

THE ANNUAL MEETING OF THE VERMONT DENTAL TEAM
Vermont State Dental Society 100 Dorset St. #18, So. Burlington, VT 05403

September 17-18, 2009 – Sheraton Burlington Hotel & Conference Center

CONVENIENT LOCATION

FREE PARKING

SPACIOUS LAYOUT

April 2009

Dear Prospective Exhibitor:

You are invited to attend the 133rd Annual Meeting of the Vermont State Dental Society, in collaboration with the Vermont Dental Assistants' Association. This year's Vermont Dental Team Annual Meeting will be taking place at our new location (new in 2008); The Sheraton Burlington Hotel & Conference Center, in Burlington, Vermont on September 17 & 18, 2009.

The Sheraton Burlington Hotel & Conference Center is located on 870 Williston Rd., Burlington, Vermont. It is conveniently located off I-89, exit 14W. The Sheraton is the largest conference meeting facility in Vermont, with great exhibit display options and meeting rooms. We are excited to conduct our meeting at this property since it allows opportunity for meeting expansion.

Our meeting is the largest gathering of dental professionals in the state of Vermont and generally attracts between 600-700 attendees. This audience includes dentists (historically over 50% of all Vermont dentists attend), hygienists, assistants, office staff and students. Last year we hosted 52 exhibitors for this continuing education gathering and based on our speaker line-up we expect a record number of attendees. This year we are hosting presentations from several well known speakers and a very well-rounded choice of programs to meet the entire dental team needs. These presenters are sure to attract a large audience. Please see attached meeting schedule. We are again expecting an excellent turn out so you can be assured this will be a very successful event for all.

Our exhibitors are a valuable and integral part of our meeting success. We welcome feedback from our exhibitors and based upon that feedback we have implemented some changes for our 2009 meeting.

It has become tradition at our meeting to hold a Gala Reception and *Grand Prize* Drawings in the Exhibit Hall on Thursday afternoon. This is a great opportunity for attendees to visit exhibit booths. All meals, breakfast, lunch and reception take place in the exhibit areas to ensure exhibitor exposure. New enhancements: dessert will be served in the exhibitor area rather than at the lunch buffet, newly designed exhibit layout, new door prize eligibility process (receive exhibitor stamps to be eligible). We are also implementing an opportunity to advertise show specials to our Vermont membership prior to the meeting. These are just some of the opportunities available to ensure your product(s) get the maximum exposure. Exhibitor sponsorships are also available to help enhance your companies' marketing opportunities.

We welcome and appreciate your participation as an exhibitor for our annual meeting! We hope you will consider attending. Space is limited so early registration is recommended. Keep in mind it will be fall foliage season in Vermont making it a beautiful time to visit, however as you know it is also a busy time, so early hotel registration at our host hotel is recommended.

For host hotel reservations at the Sheraton call 802-865-6600, or book on-line at www.starwoodmeeting.com/Book/VSDS2009. Hotel reservations deadline is 8/17/09, ask for the Vermont Dental Meeting rate of \$175.00 (VSDS rate).

In the last several years our exhibit space has sold out early, so be sure to register soon! The early-bird registration deadline is a postmark by 6/12/09. **However in order to have a listing in our brochure you must register by a postmark of May 22nd.**

We look forward to you joining us in September. Please e-mail Jo-Anne Conant of Meeting Solutions if you have any questions annualmeeting@vsds.org or phone 802-434-2734. If necessary you may also phone the Vermont State Dental Society at 802-864-0115 or fax to 802-864-0116.

Mark your calendar for 2010 meeting dates of September 16-17, 2010.

Warm Regards, Jo-Anne M. Conant – Meeting Solutions

EXHIBITOR INFORMATION

The 2009 Vermont Dental Team Annual Meeting – September 17-18, 2009 Sheraton Burlington Hotel & Conference Center – Burlington, Vermont

Exhibitor Booth Fees, Assignments & Policies: Exhibitor booths will be located in the Exhibit Hall, Conference Center Lobby, and meeting area hallways. Exhibit space assignments will be made solely at the discretion of the exhibit coordinator. We cannot guarantee that competitors will not be placed next to each other; however we will do our best to make assignments that benefit both exhibitors and attendees. You **will not** be given advance or specific booth assignment numbers, our set up service contractor (Vt. Tent Co.) will be given a map of all booth assignments. In your correspondence with our service contractor you need to simply indicate booth # to be advised, this applies to the electrical form as well. Due to the size of the meeting and the complexity of these decisions we are unable to accommodate specific booth requests. However, every effort will be made to accommodate your requests such as corner space, not near a competitor, a need for wall space for banners, etc. We suggest early registration for prime location space. Exhibitor sponsors will be given special consideration. ***Please be sure to make a note on your registration form of any information you feel would help us in determining booth assignments (i.e. competitors, need for wall space to hang a banner etc.). Please complete the registration form accurately and completely.***

An early registration fee applies if your registration is postmarked on or before 6/12/09. Early registration fee is \$665.00. Due to specific brochure printing deadlines if you wish your company to be listed in our brochure be sure to register by a postmark date of May 22nd. Registrations postmarked after 6/12/09 are subject to the late registration fee of \$695.00.

Exhibitor Booth Fees include: A 6' x 10' booth space, continental breakfast for all representatives, VSDS Membership Directory and FOUR \$10 vouchers per booth which can be used for lunch at the hotel restaurant "Tuckaways" on Thursday and Friday.

Final Exhibit Registration Deadline is 9/01/09 if space is still available. Registration requests after 9/01/09 are subject to additional fees as determined by the coordinator.

Booth Description: We will be providing a 6' x 10' booth space, separated from adjoining booths by 3' high pipe and drape, includes one 6' draped table, two chairs, one wastebasket and an Exhibitor ID sign. Exhibitor's displays exceeding five (5) feet in height will be placed along the walls to minimize obstructed views. Please be sure to indicate on your registration form if your exhibit exceeds 5' in height. The exhibit display area is carpeted. Additional services and equipment can be requested through Vermont Tent Company. If additional tables are ordered through Vermont Tent Co. they must fit within the dimensions of the booth space that is provided in the fee. Vermont Tent Company is a local company that will be providing our pipe and drape needs for our meeting. You may also make arrangements for your shipping needs directly through Vermont Tent Co., we will be supplying them with our mailing list and they will correspond with you directly.

Exhibitor Meals: Continental breakfast is provided daily. **New this year** is the inclusion of FOUR \$10 vouchers per booth which can be used for lunch at the hotel restaurant "Tuckaways" on Thursday and Friday. Exhibitors will be provided with these vouchers upon check in at our meeting. The hotel serves casual lunch fare at Tuckaways.

Exhibit Set-up and Breakdown: Exhibitors will have access to set up beginning at 5:00pm on Wednesday, September 16th. All exhibits must be ready promptly at 11:00am on Thursday, September 17th. Exhibitors are encouraged not to breakdown their exhibit until 2:00pm on Friday, September 18th. Please be quiet when dismantling your exhibit, since attendee meetings do not adjourn until 4:30pm.

EXHIBIT SET UP TIMES: Wed., Sept. 16th 5:00pm - 10:00pm
Thurs., Sept. 17th 9:30am – 11:00am (not earlier than 9:30am)

A meeting representative will be available during set up time; be sure to check in with the conference management. **Please note:** *Exhibitor check in is set up for Wednesday evening. If arriving on Thursday morning, exhibitor check in will take place after attendee registration at 9:30am.*

EXHIBIT HOURS: Thursday September 17, 2009 – 11:00am – 6:00pm
Friday September 18, 2009 – 8:00am – 2:00pm

Sponsorships: Please review the sponsorship options listed on our registration form. Please consider this as an additional marketing tool. We list all our sponsorships in our meeting materials and include recognition during our business meeting sessions. Special consideration is given for all meeting sponsors. Program/Speaker sponsorship also includes signage within the meeting room itself. **Door Prizes:** Another option for further exposure is to have your organization donate a door prize (value \$100 or more) to our prize drawings during our reception.

Electrical & Telephone Connections: Electrical and telephone services and internet are available through the hotel. Please indicate on your registration form if this service is required so we may coordinate our efforts with the hotel. You must also complete an electrical order form and send it directly to the Sheraton with the appropriate fees. Electrical fees are in addition to booth fees and must be mailed or faxed with payment directly to the hotel. Fees vary depending on your needs. ***The deadline for electrical/telephone orders is Monday, September 7th. The Sheraton Fax number is 802-865-6617, Cindy Sherwood is the contact person. The electrical order form will be sent with your registration confirmation and is not included with your invitation material.***

Hotel Accommodations: You may contact our host hotel the Sheraton Burlington Hotel & Conference Center by phone at 802-865-6600 and ask for the Vermont State Dental Society meeting rate of \$175.00. We are holding blocked space until 8/17/09 but rooms will be on a space available basis. We encourage you to book reservations early and stay at our host hotel. On-line bookings for our special rate are also available for our group, the link is:

<http://www.starwoodmeeting.com/Book/VSDDS2009>

Deadline for this rate is August 17th. Please identify yourself as an exhibitor attending the Vermont Dental Team Annual Meeting and ask for the Vermont State Dental Society's conference rate of \$175.00 (this rate applies for up to 4 in a room).

Directions by Car: The Sheraton Burlington Hotel & Conference Center is located at 870 Williston Road, Burlington, Vermont. The phone number is (802) 865-6600. The hotel is easily accessible from, Interstate 89, exit 14W and only 10 minutes from the Burlington International Airport. For detailed directions please view their website at www.sheraton.com/burlington and click on Local Area for directions.

Hotel Parking & Loading & Unloading: The Sheraton Hotel provides free parking both in the hotel section and the conference center entrance area. The conference center entrance is located behind the hotel. Please do not block the conference entrance when unloading and loading vendor booth items. The loading dock area is also a good spot to load and unload items. We suggest you bring your own portable carts or dollies since the hotel has limited carts available. Thank you for your cooperation.

Pre-Shipping to the Hotel: There is limited storage capacity for pre-shipped exhibit materials. You may pre-ship to the hotel beginning on Monday, September 14th. It is not permitted to pre-ship earlier than this date. See example for pre-shipped materials.

From:	John Q. Smith ABC Corporation 123 Country Road Middletown, USA 12345
	Hold for arrival on 09/16/09 (Box 1 of 6) John Smith (please insert name of on-site rep) Vermont Dental Team Annual Meeting
To:	Sheraton Burlington Hotel & Conference Center 870 Williston Road Burlington, VT 05403

Shipping arrangements can also be made through Vermont Tent Co. Once you have registered for our meeting, Vermont Tent Co. will be mailing information materials directly to your company regarding this shipping option. Vermont Tent Co. is our pipe and drape service contractor.

Cancellations - Please contact us as soon as possible if your plans change and you need to cancel. Cancellations made on or before July 31st will receive a full refund less a \$100.00 administrative fee. Cancellations received after July 31st will be reviewed by the Vermont State Dental Society for potential refunds. If we are able to re-book your booth space a partial refund will be considered.