

Annual²⁰¹⁸ Session

Exhibitor & Sponsorship Prospectus



COLORADO DENTAL ASSOCIATION





Networking



Continuing Education



Family Fun

We come

The Colorado Dental Association invites you and your company to be an exhibitor or a sponsor at the 131th Annual Session, June 7-10, 2018, in Crested Butte, Colo.

The CDA Annual Session is the ideal place to showcase your company in front of Colorado's dental leaders in a relaxed setting. We value your support of the association, and we hope you take this opportunity to show our members what your company has to offer.

Annual Session will be held at two hotels: The Lodge at Mountaineer Square and Elevation Hotel and Spa. It's a mix of work and play, with a family-friendly atmosphere where you can network, relax and enjoy a weekend in one of Colorado's most beautiful towns.

Read over the enclosed Exhibitor Rates, Benefits & Rules. We encourage you to register for our networking events and to take advantage of all the opportunities we offer to build relationships with our members. Because of limited space in the exhibit hall, we strongly encourage you to register early.

The CDA knows you are a large part of what makes our meeting a success. We're excited to showcase your company to dentists from across the state of Colorado.

We are looking forward to a great 2018 Annual Session, where we will continue the tradition of the House of Delegates, continuing education, networking and plenty of family fun!

See you in June!

Carol Morrow, D.D.S.
President
Colorado Dental Association



GENERAL INFORMATION

Annual Session June 7–10, 2018



Conference Dates

June 7–10, 2018

Hotel Accommodations

Two hotels will host the 2018 Annual Session. Though Elevation Hotel and Spa is the main hotel, we urge exhibitors to stay at The Lodge at Mountaineer Square, where the exhibit hall will be located.

Elevation Hotel and Spa

500 Gothic Rd., Mt. Crested Butte, Colo.

Rate (subject to tax/town association fee):

- \$109 for Single, Double, Triple, or Quad Occupancy

Reservations:

- Call 970–251–3000 and reference the Colorado Dental Association Group.

The Lodge at Mountaineer Square

620 Gothic Rd., Mt. Crested Butte, Colo.

Rates (subject to tax/town association fee):

- \$129 for King Bedroom
- \$139 for Studio
- \$179 for 1-Bedroom Condo
- \$249 for 2-Bedroom Condo

Reservations:

- Call 888–443–6715 and reference the Colorado Dental Association Room Block.
- Visit bit.ly/2DnsaNa (enter group code 10010).

Negotiated room rates at both hotels are available until May 17, 2018.

Networking Events

Welcome Wine and Cheese Reception
Elevation Hotel and Spa
Thursday, June 7, from 5 p.m.–6 p.m.

Continental Breakfast
Exhibit Hall/Lodge at Mountaineer Square
Friday, June 8, from 6:30 a.m.–9 a.m.

House of Delegates' Luncheon
Elevation Hotel and Spa
Friday, June 8, from noon–1:15 p.m.

Dessert During Dedicated Exhibit Hall Time
Exhibit Hall/Lodge at Mountaineer Square
Friday, June 8, from 1:15 p.m.–2 p.m.

CDA Foundation Beer Garden
Elevation Hotel and Spa
Friday, June 8, from 5 p.m.–7 p.m.

5K Fun Run/Walk
Location TBD
Saturday, June 9, from 7 a.m.–8 a.m.



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EXHIBITOR RATES, BENEFITS & RULES

Annual Session June 7–10, 2018



Exhibitor space is reserved at a cost of \$1,000 and includes these benefits. A signed Exhibitor Registration and Contract confirms your place in our exhibit hall.

Exhibitor Benefits

The exhibit hall is open all day Friday, June 8. As an exhibitor, you get one exhibit space with a skirted 6-foot table and two chairs.

Networking Opportunities

Welcome Wine and Cheese Reception
Elevation Hotel and Spa
Thursday, June 7, from 5 p.m.–6 p.m.

Continental Breakfast
Exhibit Hall/Lodge at Mountaineer Square
Friday, June 8, from 6:30 a.m.–9 a.m.

House of Delegates' Luncheon (2 Tickets)
Elevation Hotel and Spa
Friday, June 8, from noon to 1:15 p.m.

Dessert During Dedicated Exhibit Hall Time
Exhibit Hall/Lodge at Mountaineer Square
Friday, June 8, from 1:15 p.m.–2 p.m.

CDA Foundation Beer Garden
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5K Fun Run/Walk
Location TBD
Saturday, June 9, at 7 a.m.–8 a.m.

Marketing for Your Company

Annual Session Program Listing

We'll include your company logo, contact information, and website in the 2018 Annual Session program.

Recognition During Annual Session

Your support of the CDA will be displayed during the House of Delegates meeting on Friday, June 8.

Website and eBlast Marketing

We'll include a link to your company on the CDA Annual Session webpage from the day you submit your completed contract through Annual Session. We also will include your company logo and website in our Annual Session eBlasts to members.

CDA Mailing Labels

You'll receive a set of CDA member mailing labels, upon request, the week following Annual Session so you can follow up with members you networked with and those you didn't get to speak to.

July 2018 CDA Journal Recognition

More than 3,200 dentists receive the journal. Your logo will be included on a full-page ad dedicated to vendor recognition.



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Exhibitor Registration

Each exhibit space is limited to individuals and companies that have contracted and paid for space. All exhibitor onsite representatives must be registered and wear the Annual Session name badge to all functions. All exhibitors must complete and return the Exhibitor Registration and Contract.



Medallion Advertiser Benefits

The CDA has four Medallion advertising plans, and each level gets exhibitor benefits.

CDA silver and bronze Medallion advertiser plans include the mentioned benefits as part of their advertisement agreements.

Gold Medallion advertiser plans include the mentioned benefits plus one night lodging.

Platinum Medallion advertiser plans include the mentioned benefits plus two nights' lodging.

Is a Medallion advertiser plan right for you? To learn more, contact Molly Pereira at molly@cdaonline.org or 303–996–2844.

Exhibit Hall Logistics

Booth Assignments

To assign exhibit space, we consider participation level, the date we received the Exhibitor Registration and Contract (with payment and logo), electrical requirements, and requests regarding direct competitors.

Exhibitor Hours

The exhibit hall is located in The Lodge at Mountaineer Square. It opens on Friday, June 8, with a Continental Breakfast that's served in the exhibit hall at 6:30 a.m.

Exhibit Hall Set-Up and Tear Down

Exhibitors may begin setting up at noon on Thursday, June 7 and tearing down on Friday, June 8 at 5 p.m. Attendees will walk through the exhibit hall when the House of Delegates ends between 4 p.m. and 5 p.m.

Shipping, Electricity, and WiFi

Shipping to the hotel, exhibit area electricity, wireless access, and other special exhibit needs must be arranged directly with the hotel and might result in additional charges.

Cancellations

Cancellations received in writing before May 18 will incur a \$250 booth cancellation fee. If cancellations are received after May 18, the CDA will retain the entire booth fee.

Liability and Insurance

The CDA and its officers and staff are not responsible for the safety of the exhibitors from theft, fire damage, accident, or other causes. No responsibility is assumed for goods delivered to the hotel. Exhibitors wishing to insure their goods must do so at their own expense.





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SPONSOR RATES, BENEFITS & RULES

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Sponsorship opportunities are independent of exhibit space. A representative of your company is not required to attend. All sponsorship opportunities are on a first-come, first-served basis. To secure a sponsorship, submit the Sponsor Contract (with payment and company logo) to krysia@cdaonline.org.





Sponsorship	Price	Benefits
Keynote Speaker: Austin Eubanks  A Columbine shooting survivor and recovering addict, Austin has devoted his career to helping those who have turned to opioids as a result of trauma.	\$2,000 (2 opportunities)	Signage will recognize your company as a sponsor.
CDA Foundation Beer Garden On Friday night, dentists and their families are invited to the CDA Foundation Bitte Geben Biergarten. This reception, which closes out the House of Delegates, is highly attended.	\$2,000 (3 opportunities)	Welcome tables will be set at the reception entrance, and signage will recognize your company as a sponsor. Display handouts or collateral on a six-foot table, and network with guests.
Annual Session Lanyards All Annual Session events require an attendee name badge, which hangs from a lanyard printed with your company logo.	\$2,000 (1 opportunity)	Your logo will appear on every Annual Session lanyard and be distributed to all attendees as they arrive.
CE: Burnout, Stress in Dentistry  This course will look at burnout and stress in dentistry and proven solutions to lessen the effects of these emotional challenges.	\$1,000 (1 opportunity)	You may introduce the speaker and display handouts and collateral on a table. Signage will recognize your company as a sponsor.



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SPONSOR RATES, BENEFITS & RULES

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Sponsorship	Price	Benefits
CE: Treating Older Patients  <p>Dentists will learn practical ways to accommodate the fastest growing patient demographic.</p>	\$1,000 (2 opportunities)	You may introduce the speaker and display handouts and collateral on a table. Signage will recognize your company as a sponsor.
CE: The Medically Complex Patient  <p>Dentists will learn how to simplify the treatment of patients with a range of conditions and medication interactions to avoid.</p>	\$1,000 (2 opportunities)	You may introduce the speaker and display handouts and collateral on a table. Signage will recognize your company as a sponsor.
CE Networking Lunch <p>Attendees will break from their CE courses to enjoy a networking lunch.</p>	\$1,000 (3 opportunities)	Table tent signage with your logo will be on every table. Signage will be displayed recognizing your company.
House of Delegates' Luncheon <p>This highly attended luncheon, with 200 dentists and guests, provides our delegates with a midday break from their Friday business meeting.</p>	\$1,000 (3 opportunities)	Table tent signage with your logo will be placed on every table. Signage also will be displayed recognizing your company.
House of Delegates' WiFi <p>More than 150 dentist delegates attend this meeting and most bring laptops and tablets, which require WiFi.</p>	\$1,000 (4 opportunities)	The projection screen will provide WiFi directions and recognize your company. Provide handouts or collateral to be placed at delegates' seats and a slide to be projected.
Continental Breakfast <p>On Friday morning, a continental breakfast is served in the exhibit hall.</p>	\$500 (2 opportunities)	Signage will recognize your company. You may display handouts or collateral.
CE Coffee Bar <p>Dentists will wake up to a coffee bar before taking CE courses on Saturday.</p>	\$500 (4 opportunities)	Signage will recognize your company. You may display handouts or collateral.



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