



Vermont State  
Dental Society



Vermont  
DENTAL CONFERENCE  
**Invitation to Exhibit**

**September 21-22, 2023**

**DoubleTree By Hilton Burlington Vermont**

**Education is Power...Come Learn With Us!**

Please join the VT State Dental Society as together we help to educate the dental professionals in picturesque Vermont. The energy is high and the opportunities will be great. Please read on to see how you can be part of the action!

**ALL EXHIBITORS RECEIVE  
A PRE/POST ATTENDEE  
LIST WITH ALL BOOTH  
REGISTRATIONS!**

**VERMONT'S LARGEST  
DENTAL CONFERENCE!**

**A VARIETY OF  
MARKETING  
OPPORTUNITIES!**

## EXHIBIT HALL INFORMATION

### BOOTH SPACE

Exhibitor booths will be located throughout the conference center. All booths are 10' wide by 6' deep. Each booth comes with the following standard equipment: one 6' skirted table, two folding chairs, one company name sign, and a wastebasket. Booth fee includes Wi-Fi access, **but does not include electricity**; which can be pre-ordered from the DoubleTree. See [Conference Exhibitor Page](#) for Electrical Order/Drayage Form. Also included for 2023, each booth registration comes with a pre and post attendee list! Great for pre-conference networking and post meeting follow up. See [Conference Exhibitor Page](#) for all forms.

**AS A VALUE-ADDED SERVICE:** List your top 3 booth locations on the enclosed application.\* Check the exhibit floor plan map on the [Conference Exhibitor Page](#) for location availability and competitor locations.

Additionally, your company will have a general listing in the Conference Brochure (registered before 5/24). More advertising options are available to upgrade (see pricing).

*\*Assignment of exhibit space shall be made solely at the discretion of the VSDS on a first-come, first-served basis and subject to change. Sponsors and the number of years of participation will be taken into consideration.*

### BOOTH RATES

	Pricing Through 6/16/23	Beginning 6/17/23
Single Booth	\$875	\$975
Double Booth	\$1550	\$1750

REGISTER BEFORE 5/24/23– TO ENSURE YOUR COMPANY  
NAME IN THE ATTENDEE BROCHURE  
**REGISTER EARLY TO SAVE \$100**

### HOURS

#### SET UP REQUIREMENTS & INFORMATION:

Wednesday, September 20th 3:00pm - 7:30pm

#### EXHIBIT HOURS:

Thursday, September 21st 8:00am - 6:00pm

Friday, September 22nd 8:00am - 2:00pm

#### REMOVAL:

Thursday, September 21st 7:00pm - 8:00pm

Friday, September 22nd 2:00pm - 4:00pm

Exhibitor set up is required on Wednesday in preparation for a full day on Thursday. Networking with participants begins at 8:00am on Thursday and continues through the 6:00pm closing of the entertainment. On Friday networking begins at 8:00am and concludes at 2:00pm. Please respect these set up and breakdown times for continuity and professionalism of the conference.



### MEALS

Each registered booth receives morning beverages, buffet lunch, afternoon coffee, and Thursday evening “show food” for two representatives. Additional meal packages may be purchased, see registration form to pre-order or to add on later, contact the VSDS at 802-864-0115.

## MARKETING & SPONSORSHIP OPPORTUNITIES

### Please consider the following Add-On options:

Expand your company presence or use these opportunities to keep your company front-and-center if you are unable to be in-person at the event!

- ◆ **Premier Conference Sponsor- \$5,000** As our sole Premier Conference Sponsor, you will have the exclusive opportunity to speak at the dentist's annual business meeting on Thursday morning. You will receive a complimentary single exhibition booth, recognition on multiple visuals throughout the conference, and a six-month rotator advertising spot on the VSIDS website. Deadline for this sponsorship is May 24th.
- ◆ **Education Sponsors-**
  - Gold- \$1,500** See your company logo front and center at all CE classes throughout the conference and have your company introduced and recognized by name as a Gold Education Sponsor at the beginning of each lecture, during meals, exhibit times, and during our entertainment. See your company logo on room monitors throughout the Convention Center. Further, your organization will be listed in the conference brochure (registered before 5/24), on Exhibitor/Sponsor signage, and as a priority listing and logo presence on the conference website.
  - Silver- \$750** Your organization will be introduced and recognized by name as a Silver Education Sponsor at the start of each lecture, during meals, exhibit times, and during our entertainment. You will receive priority listing in our conference brochure (registered before 5/24), on Exhibitor/Sponsor signage, and on the conference website.
- ◆ **VSIDS Quarterly Newsletter Advertisement—\$400**  
2 spots are available in each issue for August, December, and March. Average open rate 70%! Available until filled.
- ◆ **VSIDS Website Home Page Rotator Ad—\$400**  
2 spots available per month beginning August through March. Ad must be received 30 days prior. Available until filled.

Refer to the registration form for additional details. ***All levels of sponsorship are appreciated! Sponsorships are first-come, first-served. Speaker Sponsorships are customized based upon level of sponsorship.***

## ENTERTAINMENT

**COMEDY MIXER—Alyx Hilshey** is technically elegant and her style of magic pulls you in and touches your intrigue. She is a skilled magician mentored for many years by top professionals. She was on the cover of *Vanish*, the International Magic Magazine and performs authentic street magic and elite sleight of hand. She has a delightfully likeable sense of humor and a strong rapport with her audience. It is pure fun, laughs, and the sensation of wonder.



Join us for this exciting event on Thursday, September 21st at 4:30pm in the Exhibit Hall. Exhibitors are encouraged to attend. This is a great opportunity to get out from behind your booth and mingle with attendees, enjoy the entertainment, and create new contacts. Some of the best sales occur in a social setting! Come Eat, Drink, and be Entertained!

## RAFFLES

We always encourage dental practices to save their orders for this event! Back again this year, each exhibitor booth will receive **Golden Raffle** tickets to give to participants who place an order valued over \$200. Participants will then be entered into the VSIDS Grand Prize Drawing.

**Other incentives for participants to Visit Exhibitors will be available!**



# RULES, HOTEL INFO, & SHIPPING

## HOTEL

**Our host hotel is the DOUBLETREE by Hilton.** We encourage you to stay at the DoubleTree by Hilton Burlington and reserve rooms under the Vermont Dental Conference room block. Recently, the hotel has been beautifully renovated! To contact the hotel call 802-865-6600. Guests of VSIDS are eligible for a discounted room rate of \$205 night. We are holding blocked space until **8/30/23**, based upon space availability. Book early and take advantage of staying at our host hotel! Use the following link to book through our room block:

### [HOTEL BOOKING LINK](#)

This link is also on the [Exhibitor Page](#) of our website.

**Parking:** Free parking is available in both the conference and hotel parking areas.

**Pre-shipping:** There is limited storage capacity for pre-shipped materials. You may pre-ship to the hotel beginning on Monday, September 18th. Please be certain to affix the event name "Vermont Dental Conference" to your label. Shipping arrangements must be coordinated on your own in both directions. **There are applicable fees to ship to the venue and store packages/pallets at the hotel. See form.**

[SEE DOUBLETREE ELECTRICAL/DRAYAGE FORM](#)

## GENERAL

**Payment, Rates, Refunds:** Booth rates are stated in the invitation as well as on the application. Full payment is due by 6/24/23 for Early Bird rate. Any application received after this date must also be accompanied by full payment at the applicable rate. Deadline to register is 8/21/23. Please notify the VSIDS as soon as possible if you are unable to keep your booth space. Cancellations made prior to 7/14/23 will receive a full refund less a \$100 administrative fee. Those cancelled after 7/14/23 will be reviewed by the VSIDS.

**Liability:** The Exhibitor acknowledges that the Vermont State Dental Society is merely a licensee of the DoubleTree By Hilton Burlington Vermont. The exhibit halls and surrounding areas are licensed to the VSIDS. Accordingly, the exhibitor shall use its booth space in compliance with all rules and regulations as set forth by the DoubleTree, and will only display products and materials manufactured or distributed by it in the regular course of its business. The exhibitor agrees that the contract of which these rules are a part, constitutes a sub-license agreement of its space, and shall not assign, further sub-license, or otherwise apportion or dispose of its exhibit space or any part thereof.

Contact us for further information or questions.



### VERMONT STATE DENTAL SOCIETY

3 KENNEDY DRIVE, STE L-3, SO. BURLINGTON, VT 05403  
(P) 802-864-0115 (F) 802-864-0116

[diane.dumas@vsids.org](mailto:diane.dumas@vsids.org)



## 2023 Vermont Dental Conference Exhibitor Application

**INSTRUCTIONS:** Please complete all sections of the application for accurate processing by VSDS. By submitting the application, you indicate you have read and agree to all rules as outlined in the Exhibitor Invitation.

### Contact Information

**Company Name**

**Company Product Description**

**Company Website for Marketing Purposes**

**Name of Person Submitting Registration**

**Email of Person Submitting Registration**

**Company Phone of Person Submitting Registration**

**Cell Phone of Person Submitting Registration**

**Mailing Address**

**City, State, Postal Code**

**#1 VT Representative Name**

**#1 VT Representative Contact Email**

**#1 VT Representative Contact Cell Phone**

**#2 VT Representative Name**

**#2 VT Representative Contact Email**

**#2 VT Representative Contact Cell Phone**

PLEASE SUBMIT NAME AND CONTACT INFO FOR ANY ADDITIONAL REPS WITH THIS FORM.

### Booth Package Benefits Include:

- Single Booth Space - 10' wide X 6' deep size booth space
- Each Booth comes with the following standard features: one 6' skirted table, two folding chairs and a wastebasket
- One Company Sign to be placed at your booth
- Complimentary WIFI access
- Company name in Attendee Brochure (if registered by 5/24/23)
- Company listing on the VSDS website
- Pre & Post Attendee List
- Meal Package for **TWO** representatives: continental breakfast & beverages, buffet lunch, afternoon coffee, & Thursday evening Social Mixer & Entertainment show food. Additional meal packages can be purchased, submit information for additional reps with this form

**Our Company Booth Sign Should Read:**

**Additional Fees:**

- Electricity MUST BE PREORDERED and Drayage fees apply to ship to venue, these are ordered through the DoubleTree by Hilton

**Will you be ordering Electrical** Yes ☐ No ☐

### Booth Location Request\*

Check VSDS website for current booth availability. Exhibitor Booth [Map](#) is updated regularly.

1st Choice Booth #

2nd Choice Booth #

3rd Choice Booth #

List industry competitors you prefer not to be located next to:

*\*Assignment of exhibit space shall be made solely at the discretion of the VSDS on a first-come, first-served basis. Sponsors and the number of years of participation will be taken into consideration.*

# Additional Conference Marketing Opportunities

We offer unique **VSDS Advertising** options. All of these help your company maintain a presence within the Vermont Dental Community, promote your products or services, and offer show specials while staying connected to attendees & dentists.

## Premier Conference Sponsor

*This is the first year VSDS has offered this exclusive opportunity.*

As our sole **Premier Conference Sponsor** you receive:

- ◆ Exclusive opportunity to speak in front of member dentist audience at the VSDS Annual Business meeting on Thursday morning of the Conference.
- ◆ Logo recognition on multiple visuals promoting conference including Brochure & Promotional Materials (brochure if registered by 5/24)
- ◆ Logo recognition on visuals at Conference
- ◆ Logo recognition on Conference Website & VSDS.org
- ◆ 6-month rotator advertising spot on the VSDS website.
- ◆ Complimentary single exhibit booth

**Deadline for this sponsorship is May 24th!**

Available to your company: \$5,000.00

## VSDS Quarterly E-Newsletter

The VSDS Newsletter - circulated to our dentist membership every quarter. Two (2) spots are available in each issue for August, December, and March. Average open rate 70%! **Available until filled.**

- Feature Includes:**
- One 4" X 2" ad placed per newsletter
  - Select multiple sponsorships and change ads each publication
  - Stationary ads with maximum exposure

Available to your company: \$400.00/quarter

August 2023, December 2023, March 2024

Ads must be submitted 30 days prior to publication

## Education Sponsors

### Gold

- ◆ Company logo sign at all Conference CE classes
- ◆ Company recognized by name at the beginning of each program, during meals, exhibit times, and at entertainment.
- ◆ Company logo on room monitors during convention
- ◆ Organization listed in conference brochure (if registered before 5/24) and on Conference Sponsor signage
- ◆ Priority listing and logo on conference website.

Available to your company: \$1,500.00

### Silver

- ◆ Your organization recognized by name at the start of each lecture, during meals, exhibit times, and entertainment.
- ◆ Priority listing in our conference brochure (if registered before 5/24)
- ◆ Logo on Sponsor signage, and listing on conference website.

Available to your company: \$750.00

## VSDS Website Home Page Rotator Ad

The welcoming rotator ad sequence is located front & center at the top of our Home Page. Two (2) spots available per month beginning August through March. **Available until filled.**

- Feature Includes:**
- Above the "Fold" rotating ad in sequence of 6 or less ads
  - Includes space for 620 X 263 pixel graphic
  - Link to website and one sentence descriptor

Available to your company: \$400.00/quarter

One month duration starts first of the month (June - December 2023)

Ads must be submitted 30 days prior to publication

## Your Conference Selections

RATES	Through 06/17/23	Beginning 06/18/23	Subtotal
Booth-Single	\$875	\$975	\$_____
Booth-Double	\$1,550	\$1,750	\$_____
Additional Rep Meal Plans	\$50pp/day: #_____		\$_____
<b>Marketing Opportunities:</b>			
Premier Sponsor		\$5,000	\$_____
Education Sponsor			
<input type="checkbox"/> Gold Level		\$1,500	\$_____
<input type="checkbox"/> Silver Level		\$750	\$_____
VSDS Quarterly Newsletter		\$400/ad	
<input type="checkbox"/> August 2023			\$_____
<input type="checkbox"/> December 2023			\$_____
<input type="checkbox"/> March 2024			\$_____
VSDS Home Page Rotator Ad		\$400/ad	
<input type="checkbox"/> June 2023			\$_____
<input type="checkbox"/> July 2023			\$_____
<input type="checkbox"/> August 2023			\$_____
<input type="checkbox"/> September 2023			\$_____
<input type="checkbox"/> October 2023			\$_____
<input type="checkbox"/> November 2023			\$_____
<input type="checkbox"/> December 2023			\$_____

**Registration Deadline:**  
08/21/23

**CONFERENCE TOTAL:**

## PAYMENT METHOD

☐ Check made payable to VSDS

☐ Credit Card MC/VISA ONLY

Credit Card Number

Expiration Date

Security Code

Billing Address for Card

City

State

Zip

Name on Card

Authorized Signature

### Return application and check made payable to:

Vermont State Dental Society  
1 Kennedy Drive, Suite L-3,  
So. Burlington, VT 05403

Applications with credit card information can be:

Faxed: 802-864-0116 Called-In: 802 864-0115

Or Emailed (preferred) to:

[info@vsds.org](mailto:info@vsds.org)

**Thank You!**