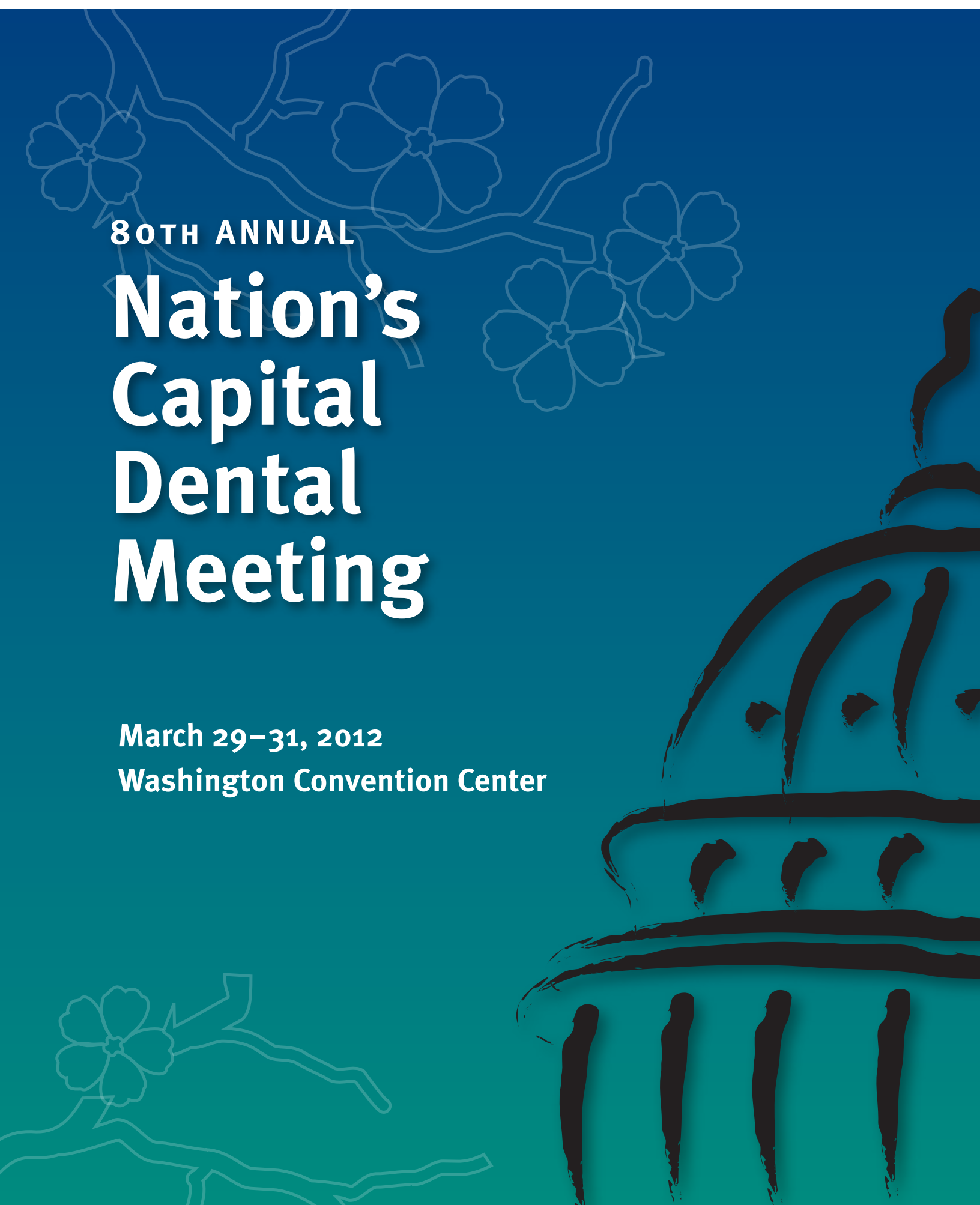


80TH ANNUAL

# Nation's Capital Dental Meeting

March 29–31, 2012

Washington Convention Center



# Welcome

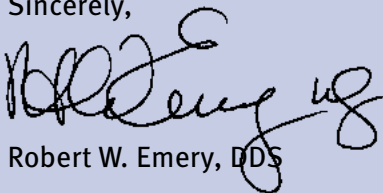
Dear Prospective Exhibitor:

On March 29–31, 2012 the District of Columbia Dental Society celebrates its 80th Annual Nation's Capital Dental Meeting. The meeting will feature an outstanding three day commercial exhibition and extensive clinical sessions that will attract every member of the dental team. The Nation's Capital Dental Meeting annually attracts more than 4,000 dental professionals from around the world. Once again the Nation's Capital Dental Meeting will be held in the Washington, DC Convention Center. As general chairman of the meeting I invite you to participate in our acclaimed meeting.

To help your company and staff prepare for the Nation's Capital Dental Meeting, please thoroughly review the exhibitor prospectus which is also available online at [www.dcdental.org](http://www.dcdental.org).

We greatly appreciate your contribution to the success of the Nation's Capital Dental Meeting and we look forward to working with you to ensure a successful experience.

Sincerely,



Robert W. Emery, DDS

2012 Nation's Capital Dental Meeting General Chairman



# An Invitation to Exhibit

## AT THE NATION'S CAPITAL DENTAL MEETING

### IMPORTANT INFORMATION

#### Meeting Dates

March 29–31, 2012

#### Exhibit Facility

Exhibit Hall D  
Washington, DC  
Convention Center  
801 Mt. Vernon Place, NW  
Washington, DC 20001

#### Exhibit Hours/Days

Thursday, March 29  
11:00 a.m. - 6:00 p.m.

Friday, March 30  
11:00 a.m. - 6:00 p.m.

Saturday, March 31  
10:00 a.m. - 3:00 p.m.

#### Exhibitor Set-Up

Wednesday, March 28  
9:00 a.m. - 8:00 p.m.

#### On-Site Registration

Thursday, March 29  
7:30 a.m. - 6:00 p.m.

Friday, March 30  
7:30 a.m. - 6:00 p.m.

Saturday, March 31  
7:30 a.m. - 3:00 p.m.

#### Exhibit Dismantling

Saturday, March 31  
3:00 p.m. - 11:00 p.m.

Sunday, April 1  
8:00 a.m. - 12:00 noon

#### Booth Size

10' deep by 10' wide  
Ceiling height of 50'

#### Show Colors

Carpet: Black  
Drape: Teal

#### Show Management

District of Columbia  
Dental Society  
502 C Street, NE  
Washington, DC 20002  
202-547-7613  
Fax: 202-546-1482

#### Service Contactor

Global Experience  
Specialists (GES)

#### FREIGHT ADDRESS

3636-B Penny Drive  
Landover, MD 20785

#### Electrical Services

Exhibitor Services  
Washington Convention  
Center Authority  
801 Mt. Vernon Place, NW  
Washington, DC 20001  
202-249-3000

#### Dates to Remember

**OCTOBER 1, 2011**  
Deadline for priority booth  
assignments

**OCTOBER 29, 2011**  
Booth assignments  
confirmed

**FEBRUARY 1, 2012**  
Balance due for booth space

**FEBRUARY 21, 2012**  
Deadline for listing in  
Conference Program  
Mailing of Exhibitor  
Service Kits

**MARCH 1, 2012**  
Cut-off date for cancellation  
of booth space

### HOW TO APPLY

1. Complete the attached agreement indicating your first four choices of booth location.
2. Sign and return the agreement with the required \$500 per booth deposit to the DC Dental Society, 502 C Street, NE, Washington, DC 20002-5810. Applications may also be faxed to the Society office at 202-546-1482. Please retain a copy for your files.

### METHOD OF EXHIBIT BOOTH ASSIGNMENT

Exhibit booths will be assigned in accordance with the exhibitor's preference in the order in which the exhibit agreements are received with the correct deposit at the Society office. Space will be assigned on a priority basis as follows:

1. Contracts received at the office of the District of Columbia Dental Society on or before **October 1, 2011**, will be prioritized on the basis of (1) number of consecutive years the company has exhibited, then (2) proximity to previous years' space, then (3) number of spaces requested, then (4) date exhibit contract is received.
2. Contracts received after **October 1, 2011**, will be prioritized on the basis of (1) date exhibitor contract is received, then (2) number of spaces requested, then (3) number of years exhibiting.

If a company's first choice has been previously assigned, it receives its second choice, provided the second choice has not been previously assigned, etc. If all four choices have been previously assigned, all allocation is made on any available corner booth (until they are all claimed) or the closest inside vacancy nearest the first, second, third or fourth choice.

All DEPOSITS ARE NON-REFUNDABLE.

### BOOTH PRICES

10' x 10' Inside..... \$2,200  
10' x 10' Corner..... \$2,300

**NOTE:** The exhibitor registration desk is open on Wednesday, March 28, 2012 from 9:00 am to 5:00 pm. Exhibitors can gain access to the exhibit hall prior to and after exhibitor registration hours on that day. All exhibitors must have a badge for access to the hall after Wednesday, March 28, 2012.

# Exhibitor Information

## SERVICE CONTRACTOR

GES has been selected as the official contractor for the 2012 Nation's Capital Dental Meeting.

An exhibitor's service kit containing information on drayage, electrical services, furniture rental, labor, etc., with a complete list of charges will be e-mailed to each exhibitor no later than February 21, 2012. If you need information prior to this date, please contact GES at 800-475-2098.

GES will provide a service desk which will be open after 12:00 p.m. on Wednesday, March 28, in the exhibit hall at which exhibitors may verify, check and/or adjust their requirements for installation. This service will be available during the set-up period to cover all requirements and will be in operation throughout the entire meeting.

## SHIPPING AND STORAGE

Shipping, storage and labor for assistance in unpacking, erecting, dismantling and repacking will be handled by GES. Freight should be prepaid.

## ELECTRICAL POWER AND OTHER UTILITIES

Rates and data on electrical power, telephone connections, etc. (to be handled by the Convention Center) will accompany literature from GES. Contact should be made with Exhibit Services, Washington Convention Center Authority, 801 Mt. Vernon Place, NW, Washington, DC, 20001, 202-249-3000.

## ARRANGEMENT OF EXHIBITS/SIGNAGE

Standard booth backgrounds and side rails, decorated with show color drapery and uniform one-line signs will be provided by GES without charge. Aisle carpeting only will be provided. Individual booth backgrounds are eight feet in height and divider rails are 33 inches in height. In the area five feet forward from the rear background of each booth, display material may be placed up to a height not exceeding eight feet from the building floor. In any portion of the booth beyond five feet from the rear background of the booth, all parts of the exhibit shall be placed not to exceed the height of the side rails, which are 33 inches from the building floor. In reference to those booths designated as islands, the above regulations apply, in that all display material shall not exceed 33 inches in height from the building floor in any portion of the booth five feet from the perimeter on all booth sides. Please refer to IAEE guidelines. Exhibits not conforming to these specifications, or which, in design, operation or otherwise are found objectionable in the opinion of the DC Dental Society, will be prohibited. All exposed parts of a display must be finished so as not to be objectionable to other exhibitors or the DC Dental Society. Exhibitors requesting two (2) corners or a peninsula must comply with the line of sight rule which states: No solid exhibit construction will be permitted to exceed 36 inches in height except in the back half of the booth (or center 10'). This means that double corners or peninsula booths cannot have a 20' solid back wall. The back wall for double corner booths or peninsulas can only be 10' maximum.

The DC Dental Society reserves the right, in the best interest of the exhibitors, to relocate selected space in areas other than that selected by the exhibitor. The DC Dental Society also reserves the right to make modifications to booth placement as it appears on the floor plans printed in the *Exhibit Prospectus*, to accommodate enhanced traffic flow, line of sight, Fire Department Board of the Insurance Underwriters of the District of Columbia requirements and other issues deemed necessary for the appearance and function of the exhibit hall.

## OFFICIAL LISTING

Exhibiting companies will be listed in the *Conference Program*, provided an application was received at the office of the District of Columbia Dental Society by March 1, 2012.

## BOOTH PERSONNEL REGISTRATION

The exhibitor registration desk is open on Wednesday, March 28, 2012 from 9:00 am to 5:00 pm. Exhibitors can gain access to the exhibit hall prior to and after exhibitor registration hours on that day. All Exhibitors must have a badge for access to the hall after Wednesday, March 28, 2012.

## HOUSING

For housing information at the Renaissance Washington, DC Hotel, please call 202-898-9000. To reserve the special room rates negotiated on behalf of DC Dental Society attendees, please make all reservations prior to March 1, 2012.

## INSTALLATION AND DISMANTLING OF EXHIBITS

The installation and arrangement of exhibits may begin on Wednesday, March 28, at 9:00 a.m. Exhibitors are encouraged to finalize minor booth preparations, display samples, etc. on Thursday, March 29, before 8:00 a.m. All exhibits must be operational by 9:00 a.m. on Thursday, March 29. After this hour, no installation work will be permitted without special authorization from the DC Dental Society.

If erection of any exhibit has not started by 8:30 a.m. on Thursday, March 29, the DC Dental Society shall order the exhibit to be erected and the exhibitor will be responsible for payment of expenses incurred.

Dismantling, removing and/or packing of exhibits cannot begin earlier than 3:00 p.m. on Saturday, March 31. All displays must be ready for removal from the exhibit hall no later than 12:00 noon on Sunday, April 1, 2012.

The local branch of the International Brotherhood of Teamsters claim jurisdiction on the operation of all material handling equipment, all unloading and reloading, and handling of empty containers. An exhibitor may move materials that can be carried by hand, by one person in one trip, without the use of dollies, hand trucks or other mechanical equipment.

# Terms and Conditions

**1. SUBLETTING OF SPACE:** The exhibitor agrees that the display will be confined to the area of the space reserved; and that subletting or showing products other than those manufactured or represented by the exhibitor is strictly prohibited.

**2. ARRANGEMENT OF EXHIBITS:** The exhibitor agrees to arrange his exhibits so as not to obstruct or interfere in any way with the general view or the view of the exhibits or other exhibitors, or the free passage of spectators. Please refer to IAEE guidelines. All exhibits must conform to the requirements of the Fire Department Board of Insurance Underwriters of the District of Columbia. The decision of the DC Dental Society as to what constitutes such obstruction or interference is final. Should show management have to physically move an exhibit, the exhibiting company will be responsible for any and all related costs to GES.

**3. INSTALLATION AND REMOVAL OF EXHIBITS:** In the event that any exhibitor fails to complete pre-show set-up and arrangement for the removal of boxes and crates by 8:00 a.m. on the day the show opens, the DC Dental Society reserves the right to remove, at the exhibitor's expense and risk, all such exhibits and materials pertaining thereto from the space allotted to such exhibitor and cancel this contract. In such an event, the DC Dental Society shall retain the amount paid by such exhibitor as space rental and for liquidated damages covering expenses paid by the DC Dental Society and the loss of rental from other exhibitors.

All post-show exhibits not removed by 12:00 noon on Sunday, April 1, may be removed by the DC Dental Society or the Washington Convention Center at the express risk and expense of the exhibitor.

**4. CARE OF SPACE:** The exhibitor agrees not to deface, injure or mar the exhibition hall of the Washington Convention Center or any of the furniture or fixtures contained therein, and/or any of the property of whatever nature placed therein by the DC Dental Society, and the exhibitor shall be liable to the Washington Convention Center and/or the DC Dental Society for any damage resulting to such exhibition hall and/or furniture and fixtures contained therein and/or such property placed therein by the DC Dental Society which shall occur by reason of the commissions or omissions of any exhibitor and/or his agents, servants or employees, and the exhibitor shall defend and save harmless the DC Dental Society from all claims and suits against said Dental Society arising from the aforesaid commissions or omissions of the exhibitor, his agents, servants or employees. All materials used by exhibitors must conform to the requirements of the Fire Department Board of Insurance Underwriters of the District of Columbia. X-ray equipment is to be dead.

**5. LIABILITY/SECURITY:** All exhibits and respective contents are at the exhibitor's risk. The DC Dental Society assumes no responsibility for the safety of the personnel and property of exhibitors or the personal property of their officers, agents, servants or employees. Any exhibitor wishing to insure his personnel or goods against injury, theft, damage by fire, accident or other cause, must do so at his own expense. Reliable security guards will be provided at night to guard the exhibit hall beginning on Wednesday, March 28, 2012, and continuing through each night until 12:00 noon on Sunday. For one-and-a-half hours before the public is admitted

each morning, and for one-and-a-half hours after the hall is closed to the public, exhibitor representatives with proper credentials will be permitted on the floor for chores they see fit to perform. During these periods only, while exhibitors are on station, Convention Center cleanup personnel will be permitted inside the exhibit hall.

The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save harmless the District of Columbia Dental Society, the Convention Center, its owner and operator and their affiliated and subsidiary companies and their respective partners, directors, officers and employees and agents (the "Indemnittees") against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of cause by the exhibitor's installation, removal, maintenance or occupancy or use of the exhibition premises or part thereof, excluding any liability caused by the sole negligence of the Indemnittees.

In addition, the exhibitor acknowledges that the District of Columbia Dental Society, and the Convention Center, its owner and operator, and any of the other indemnittees do not maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibitor to maintain business interruption insurance and property damage insurance covering such losses by exhibitor. Exhibitors may also hire private security to guard their booth.

**6. CONDUCT AND RESTRICTIONS:** The DC Dental Society reserves the right to restrict all exhibits which, because of sound, odor, food, drink or other objectionable features, interfere with the orderly procedure of the exhibition; also to prohibit any display or procedure which in its judgement runs counter to the general character of the exhibition. Therapeutic products, or products of a therapeutic nature, which do not meet the ethical standards of the dental profession will not be accepted for display. In addition, no helium balloons or decals are permitted on the premises.

The solicitation of customers in the aisles will serve as grounds for expulsion from the exhibition. Exhibitors will conduct their business from the confines of the booths they have rented.

Exhibitors may not presume the role of host at the Nation's Capital Dental Meeting. Potential customers or personal friends may be invited on condition that such invited persons comply with the regulations applicable to all other registrants at the Nation's Capital Dental Meeting. Revenue lost from violation of this rule will be recovered from the transgressing exhibitor who accepts the decision of the DC Dental Society in the event of a dispute between the "invitee" and the exhibitor. Dentists who are non-members of the American Dental Association are required to pay the non-member registration fee to enter the exhibit hall. Exhibitors may not register non-ADA member dentists unless the non-member fee is paid.

Exhibitors may host no function in conjunction with the Nation's Capital Dental Meeting without the written consent of the DC Dental Society, which shall not be unreasonably withheld.

The exhibitor shall, during the meeting, use for exhibit, display or related purposes, only the space which has been contracted. No exhibitor will sponsor a seminar or presentation in the Washington, DC/Northern Virginia/Montgomery or Prince George's counties of Maryland from March 29-31, 2012.

Exhibitors sponsoring prize drawings in conjunction with the meeting must prominently display any limitations on registering for or accepting the prize. The exhibitor must submit to the DC Dental Society no later than 30 days following the meeting a list of prizes offered, names and addresses of the respective winners and any limitations on the prizes.

The rights reserved in this section apply as well to the conduct of agents and employees of the exhibitor and any property used by such exhibitors in the installation and operation of exhibits.

The decision of the DC Dental Society as to what acts constitute a breach of the above conditions shall be final, and any exhibitor shall be subject to eviction without refund if he is judged to be in violation of the aforementioned conditions.

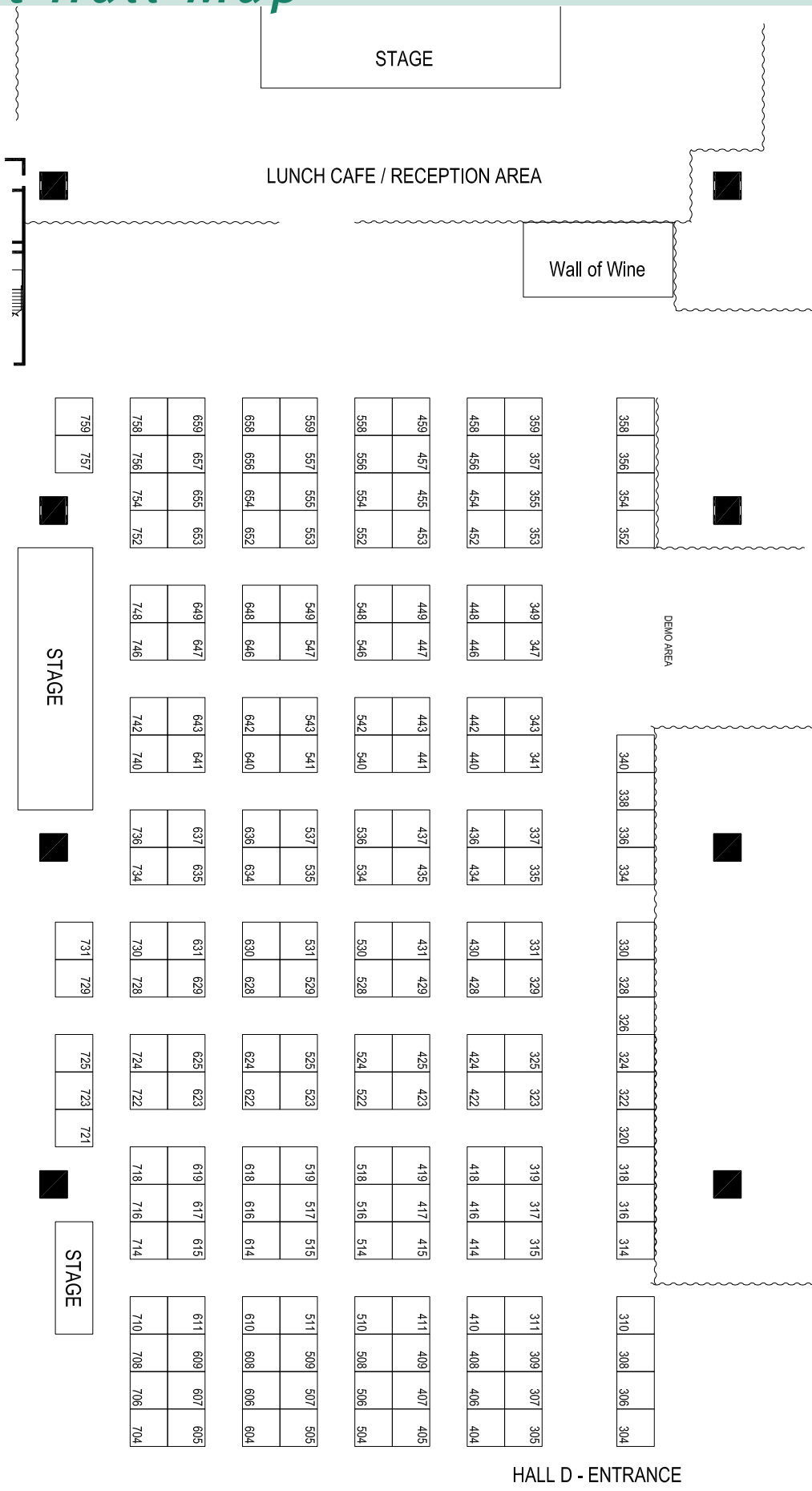
**7. LIABILITY:** The DC Dental Society shall not be liable for any damages in the event that performance of this contract is rendered impossible for any of the following causes: destruction of the Washington Convention Center, or any substantial portion thereof, by fire, earthquake, the elements, or a public enemy; strikes or other public disorder; terrorism; impossibility of performance created by law or any public authority; and/or for any cause beyond its control or the control of the Washington Convention Center. The DC Dental Society will, however, in the event of its not being able to hold the exhibition for any of the reasons set forth above, reimburse exhibitors pro rata on the amount of rental paid by each exhibitor as follows: total rentals paid by all exhibitors, less expenses incurred by the Society in constructing and installing the exhibits, shall be refunded to the exhibitors in the ratio of their rental payments prorated by the number of days the exhibits fail to proceed as scheduled.

**8. CANCELLATION OF EXHIBIT SPACE:** Request for cancellation of exhibit space should be presented in writing to the DC Dental Society, 502 C Street, NE, Washington, DC 20002-5810. Each exhibitor shall be liable for the full space rental. All deposits are non-refundable. Additionally, if cancellation is made less than 30 days prior to the meeting, the exhibitor will forfeit all payments received by the DC Dental Society.

**9. PAYMENT:** If any remaining balance of the full remittance of the booth(s) engaged by the exhibitor has not been received by the DC Dental Society by March 8, 2011, the Society reserves the right to cancel this contract without liability. In such event, the DC Dental Society shall retain the amount paid by such exhibitor as a forfeited deposit. Payments for any agreements negotiated after March 15, 2012, shall be in the form of certified check or money order. Any exhibitor with a remaining balance on Wednesday, March 28, 2012 will not be allowed to set up until full payment has been remitted in the form of certified check or money order.

**10. INTERPRETATIONS OF ABOVE RULES AND REGULATIONS:** Above stated conditions are considered a part of this contract. The DC Dental Society reserves the right to interpret them as well as make decisions on all points the rules and regulations do not cover. Decisions of the DC Dental Society are final.

# Exhibit Hall Map



HALL D - ENTRANCE

## EXHIBIT SPACE APPLICATION / CONTRACT

District of Columbia Dental Society | 502 C Street, NE, Washington, DC 20002

Telephone: 202-547-7613 | Fax: 202-546-1482 | www.dcdental.org | E-mail: exhibits@dcdental.org

### CONTACT INFORMATION

COMPANY NAME	CONTACT	
ADDRESS	CITY, STATE, ZIP	
TELEPHONE	FAX	
E-MAIL	SPONSORSHIP CONTACT	TELEPHONE

### COMPANY LISTING FOR CONFERENCE PROGRAM

COMPANY NAME (AS IT WILL APPEAR IN THE CONFERENCE PROGRAM)

We understand that assignments for booth space will be made whenever possible in accordance with the preferences indicated by each exhibitor, but that the DC Dental Society does not guarantee any particular space. Enclosed is a non-refundable deposit of \$500.00 per booth. We understand that the complete rental fee must be received by the DC Dental Society by February 1, 2012.

PRINT	SIGNATURE	DATE
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### BOOTH INFORMATION

Quantity of booths desired: \_\_\_\_\_ These are our booth preferences:  \$2,200 Inside  \$2,300 Corner

1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_

Please do not locate us near \_\_\_\_\_  
(BE SPECIFIC IN COMPANY NAME—NOT PRODUCTS/SERVICES)

### PAYMENT

TOTAL BOOTH COST	AMOUNT ENCLOSED	BOOTH BALANCE DUE
<input type="checkbox"/> Check payable to the DC Dental Society <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Discover <input type="checkbox"/> Amex Card # _____ - _____ - _____ - _____ (Must include CVV2 number, last 3 digits on back of card)		
AMOUNT	EXP. DATE	
SIGNATURE	NAME ON CARD	
BILLING ADDRESS ZIP CODE		

**DCDS USE ONLY**

\_\_\_\_\_  
DATE RECEIVED

\_\_\_\_\_  
BOOTH ASSIGNED

\_\_\_\_\_  
CONFIRMED

# 2011 Dental Meeting Exhibitors

3M ESPE	DentalEZ Group	Midmark Corporation	TD Bank
A-dec	Dental Power Staffing	MIS Implants Technologies, Inc.	TeleVox
Access National Bank	Dental USA, Inc.	Neibauer Dental Care	The Dental Division of Weyrich, Cronin & Sorra
ACIGI Relaxation / Fujiiryoki	DENTSPLY International	New Image Dental Laboratory	The McNor Group
ACTEON North America (Satelec & Sopro Companies)	DENTSPLY Raintree Essix Glenroe	Nobel Biocare	The Paragon Program
AFTCO	Design Group MD	Northern VA Dental Lab, Inc.	TOPDENTISTS.COM
American Express Open	Designs for Vision, Inc.	Onnik Dental Lab	Triodent Corporation
AMG Payment Solutions	Diatech	Orasoptic	Ultradent Products, Inc.
Arminco, Inc.	Digital Doc, LLC	Patterson Dental Supply	Ultralight Optics
Aseptico	Discus Dental, LLC	Pelton & Crane	VOCO America, Inc.
Banc of America Practice Solutions	DMG America	Penn Camera	Wells Fargo Practice Finance (formerly Matsco)
Belmont Equipment	Doral Refining Corp.	Peri Optix, Inc.	WorldPay
Benco Dental	Essential Dental Systems	Philips Sonicare	YBM Construction, Inc.
Best Instruments USA, Inc.	Estate Admin Associates, LLC —Advanced Tax Strategists	Phoenix Systems, Inc.	Yodle
Beyes	Forma Design, Inc.	Plak Smacker	Zimmer Dental
BioHorizons	Friendship Dental Lab	Planmeca USA, Inc.	ZsystemsGo
Biomet 3i	Garfield Refining Company	PNC Bank	
Brasseler USA	Garrison Dental Solutions	Porter Royal Sales	
Bright Now! Dental / Smile Brands, Inc.	GC America, Inc.	Premier Dental Products Company	
Burger Cabinets	Gendex Dental Systems	Professional Sales Associates, Inc.	
Capital Source	Heads up Imaging, LLC	Professionals Advocate Insurance Company	
CareCredit	Heartland Dental Care	Prophy Magic	
CareFirst BlueCross BlueShield	Henry Schein Dental	RGP, Inc.	
Carestream Dental / Kodak Dental Systems	Heraeus	R.K. Tongue Co., Inc.	
Centrix, Inc.	Hermanson — a dti dental lab	Rose Micro Solutions	
Chain Bridge Bank	Hiossen, Inc.	SciCan, Inc.	
Charles L. Feitel Company, LLC	Hu-Friedy Mfg. Co., LLC	Septodont	
Colgate	ILS Dental	Shofu Dental Corporation	
Coltene Whaledent	InsidersCircle.com	Signet Construction Co., LLC	
Crest Oral-B	Instrumentarium / Soredex	Sirona Dental Systems	
Crown Dentalply	Ivoclar Vivadent, Inc.	Sitoski Dental Sales	
DC Dental	Kavo Dental	Smile Reminder	
Delta Dental	Kerr Corporation	Southern Implants	
Delta Dental Federal Government Programs	M&T Bank	Straumann	
Demandforce	Marshall Marketing Group	Sunstar Americas, Inc.	
Dental CPAs	MDE	Surgitel / General Scientific Corp.	
	Mid-Atlantic Dental	Sybron Endo	
	Mid-Atlantic Facial Imaging		

*Thank you to the  
2011 Nation's  
Capital Dental  
Meeting Exhibitors!*

# Advertising

The Meeting Program is published annually and distributed to over 4,000 attendees. The Program contains a calendar of events, as well as the exhibitor directory and floor plan which encourages attendees to visit the exhibit hall. Take advantage of this opportunity to attract attendees to your booth!

**All advertisements must be received by the DC Dental Society no later than February 1, 2012.**

If you are interested in advertising in the Meeting Program, please fill-out the application located on page 10 of this booklet and indicate the size and placement of the advertisement your company wishes to include in this publication.

Please note that advertising requests will be honored on a space-available basis. If a specific slot has been filled, the Society will place your advertisement in the next available location closest to the original request and forward an invoice for the appropriate amount due. Additionally, the Society reserves the right to refuse a submitted advertisement if the content is inappropriate for the Program or the Society may make reasonable requests of the advertiser for clarification within the content of the advertisement.

Fax your application to 202-546-1482. For additional information regarding the Program, please contact Ms. Taryn Habberley, Director of Clinical Programs & Exhibits, at 202-547-7613.

## Exhibitors Please Note

Clinic hours have been scheduled to maximize attendees visits to the Exhibit Hall. Clinics will be from 8:30 a.m. – 11:15 a.m. and 1:30 p.m. – 4:15 p.m. each day.

All exhibitors are welcome at the President's Reception, Friday at 5:00 p.m., in the Exhibit Hall.

## Ad Sizes and Rates for Meeting Program

- 1/2 Page – 3 1/2" x 4" \$500.00  
(black & white; no bleeds)
- Full Page – 3 1/2" x 8" \$800.00  
(black & white; no bleeds)
- Full Page, Back Cover – 4 1/2" x 9" \$1,700.00  
(four-color, bleeds add 1/8")
- Full Page, Inside Front or Inside Back Cover \$1,500.00  
– 4 1/2" x 9" (four-color, bleeds add 1/8")

## Mechanical Requirements

- Publication Trim Size – 4 1/2" x 9"
- Full Page Bleed Size – 4 3/4" x 9 1/4"  
Bleeds on Covers 2, 3 and 4 only. Keep live copy 1/4" from trim.
- Acceptable file formats include:
  - QuarkXPress or InDesign file with all supporting files and fonts, color proof and/or pdf. Send to: Nancy Gehman Design, 627 Bennington Lane, Silver Spring, MD 20910
  - Photoshop tif or eps file, 300 dpi. Send to above address or email to [ngehman@verizon.net](mailto:ngehman@verizon.net).
  - High resolution PDF, 300 dpi. Email to [ngehman@verizon.net](mailto:ngehman@verizon.net).

## SPONSORSHIP/ADVERTISING CONTRACT

District of Columbia Dental Society | 502 C Street, NE, Washington, DC 20002

Telephone: 202-547-7613 | Fax: 202-546-1482 | www.dcdental.org | E-mail: exhibits@dcdental.org

### CONTACT INFORMATION *(Please type or print clearly.)*

COMPANY NAME		
CONTACT		
ADDRESS		
CITY	STATE	ZIP
TELEPHONE	FAX	
E-MAIL	BOOTH NUMBER	

### SPONSORSHIP/ADVERTISING

Please check the sponsorship (details on next page) and/or advertising (details on page 9) opportunity that you would like to participate in and return this form to the DC Dental Society.

#### Scientific Speaker Sponsorships

Sponsorships for the scientific speakers are available. Please contact Ms. Taryn Habberley at 202-547-7613 OR thabberley@dcdental.org for more detailed information.

#### NCDM Smartphone App

- Gold App Sponsorship
- Silver App Sponsorship
- Banner Ad with Landing Page
- Multimedia Video Package
- Exhibitor Leads Package
- Alerts

#### Events/Promotional Sponsorships

- President's Reception
- Pre-Registration Stuffers

- Alumni Reception
- Registration Pens
- Other \_\_\_\_\_

#### Conference Program Advertising

- 1/2 Page, b/w
- Full Page, b/w
- Full Page, Back Cover, 4 color
- Full Page, Inside Front Cover, 4 color
- Full Page, Inside Back Cover, 4 color

### PAYMENT

- Check payable to the DC Dental Society
- Visa    MasterCard    Discover    Amex

Card # \_\_\_\_\_  
 (Must include CVV2 number, last 3 digits on back of card)

EXP. DATE	AMOUNT TO BE CHARGED
NAME ON CARD	SIGNATURE

# Sponsorship Opportunities

## Event/Promotional Sponsorships

- ★ **President's Reception – \$5,000**  
Approximately 500 attendees. All attendees are invited to this event for cocktails and hors d'oeuvres.
- ★ **Pre-Registration Stuffers – \$1,000**  
All attendees that pre-register receive their tickets through the mail and a stuffer will be placed in the envelope with your advertisement, show special or booth location. The stuffers cannot be larger than 3 1/2" x 7."
- ★ **Registration Pens – \$1,000**  
Provide pens with your company logo to be used in the registration area all three days of the meeting.
- ★ **Howard University Alumni Reception**  
The Howard University College of Dentistry alumni reunion will be a reception honoring the senior class. The reception is held in the exhibit hall and attracts the senior class and alumni.

## Scientific Speakers

- ★ Sponsorships for the scientific speakers are available. Please contact Ms. Taryn Habberley at 202-547-7613 or [thabberley@dcdental.org](mailto:thabberley@dcdental.org) for more detailed information.

## NCDM Smartphone App

- ★ Gold App Sponsorship – \$10,000
- ★ Silver App Sponsorship – \$5,000
- ★ Banner Ad with Full-Screen Landing Page – \$1,000
- ★ Multimedia Video Package – \$1,500
- ★ Exhibitor Leads Package – \$100
- ★ Alerts – \$500

For more information on the NCDM App sponsorship opportunities contact Ms. Taryn Habberley at 202-547-7613 or [thabberley@dcdental.org](mailto:thabberley@dcdental.org)

## SPONSORSHIP RECOGNITION

As a sponsor, the Society will recognize your company in the following ways:

- A listing of your company name below the speaker course description in the NCDM Smartphone App
- A Society-produced sign thanking your company for its support of the clinician, to be placed outside the room of the sponsored clinic(s), as well as the mention of your company during the speaker introduction.
- Mention of your company's support of the Nation's Capital Dental Meeting on the Society's website, DCDSonline ([www.dcdental.org](http://www.dcdental.org)), and upon request, a link to your company's website.
- Co-sponsorship ribbons for all representatives present from your company.
- A set of mailing labels for advance publicity purposes, upon request.
- Mention of the company's support of the clinician beneath the course description in all printed programs.



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