full is required. Contracts received after the priority period must include payment in full. Please call for special considerations.

Contact us at [accounting@massdental.org](mailto:accounting@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 30, 2026 to qualify for priority point space selection. Exhibitors from Yankee 2026 may submit contracts between April 9 and April 30. Confirmation emails will be sent by early June.

Contracts from companies that did not exhibit in 2026, or contracts received after April 30, will be reviewed after the first round of space assignments. After that, space will be assigned on a first come, first served basis. Prior exhibit history will not be considered after April.

Contracts submitted without full payment will not be processed.

The MDS reserves the right to relocate exhibitors if necessary.

### HOUSING BUREAU

Yankee will block hotel rooms in the Seaport area. Shuttle service will run between some of the Seaport properties and the MCEC. The housing bureau will open October 7, 2026,

the same time Yankee Registration opens. Visit [yankeedental.com](http://yankeedental.com) for more detailed information in late summer. Please do not contact the hotels directly.

### ADDITIONAL LISTING

The cost to purchase an additional company listing is \$250. Please send your request in writing to [exhibits@massdental.org](mailto:exhibits@massdental.org). Restrictions apply.

### EXHIBITOR SERVICE MANUAL

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 31, 2026.

**Don't miss out on the chance to be part of this dynamic event!**

**Call and secure your ideal booth space before it sells out!**

**Position your brand at the forefront of the dental industry!**



**new!**

# YOUR BOOTH, READY TO GO FOCUS ON SALES, NOT SETUP

**NO SHIPPING COSTS**  
**NO LABOR FEES**  
**NO INSTALLATION OR TEAR  
DOWN HEADACHES**  
**EVERYTHING IS SET UP AND  
WAITING FOR YOU!**



## OPTION 1

**Show up and start selling — it's that simple.**

Our fully prefabricated booth space comes complete and show-ready, so you can focus on making connections instead of managing logistics. Everything is set up and waiting for you.

Bring your own pop-up banner for a quick, branded presence — or elevate your impact with custom back wall graphics designed and produced for just \$560.

### Package Includes:

- 8'h tension fabric backwall
- 3'h tension fabric side walls
- 1/2 meter counter with lockable cabinet
- 10x10 carpet
- Bar table
- (2) stools

**Total: \$5,500**



## Exhibit Kiosk Package

**Perfect for first-time exhibitors ready to make a big impact!**

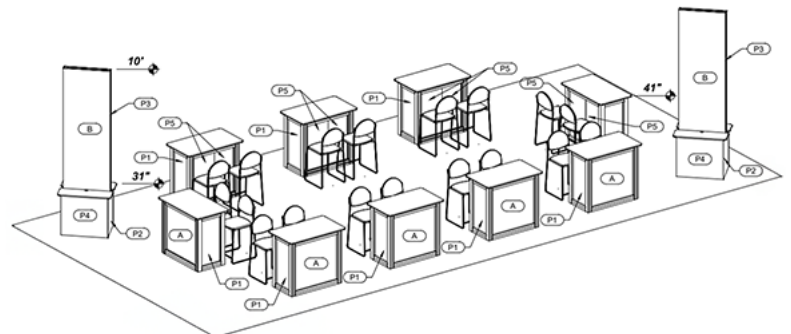
Showcase your products, demos, or brand story with a sleek, turnkey Exhibit Kiosk Package designed to draw attendees in.

### Each 8x10 kiosk includes:

- Custom-graphic non-locking cabinet
- Two stylish matching stools
- Carpet

**You get all this for just \$3,180**

With **only 10 kiosks available**, now's the time to secure your spot. Reserve yours today and elevate your presence on the show floor!



## OPTION 2

**Skip the stress. Save the time. Make exhibiting easier and make your sales even better.**

# FLOOR PLAN

Please refer to [yankeedental.com/exhibits](http://yankeedental.com/exhibits) for the most up-to-date floor plan.

Yankee Dental Congress  
January 28-30, 2027

Thomas M. Menino Convention & Exhibition Center  
Hall A & B1  
Boston, MA



## Legend

- \*\*10x10 Prefabricated booths - \$5,500
  - \*\*10x10 Corner - \$5,375
  - \*\*10x10 Inline - \$4,775
  - \*\*8x10 Exhibit Kiosk - \$3,200
  - \*\*10x10 Discounted - \$3,125
  - 20x20 Island - \$24,800
  - 20x30 or larger - \$62 per sq ft
- \*\*Carpet is included. Anything larger than 10x10 must order carpet.

# YANKEE DENTAL CONGRESS 2026 | EXHIBITORS

10x Dental	Core Scientific	Girl Scouts Eastern Massachusetts	MDS Foundation, Inc.	Rosey Design Co.
1-800-Dentist	Cosmilab	Glidewell Dental	MDS Senior Spot	Salivea By Laclede, Inc
3DRPD USA Inc.	Crest + Oral-B	Global Strategic Business Solutions Inc.	MediaNV	Salvin Dental Specialties LLC
42 North Dental, LLC	Crown Uniform + Linen	Gobro Web Services Inc (dba IVE Dental)	MediLoupes	Savvy Agents Inc
AB Staffing Solutions, LLC	Cruise Travel Outlet, Inc.	Go Lassie Inc	Meds 2U Pharmacy: Emergency Dental Kit	Scarlett Chase LLC
Academy of General Dentistry	Curve Dental, Inc.	GP4 Tech	MegaGen America	Schultz Technology
ADA Credit Union (a division of BCU)	Cutco Business Gifts	Greater New York Dental Meeting	Meisinger USA	Schwartz & Schwartz, PC
A-dec Inc.	DANB and the DALE Foundation	Great Lakes Dental Technologies	Meta Biomed	Sheehan Phinney Bass & Green
Adit	Dandy	Guangdong JINME Medical Technology Co., Ltd.	Microcopy (Division of Neo-Flu, Inc)	Shofu Dental Corporation
ADP, Inc.	Dansereau Health Products	Gulla CPAs & Advisors LLP	MICRO MEDIC LLC	ShorePoint Advisory Group (Formally known as Blakely Financial)
Aflac Dental & Vision	Darby Dental Supply	GuruNanda	Midmark Corporation	Snap On Optics
Air Techniques	DASH Medical Gloves, Inc.	H. Point Z Italian Design	Miliya	Solutions Dental Lab
Alera Group (formally Spring Consulting Group)	DCI Edge	H&H Company	ML Lifestyle (aka SOLEIL Hair Tools)	Solventum (Formerly 3M Oral Care)
Alexander's Uniforms	DDS Lab	Haleon	MODPractice	sotaCLOUD
Alleviate LLC	DDS Match New England	HARPS USA, Inc. (fka Sempermed USA)	MVP Mailhouse	SprintRay Inc.
Almonte Fallago Group	Del Sol Designs, LLC (dba HerD dental)	Harvard School of Dental Medicine	MyMedPath LLC	StellaLife, Inc.
Altus Dental Insurance Co, Inc.	Delta Dental of MA	HDX WILL	Myofunctional Research Co.	Sterilizer Autoclave Solutions
Alveon Dental Lab	Delta Dental of Rhode Island	Heartland Dental	National Dentex	Stynt
AMD Lasers (CAO Group)	Dental Bio Care USA LLC	Hemingway, Al Inc. (dba Newton)	NE Handpiece & Sharpening Co's	Sunstar Americas
American Dental Assistants Assoc.	Dental CPA (a dba of Fazel Mostashari, CPA, MBT, CPA/PFS, CFP)	Henry M. Goldman School of Dental Medicine (Boston University)	New Hampshire Dental Society	SuperMouth, LLC
AMS Dental Marketing (a dba of Accel Marketing Solutions, Inc)	DentalEZ, Inc. (dba DSX/Porter)	Henry Schein Dental	New York Life Insurance Company	SurgiTel
Andau Medical	Star/DENTALEZ/Ramvac/DENTALEZ/Forest/DENTALEZ/Porter Nitrous Systems	Henry Schein Dental Practice Transitions	NexHealth	TD Bank
Anhui JND Plastic Packaging Co., Ltd	Dental Herb Company	Henry Schein One/Henry Schein Practice Solutions	Next Step Dental Consulting, LLC	Tend
Annie Labs, Inc.	Dental Intelligence	Hero Loupes, LLC	Noho Wisdom Inc	The Dawson Academy
Archway Dental Partners	Dental Lifeline Network	Highland Dental Studio	Northeast Dental Counseling, Ltd	The Gideons International
Archy	Dental Tribune America	Hiossen Implant	Northeastern University	Tobacco Free Mass
Argen	Dental Quest / MassHealth	Hispanic International Mission (H.I.M)	NorthEast Technology	Tokuyama Dental America Inc.
Aseptico	DentaQuest / Sunlife Company	HR for Health	NSK America	Toothy AI, Inc.
Asiga	Dentist Advisors	HuFriedyGroup	NuCare LLC	TrnDigital
Augma Biomaterials USA Inc.	DentistCare	HUGE Dental USA	Onpharma Company	TruAbutment Inc.
AutoRemind	Dentistry Today	Humana Inc	Oohjacquelina Jewelry	Tufts University School of Dental Medicine Alumni Relations
AvaDent Digital Dental Solutions	Dentists Choice	Huntington National Bank	Ooma, Inc.	U.S. Air Force
Avidia Bank	Dentow Dental	Hunza Dental	Opencare Health Technologies, Inc.	U.S. Bank
Aya Healthcare, Inc. (dba Aya Locums)	Designs for Vision, Inc.	HysensBio Co., Ltd	Optimal Practice Transitions, LLC	UConn School of Dental Medicine
Ballard Global	DEXIS	Ideal Dental Partners	Optimum Water	Ultradent Products, Inc.
Bank of America Practice Solutions	Digital Floss	iDentalSoft, Inc.	Orascope	Ultralight Optics Inc.
Bausch Articulating Papers, Inc.	Digital Healthcare Professionals	ILLUCO USA	OrisDX LLC	University of New England
Benco Dental Supply Co.	Directa USA	Imagine USA	Oryx Dental Software	Univet Optical Technologies North America LLC
Berko Productions LLC DBA CLIX Therapy	DNA Hairtools	Impladent LTD	Overjet	US Army
Berkshire Bank	Doctor Multimedia	IMTEC Corporation (Formerly Park Dental Research)	Owandy, Inc.	Vakker Dental Inc
Best Instruments USA	Doctors Disability Specialists	Innovation Growth Partners Specialty (IGPS)	Owens & Minor/Halyard	Vatech America
Beyes Dental Canada Inc	Doctors Disability Specialists 2	Integrity Systems & Solutions	Palma Dental Laboratory	Velmeni, Inc.
Bioclear Matrix Systems	DoctorsInternet	Intiveo	Panacea Financial Holdings, Inc.	Verex Dental
BioGaia Probiotics	Doral Refining Corp	ioTech International	Paperplane Therapeutics	Veritaz IT Solutions
Bisco Dental Products	Dr. Dental - Framingham, MA	Iranian American Dental Network (IADN)	Paratus Health	Vermont State Dental Society
Blue Cross Blue Shield of Massachusetts, Inc	Dr. Jen Oral Care	Island SEO Consultant	Patterson Dental	Veterans Evaluation Services
Boston University Henry M. Goldman School of Dental Medicine	Dr. Marketing	Ivoclar Vivadent, Inc.	Pearl, Inc.	VideaHealth, Inc
BQ Ergonomics LLC	Dr-Kim.Co.Ltd	J. MORITA USA, INC.	Perimetrics, LLC	VitalAI Inc (DBA Dentina.AI)
Brasseler USA	DSG Ventures International LLC	Jim Kasper Associates, LLC	Philips North America, LLC	VOCO America Inc
Bryant Dental	eAssist Dental Solutions	JMU Dental, Inc	Pierce & Mandell, P.C.	Voicify
BTL Industries	Eastern Dentists Insurance Company	Juno	PKF O'Connor Davies	vVardis
CallForce LLC (dba Reach)	Elevate Oral Care	Karl Schumacher Dental, LLC	PLANMECA	Vyne Dental (fka Simplifeye)
CareCredit - Synchrony	Eliana Curated LLC	KaVo	Plum Dental Group	Walter Shuffain
Careington International Corporation	Elite Dental Partners	Kenvue Brands LLC (Listerine)	PMR Marketing	Water Pik Inc
Carestream Dental	Elite Payment Group	Kettenbach LP	Bien-Air/PDT Inc	Weave
Carl Zeiss Meditec, Inc.	Emy Networks LLC	Key Construction Solutions	Power Dental Group	Wellen Construction Inc
Caryn's Corner	EMS Electro Medical Systems	Komet USA	Practice by Numbers	Wellness Consultants LLC
CaviSense & The Dental App	Enamel Pure Inc	Kuraray America	Preventech	Wells Fargo Bank, N.A.
CBIZ, Inc - Boston (fka Marcum LLP)	Endeavor Business Media	Kwikly Dental Staffing	Pro-Craft Dental Laboratory	Wicklow Healthcare Advisory
Certify Global Inc. (dba Certify Health)	Enova Illumination	Legally Mine	ProDentUSA	Yankee Study club
Cherry Technologies, Inc.	EOS Worldwide	LightSpun	ProEdge Dental Water Labs	Yomi by Neocis Inc
Choice Transitions, LLC	Erchonia Corporation LLC	LitmanGerson Associates, LLP - Woburn	Professional Sales Associates, Inc.	yourTMJ (a dba of Iron Mound LLC)
Christian Dental Society	Eskow Law Group, LLC	Lotus-DPA.com	Provide	Zentist
Cidewalk Technologies Inc.	ExamVision Loupes USA	LumaDent Inc.	Pulpdent Corporation	ZimVie Inc
Claio AI	Fiaus	Lura Health	Q-Optics & Quality Aspirators Inc.	Z-Loupes Inc.
ClearCorrect by Straumann Group	Flight Dental Systems USA	Lymphora Technologies LLC	Quintessence Publishing Co., Inc.	ZOLL Medical Corporation
Cleartooth Electronics Inc.	Florida Probe Corp.	M&T Bank Corp.	ReLeaf	Zyris Inc.
Clerrri LLC (fka Kleer and Members)	Flossy	Maine Dental Association	Remedo Clinitech Pvt Ltd	
Click Insurance	Forsyth School of Dental Hygiene at MCPHS University	Mango Voice	Remote Area Medical, Inc.	
Cloud Dentistry	Fotona LLC	Marea	RevBio Inc	
Cloud Pretzel	Four Quadrants Advisory	Markson Dental - Canada	Revenue Well Systems	
Colgate Oral Pharmaceuticals, Inc	Friedman School of Nutrition Science and Policy	Massachusetts Dental Assistants Association	Revere Partners RF LLC	
Coltene/SciCAN	Garfield Refining Company	Massachusetts Dental Hygienists' Association (MDHA)	RGP Dental Inc	
Conexiant Dental	Garrison Dental Solutions, LLC	Massachusetts Dental Society	Rhode Island Dental Association	
Cook Professional Resources, Inc. dba Safety Trainers	Genuine Business Advisors	Massachusetts Department of Public Health-Antibiotic Stewardship	Rose Micro Solutions	
		Massachusetts Hispnic Dental Association	Rosen & Associates, LLP	
		MB2 Dental Solutions, LLC	Rosen Dental Transitions, LLP	
			Rosen Summit Dental Advisors, LLC	



JANUARY 28 – JANUARY 30, 2027

THOMAS M. MENINO CONVENTION & EXHIBITION CENTER

# APPLICATION FOR EXHIBIT SPACE

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 final without deposit or payment.**

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

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

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

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

**Exhibit Contact**

Name \_\_\_\_\_ Contact Title \_\_\_\_\_ Primary Contact

Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

**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.

\*Booths do not include electrical, furnishings, and other accessories. These items may be rented through the official service vendors, or provided by the exhibitor.

**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



**\*ALL 10X10 100 SQ. FT. & KIOSK BOOTHS INCLUDE CARPET.  
BOOTHS OVER 100 SQ. FT. MUST ORDER CARPET DIRECT THROUGH SERVICE CONTRACTOR.**

**Quantity**

- \_\_\_ 10' x 10' Prefabricated Booth Space **NEW!** \$5,500  
(includes carpet, fabric back wall & sides, half-meter lockable counter, 2 stools and bar table) **LIMIT – 38 available**
- \_\_\_ 10' x 10' Corner (\*includes carpet) \$5,375
- \_\_\_ 10' x 10' Inline (\*includes carpet) \$4,775
- \_\_\_ 8' x 10' Exhibit Kiosk – **LIMIT of 10 AVAILABLE NEW!** \$3,200  
(includes non-locking cabinet with graphics, 2 stools, and carpet)
- \_\_\_ 10' x 10' Discounted (includes carpet) \$3,125
- \_\_\_ 20' x 20' Island \$24,800
- \_\_\_ 20' x 30' or larger \$62.00 per sq. ft.
- \_\_\_ 20' x 20' Network/Conference Room \$3,750

**Configuration & Space Request**

**\*Drawings must be submitted and subject to approval.**

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 \_\_\_\_\_

Islands require a minimum of 4 corners. See the Exhibitor Prospectus for details. Rules governing booth construction are in the Exhibitor Prospectus and must be followed.

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

**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

Card# \_\_\_\_\_ CVC Code \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

By providing this credit card information, I authorize the Massachusetts Dental Society to charge the above credit card.

Reach out to [accounting@massdental.org](mailto:accounting@massdental.org) or 508.449.6032 to set up a credit card payment over the phone. For your security, please do not email credit card information.

**Questions? [exhibits@massdental.org](mailto:exhibits@massdental.org) • 508.449.6040**

We have read and will abide by the Rules & Regulations published within the 2027 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 26, 2026 we receive a full refund, if we do so by September 7, 2026 we receive a 50% refund, but if we give notice after September 7, 2026 we receive no refund.

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

ID # \_\_\_\_\_ Priority Points \_\_\_\_\_

Order # \_\_\_\_\_ Booth Assignment \_\_\_\_\_

**SIGNATURE REQUIRED** \_\_\_\_\_

DATE \_\_\_\_\_

**Please complete product code selection on back.**

# PRODUCT & SERVICES INDEX

## Product Code Listing

Select 1 to 6 product codes that best describe your company's product or service. Enter the numbers on the booth application/contract. This information is used for the website, On-Site Guide listing, and mobile app. Code information received after December 17, 2026 may not appear in the On-Site Guide, but will appear on the website and mobile app.

1. \_\_\_\_\_ 4. \_\_\_\_\_  
 2. \_\_\_\_\_ 5. \_\_\_\_\_  
 3. \_\_\_\_\_ 6. \_\_\_\_\_


<p><b>A</b></p> <ul style="list-style-type: none"> <li>0004 3D Printing</li> <li>0005 Abrasives, disks/points/wheels</li> <li>0008 Air Abrasion</li> <li>0010 Air compressors</li> <li>0013 Air Purification</li> <li>0015 Alloys, precious &amp; non-precious</li> <li>0020 Amalgam separator</li> <li>0025 Amalgamators</li> <li>0030 Analgesia equipment &amp; supplies</li> <li>0035 Analgesics</li> <li>0040 Anatomical models</li> <li>0045 Anesthetics, local &amp; accessories</li> <li>0050 Antibacterial soaps &amp; detergents</li> <li>0060 Apex locators</li> <li>0065 Articulators &amp; accessories</li> <li>0068 Artificial Intelligence</li> <li>0070 Asepsis product</li> <li>0075 Attachments</li> <li>0080 Audio visual equipment &amp; material</li> <li>0085 Autoclaves</li> <li>0090 Automated defibrillators (AEDs)</li> </ul>	<p><b>D</b></p> <ul style="list-style-type: none"> <li>0360 Disks &amp; mandrels &amp; strips</li> <li>0370 Disposable products</li> <li>0375 DSO</li> </ul>	<p><b>O</b></p> <ul style="list-style-type: none"> <li>1235 Optical aids</li> <li>1240 Oral hygiene aids</li> <li>1245 Oral irrigation devices</li> <li>1255 Orthodontic/pedodontic materials</li> <li>1258 OSHA Compliance Products/Services</li> <li>1260 Oxygen and/or anesthesia equipment</li> <li>1265 Other</li> </ul>
<p><b>B</b></p> <ul style="list-style-type: none"> <li>0100 Bleaching products</li> <li>0105 Blood pressure instruments</li> <li>0110 Bonding agents</li> <li>0115 Bone grafting materials</li> <li>0120 Books, professional/scientific</li> <li>0125 Burs, all types</li> <li>0130 Business equipment</li> <li>0135 Business systems</li> <li>0140 Business &amp; financial services</li> </ul>	<p><b>E</b></p> <ul style="list-style-type: none"> <li>0400 Educational materials</li> <li>0405 Electrosurgical equipment</li> <li>0408 Email Services</li> <li>0410 Emergency equipment</li> <li>0415 Emergency kits (professional)</li> <li>0420 Employment</li> <li>0425 Endodontic instruments &amp; supplies</li> <li>0428 Equipment Leasing</li> <li>0430 Equipment repair &amp; maintenance</li> <li>0435 Evacuators &amp; evacuator systems</li> <li>0440 Eyewear, protective</li> </ul>	<p><b>P</b></p> <ul style="list-style-type: none"> <li>1300 Paper products</li> <li>1303 Patient education</li> <li>1305 Patient financing services</li> <li>1308 Payroll Services</li> <li>1309 Pediatric Materials</li> <li>1310 Periodontal diagnostic products</li> <li>1315 Periodontal exam systems</li> <li>1320 Periodontal instruments and supplies</li> <li>1325 Pharmaceuticals (drugs)</li> <li>1330 Photo. equipment, supplies, accessories</li> <li>1335 Pit &amp; fissure sealants</li> <li>1340 Porcelain products and accessories</li> <li>1345 Portable delivery systems</li> <li>1350 Practice management</li> <li>1355 Practice marketing</li> <li>1360 Practice sales</li> <li>1365 Preventive dentistry products</li> <li>1368 Promotional Products</li> <li>1370 Prophylaxis angles &amp; kits</li> <li>1375 Prosthetic &amp; laboratory supplies</li> <li>1385 Publications, professional/scientific</li> </ul>
<p><b>C</b></p> <ul style="list-style-type: none"> <li>0200 Cabinets</li> <li>0203 CAD/CAM systems</li> <li>0205 Cameras, extraoral</li> <li>0210 Cameras, intraoral</li> <li>0215 Casting, alloys</li> <li>0225 Casting machines</li> <li>0230 Cements, all types</li> <li>0235 Chairs &amp; accessories</li> <li>0240 Chewing gum</li> <li>0243 Claims Processing</li> <li>0244 Collection Services</li> <li>0245 Composite resin products</li> <li>0250 Computer hardware</li> <li>0255 Computer software</li> <li>0257 Cone beam cat scan</li> <li>0260 Continuing education &amp; training</li> <li>0265 Cosmetics</li> <li>0270 Cotton products</li> <li>0275 Crown and bridge materials</li> </ul>	<p><b>F</b></p> <ul style="list-style-type: none"> <li>0500 Fiber optic illumination products</li> <li>0510 Filling materials &amp; accessories</li> <li>0515 Floss</li> <li>0520 Fluoride products</li> <li>0525 Furnaces</li> </ul>	<p><b>R</b></p> <ul style="list-style-type: none"> <li>1400 Record keeping systems</li> <li>1405 Restorative materials &amp; accessories</li> <li>1410 Recruiting</li> <li>1415 Retirement programs</li> </ul>
<p><b>D</b></p> <ul style="list-style-type: none"> <li>0300 Darkroom equipment &amp; supplies</li> <li>0303 Delivery Units</li> <li>0305 Dental dealers</li> <li>0310 Dental hygiene materials</li> <li>0315 Dental laboratories</li> <li>0317 Dental office design &amp; construction</li> <li>0318 Dental stem cell preservation</li> <li>0320 Dentifrice</li> <li>0325 Denture adhesives/adherents</li> <li>0330 Denture base/reline &amp; repair resins</li> <li>0335 Denture cleaners</li> <li>0340 Desensitizer</li> <li>0345 Diagnostic equipment</li> <li>0350 Dietary products</li> <li>0353 Digital imaging</li> <li>0355 Disinfecting solutions</li> </ul>	<p><b>G</b></p> <ul style="list-style-type: none"> <li>0600 Gloves</li> </ul>	<p><b>S</b></p> <ul style="list-style-type: none"> <li>1500 Sealing/stain removal devices</li> <li>1505 Snoring/sleep appliances</li> <li>1510 Sterilizers &amp; accessories</li> <li>1520 Sterilizing &amp; disinfecting solutions</li> <li>1525 Stools, dental operating</li> <li>1530 Stools, laboratory</li> <li>1535 Surgical supplies</li> <li>1540 Syringes, all types</li> </ul>
<p><b>E</b></p> <ul style="list-style-type: none"> <li>0400 Educational materials</li> <li>0405 Electrosurgical equipment</li> <li>0408 Email Services</li> <li>0410 Emergency equipment</li> <li>0415 Emergency kits (professional)</li> <li>0420 Employment</li> <li>0425 Endodontic instruments &amp; supplies</li> <li>0428 Equipment Leasing</li> <li>0430 Equipment repair &amp; maintenance</li> <li>0435 Evacuators &amp; evacuator systems</li> <li>0440 Eyewear, protective</li> </ul>	<p><b>H</b></p> <ul style="list-style-type: none"> <li>0700 Handcare Products &amp; Services</li> <li>0705 Handpieces, operating &amp; laboratory</li> <li>0710 HIPAA compliance</li> </ul>	<p><b>T</b></p> <ul style="list-style-type: none"> <li>1600 Teeth, artificial</li> <li>1601 Teledentistry</li> <li>1603 TMJ Products</li> <li>1605 Toothbrushes, manual</li> <li>1610 Toothbrushes, power</li> <li>1615 Toys and novelties</li> </ul>
<p><b>F</b></p> <ul style="list-style-type: none"> <li>0500 Fiber optic illumination products</li> <li>0510 Filling materials &amp; accessories</li> <li>0515 Floss</li> <li>0520 Fluoride products</li> <li>0525 Furnaces</li> </ul>	<p><b>I</b></p> <ul style="list-style-type: none"> <li>0800 Implants and accessories</li> <li>0805 Impression materials</li> <li>0815 Infection control products</li> <li>0825 Instruments, diamond</li> <li>0830 Instruments, operating &amp; accessories</li> <li>0835 Insurance</li> <li>0840 Intercommunications systems</li> <li>0845 Interdental cleaners</li> <li>0850 Internet services</li> <li>0855 Investment services and planning</li> </ul>	<p><b>U</b></p> <ul style="list-style-type: none"> <li>1705 Ultrasonic equipment &amp; supplies</li> <li>1710 Uniforms &amp; gowns</li> <li>1715 Units &amp; accessories</li> <li>1720 Upholstery</li> </ul>
<p><b>G</b></p> <ul style="list-style-type: none"> <li>0600 Gloves</li> </ul>	<p><b>L</b></p> <ul style="list-style-type: none"> <li>0900 Laboratory equipment</li> <li>0905 Lasers</li> <li>0910 Leasing companies</li> <li>0915 Legal services</li> <li>0920 Lights, curing</li> <li>0925 Lights, operating</li> <li>0930 Lights, other</li> <li>0931 Lip Balm</li> <li>0935 Loupes</li> </ul>	<p><b>W</b></p> <ul style="list-style-type: none"> <li>1800 Wax, all types</li> <li>1810 Website development/social media</li> </ul>
<p><b>H</b></p> <ul style="list-style-type: none"> <li>0700 Handcare Products &amp; Services</li> <li>0705 Handpieces, operating &amp; laboratory</li> <li>0710 HIPAA compliance</li> </ul>	<p><b>M</b></p> <ul style="list-style-type: none"> <li>1000 Market research</li> <li>1005 Masks</li> <li>1010 Medical devices</li> <li>1015 Medical waste services</li> <li>1020 Metal, recovery &amp; refining</li> <li>1025 Microscopes</li> <li>1030 Mouth rinses</li> </ul>	<p><b>X</b></p> <ul style="list-style-type: none"> <li>1900 X-ray films, intra &amp; extraoral</li> <li>1905 X-ray machines &amp; accessories</li> <li>1910 X-rays processing equip. &amp; accessories</li> <li>1915 Xylitol</li> </ul>
<p><b>I</b></p> <ul style="list-style-type: none"> <li>0800 Implants and accessories</li> <li>0805 Impression materials</li> <li>0815 Infection control products</li> <li>0825 Instruments, diamond</li> <li>0830 Instruments, operating &amp; accessories</li> <li>0835 Insurance</li> <li>0840 Intercommunications systems</li> <li>0845 Interdental cleaners</li> <li>0850 Internet services</li> <li>0855 Investment services and planning</li> </ul>	<p><b>N</b></p> <ul style="list-style-type: none"> <li>1100 Nutritional products</li> </ul>	
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# CERTIFICATE OF INSURANCE

All exhibiting companies agree to indemnify the MDS, the Massachusetts Convention Center Authority, and Shepard Expo Services 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 31, 2026. 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) 6/8/2026													
<b>PRODUCER</b> INSURANCE COMPANY SUMMER STREET BOSTON, MA 02215		THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.															
<b>INSURED</b> <div style="background-color: yellow; padding: 5px; text-align: center;">YOUR COMPANY</div>		<b>INSURERS AFFORDING COVERAGE</b> INSURER A: THE CHUBB INSURER B: INSURER C: INSURER D: INSURER E:		<b>NAIC#</b>													
<b>COVERAGES</b> 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.																	
<table border="1"> <thead> <tr> <th>FORM NO.</th> <th>TYPE OF INSURANCE</th> <th>POLICY NUMBER</th> <th>POLICY EFFECTIVE DATE (MM/DD/YYYY)</th> <th>POLICY EXPIRATION DATE (MM/DD/YYYY)</th> <th>AGGREGATE LIMIT</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>                             GENERAL LIABILITY  <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY  <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR                         </td> <td>35373401</td> <td>7/01/26</td> <td>7/01/27</td> <td>\$1,000,000</td> </tr> </tbody> </table>		FORM NO.	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YYYY)	POLICY EXPIRATION DATE (MM/DD/YYYY)	AGGREGATE LIMIT	A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR	35373401	7/01/26	7/01/27	\$1,000,000	**REQUIRED DATES MUST COVER THE EXPO**			
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DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS																	
<div style="background-color: yellow; padding: 5px;">                         ADDITIONAL INSURED: MASSACHUSETTS DENTAL SOCIETY, THE MASSACHUSETTS CONVENTION CENTER AUTHORITY AND SHEPARD EXPO SERVICES.                     </div>																	
<b>CERTIFICATE HOLDER</b> MASSACHUSETTS DENTAL SOCIETY Yankee EXHIBITS TWO WILLOW STREET SOUTHBOROUGH, MA 01745			<b>CANCELLATION</b> 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: 														
ACORD25(2001/08) © ACORD CORPORATION 1988																	

Send completed COIs to [exhibits@massdental.org](mailto: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 2027 Rules & Regulations, or otherwise.
- 3 Required dates must cover the dates of the expo, including set-up and breakdown: **January 26 – January 31, 2027**. Please send the certificate, even if it expires by December 31, 2026, 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 Shepard Expo Services.
- 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.

# YANKEE DENTAL CONGRESS 2027 | RULES & REGULATIONS

The 2027 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 Thomas M. Menino Convention and Exhibition Center ("MCEC"), operated by the Massachusetts Convention Center Authority ("MCCA"). By executing this agreement and/or completing payment of 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 submitted by you, creates a binding contract between Exhibitor and MDS.

## Exhibitor Set-Up

Tuesday, January 26 through Wednesday, January 27, 2027. 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 5:00 PM on Wednesday, January 27 to allow for installation of aisle carpet. Crates remaining after this time will be removed at the Exhibitor's expense.

## Exhibit Dismantle

Saturday, January 30, at 4:00 PM thru Sunday, January 31, 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. All freight carriers must be checked in by 8:00 AM on Sunday, January 31, if this is not done, the General Service Contractor 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

For booths submitted during the priority point period, payment in full is required. Contracts received after the priority period must include payment in full. Please call for special considerations. Contact [accounting@massdental.org](mailto:accounting@massdental.org) to set up wire and/or bank transfer payments or if you would like to set up a payment plan.

## 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 26, 2026, there will be a full refund (0 refund for purchased aisle space); if notice is received between June 26 and September 7, 2026, MDS will retain the 50% deposit per booth (0 refund for purchased aisle space); if notice is received after September 7, 2026, 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 27, 2027, 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 e-mail 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 (kiosks receive 4 badges). Additional booth personnel over the 8 per 10x10 booth allotment will be charged a \$40 fee per registrant. Exhibitors may register booth personnel from October 7, 2026 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.

## Exhibitor Appointed Contractors

Exhibitors using a 3rd party exhibitor appointed contractor (EAC) are required to provide the EAC with a copy of the Yankee 2027 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 MCEC 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 MCEC 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 MCEC and found in the MCEC 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 MCEC and all Yankee Dental Congress hotels. Violators of this prohibition will be required to leave the properties immediately.

## 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 MCEC 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 MCEC, 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 the general service contractor against all risks in connection with its exhibit at Yankee, or under the 2027 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 31, 2026. 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 MCEC. The Exhibitor agrees to indemnify and hold harmless MDS, the general service contractor 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 sign. All 100 sq. ft. booths will include carpet. **All booths must be carpeted at the Exhibitor's expense.** If there is no floor covering by 5 pm on Wednesday, January 27, 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 the general service contractor. Exhibit booths are 10' deep by 10' wide unless otherwise indicated on the 2027 floor plan.

## Booth Space Limitations

Descriptions and requirements for Booth Construction are set forth on page 13 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 the general service contractor 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.

## 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 15, 2027. 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 MCEC. 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.

# YANKEE DENTAL CONGRESS 2027 | RULES & REGULATIONS

## 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 Thomas M. Menino Convention and Exhibition Center or (ii) any of the convention hotels (together, the "Restricted Area") the Exhibitor shall not, whether directly or indirectly, during the period from Monday, January 25, 2027 through Sunday, January 31, 2027 (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 2026 and will contain the 2027 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 7, 2026 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 MCEC. 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 MCEC. 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 MCEC must be approved by Yankee and the MCEC. All rigging within the Exhibit Halls will be the sole responsibility of the MCEC'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 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 MCEC/MCCA. The Exhibitor shall not infringe upon the rights and privileges of another exhibitor/or attendee. 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

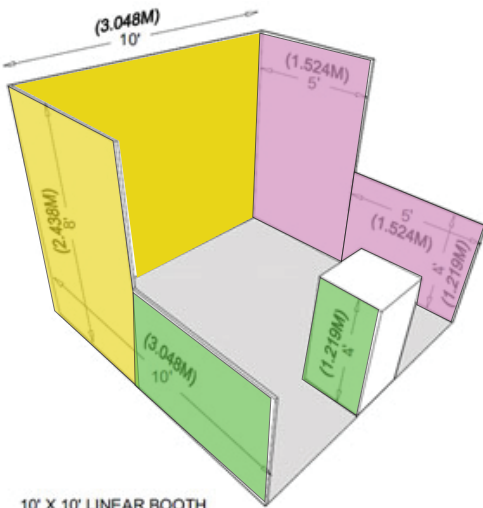
Mail contract for booth space to:

**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](http://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.

# BOOTH CONSTRUCTION

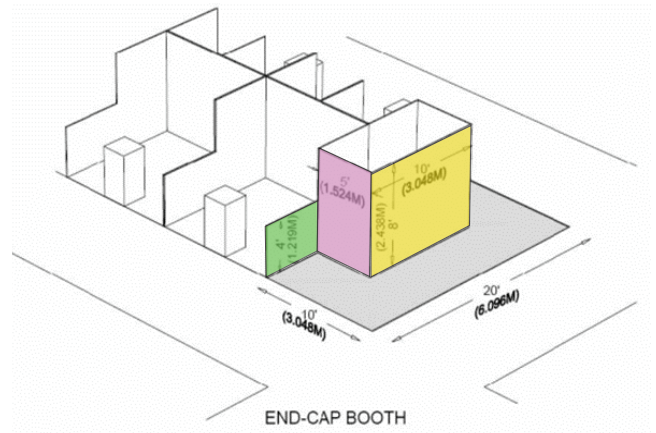
Exceptions to these rules will not be made unless approved through a booth variance form. You will be required to adjust your booth accordingly on-site if these guidelines are not followed.



10' X 10' LINEAR BOOTH

## Standard/Linear Booth (10x10)

- 100 sq ft
- Back wall drape 8' high, 3' side walls
- Display 4' high (max) in the front, 5' of the front of the booth or 8' in the rear, 5' of the booth



END-CAP BOOTH

## End-Cap Booth (10x20)

- Open on 3 sides
- Back wall: max 8' high in rear 5' only
- Within 5' of aisles: max 4' high for sightlines
- Back wall rear must be finished, no graphics
- Forms due: December 31

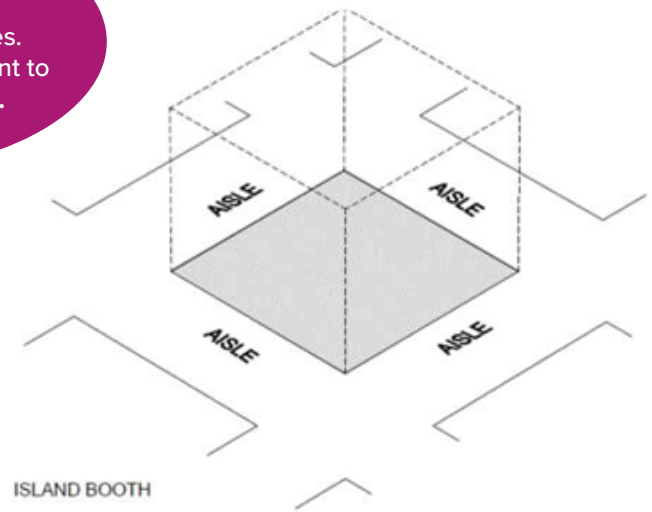
Peninsula and End-Cap booths must sign off and acknowledge sight line rules. Please send acknowledgement to [exhibits@massdental.org](mailto:exhibits@massdental.org).



PENINSULA BOOTH

## Peninsula Booth

- Open on 3 sides
- Back wall (non aisle side): max 16' high
- Must be 4' within 5' of the aisles AND within 10' of back wall
- Backwall rear must be finished, no graphics
- Forms due: December 31



ISLAND BOOTH

## Island Booth

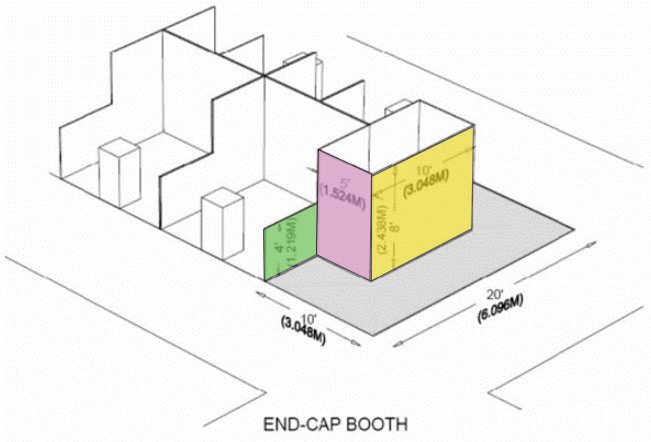
- Open on 4 sides
- Full cubic space may be used up to 16'
- Above 16' requires variance approval

## 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.

# END-CAP & PENINSULA BOOTH CONSTRUCTION ACKNOWLEDGMENT

**All exhibitors at the 2027 Yankee Dental Congress that are contracted with an End-Cap OR Peninsula booth are required to sign off acknowledging the sight line rules.**



### End-Cap Booth (10x20)

- Open on 3 sides
- Back wall: **max 8' high in rear 5' only**
- Within 5' of aisles: **max 4' high** for sightlines
- Back wall rear must be finished, no graphics
- Forms due: December 31

### Peninsula Booth

- Open on 3 sides
- Back wall (non aisle side): **max 16' high**
- **Must be 4' within 5' of the aisles AND within 10' of back wall**
- Backwall rear must be finished, no graphics
- Forms due: December 31

**If, once set, your booth does not abide by these rules and regulations, Exhibit Management may require you to reset your booth display at any time. Failure to comply with these rules and regulations may be grounds for dismissal from the show.**

**By signing below, I certify that I have read and understand the above booth construction rules and regulations.**

**Drawings need to be submitted and are subject to approval.**

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_ Booth Number \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

2026 – 2027

## IMPORTANT DATES

Please note dates are subject to change.

### APRIL

#### April 8 – 30

Priority point contract period

#### April 30

Contract and deposit deadline for priority point space assignment

### JUNE

Notices of priority point booth assignments are emailed

#### June 26

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

### JULY

#### July 30

Contracted companies will be listed in the 2027 Program Book

### AUGUST

#### August 31

Balance of booth payment due

### SEPTEMBER

#### September 7

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](http://yankeedental.com/exhibits)

\*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.

**Please note that carpet/flooring is mandatory.**

#### October 7

Yankee Housing and Registration open  
Registration for booth personnel open.  
Register online at [yankeedental.com](http://yankeedental.com)

### DECEMBER

#### December 11

Deadline to submit complimentary show special listing to be promoted in the Digital Buyer's Guide and on the Mobile App and Web

#### December 17

Contracted companies will be included in the Digital Buyer's Guide, Mobile App and Web

#### December 18

- Deadline to submit booth variance, hanging sign, and laser request forms for approval.
- Deadline to submit early move-in request form (20 x 20 or larger only)

#### December 30

Deadline for discounted rates on all Shepard Expo Services services and furnishings for your booth

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

#### December 31

Certificates of Insurance due

### JANUARY

#### January 15

Deadline to make hotel reservations within Yankee blocks

Deadline to order lead retrieval service

#### January 26

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

**December 29, 2026 - January 21, 2027**

[Yankee Dental Congress 2027](#)

[Exhibiting Company Name](#)

[Booth #](#)

[Shepard Expo c/o TForce Freight](#)

[80 Concord St.](#)

[North Reading, MA 01864](#)

[Warehouse hours: 8:00 am - 3:00 pm](#)

#### On-Site Shipping

**January 25 – 27**

Direct Freight Shipments will be accepted at the MCEC starting Monday, January 26 at 8:00 am.

[Yankee Dental Congress 2025](#)

[Exhibiting Company Name](#)

[Booth # \\_\\_\\_\\_\\_](#)

[C/O Shepard Exposition Services](#)

[Thomas M. Menino Convention & Exhibition Center](#)

[415 Summer Street](#)

[Cypher Street Entrance](#)

[Boston, MA 02210](#)

#### Return Shipping

**Sunday, January 31**

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 25**

**8:00 am – 5:00 pm**

By special request for booths 20' x 20' and larger only. Request forms due December 18. Please send to [scelidonio@massdental.org](mailto:scelidonio@massdental.org).

**Tuesday, January 26**

**8:00 am – 5:00 pm**

**Wednesday, January 27**

**8:00 am – 6:00 pm\***

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

### MOVE-OUT

**Saturday, January 30**

**4:00 pm – 11:59 pm**

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

**Sunday, January 31**

**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 31.

### CONTACT

#### Shannon McCarthy

Managing Director, Business Development and Yankee Dental Congress  
[smccarthy@massdental.org](mailto:smccarthy@massdental.org)  
508.449.6052

- Sponsorship Packages
- Advertising Opportunities
- Scientific Sponsorships
- Multi-Site Summit

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#### Susan Celidonio

Manager, Exhibits & Operations  
[scelidonio@massdental.org](mailto:scelidonio@massdental.org)  
508.449.6003

- Hanging Signs
- Early Move In
- Graphics/Operations
- Booth Assignments/Booth Variance
- Yankee Vendors/Contracts
- Laser Permits

#### Sheila Giordano

Sales Specialist  
[sgiordano@massdental.org](mailto:sgiordano@massdental.org)  
508.449.6040

- Exhibit Booth Sales
- Sponsorship & Advertising Sales
- Classroom Sponsorships



**MARK YOUR CALENDAR**

**FUTURE YANKEE DENTAL  
CONGRESS DATES:**

January 27, 2028 – January 29, 2028

January 25, 2029 – January 27, 2029

January 24, 2030 – January 26, 2030

