

Oh!

The Contacts

You'll

Make!



42nd Annual MidWinter Convention & Expo

Move-in

- Thursday: February 16
9:00 – 11:00am

Move-out

- Friday: February 17
1:30 – 3:00pm

Exhibit Hall Hours

- Thursday: February 16
11:00am – 5:00pm
- Friday: February 17
7:30am – 1:30pm

What is MidWinter?

- SDDS' biggest event of the year, with attendees from all over the country!
- A **two-day event** at the newly remodeled SAFE Credit Union Convention Center

This 42nd Annual Event Brings Dental Professionals Together to:

- Earn CE in one place!
- Build and bond with office team members!
- Enjoy world-renowned speakers on current dental topics and trends!
- Bring the latest products and services together!

Booth Package

Complete Rules and Regulations to follow in Exhibitor Service Kit (sent via email to company contact).

EARLY BIRD: Early Bird payment must be made by October 1 or regular price will be charged.

EXTRA CHARGE ITEMS: Material Handling (no carts can be rolled onto the show floor using the front service doors) Phone lines, WiFi, additional furniture, etc. may be ordered directly through exhibition services (AES). Order information will be included in the Exhibitor Service Kit which will be emailed to the company contact listed on the Exhibitor Contract.

NOTE: The Expo floor is carpeted. No additional carpet needed unless a specific color is desired for aesthetics (color options are limited).

See floor plan at right for specific booth space and layout of exhibit hall. ▶

To be included in the MidWinter Convention Manual, deadline to sign up is **JANUARY 10, 2023.**



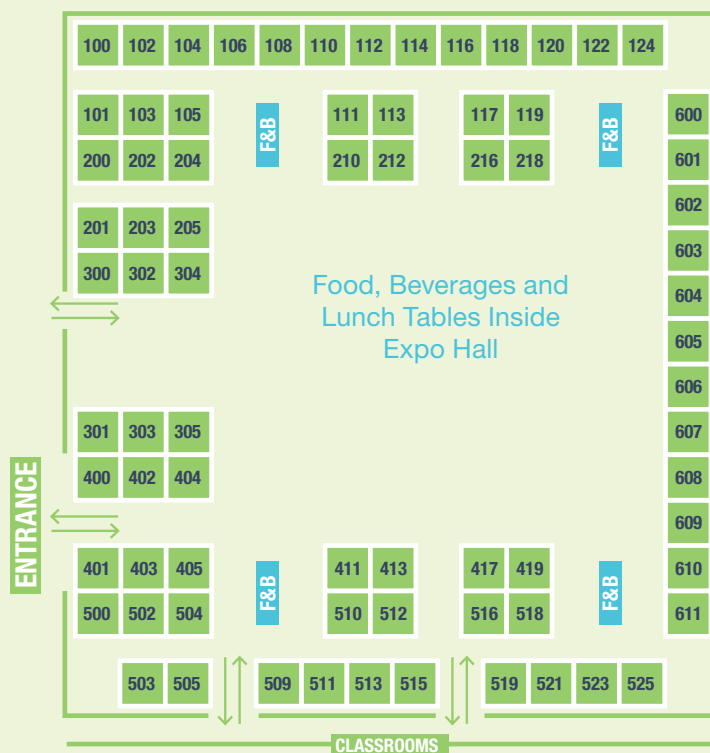
INCLUDES:

- 10' x 10' draped booth
- 6' x 24" skirted table
- 2 chairs
- Wastebasket
- One line I.D. sign
- 500 watt electrical outlet

EXHIBITOR SPACE will be assigned based on the following priority order (all first-come, first-served basis by category of priority):

- 1ST PRIORITY: Convention Sponsors
- 2ND PRIORITY: SDDS Vendor Members
- 3RD PRIORITY: All Exhibitors

Map of the Expo



Advertising in the MidWinter Official Manual

The SDDS MidWinter Convention Official Manual is the essential publication for this year's event. It is distributed to ALL registrants and includes an alphabetical directory of exhibitors, schedule of events, Expo floor plan and more, all in a convenient pocket-sized book! Manual advertising space is another chance for your company to gain MAXIMUM exposure! (Sign up soon — space is limited.)

Ad Sizes

- Full Page** (4.5" w x 7.5" h) \$600
- Half Page** (4.5" w x 3.625" h) \$400

Preferred Placement

(choose one — full pg only)

- Inside Front Cover additional \$300
- Inside Back Cover additional \$250
- Inside First Page additional \$250
- Outside Back Cover additional \$300

Advertising Requirements

1. Display ads must conform to the listed sizes and be submitted print-ready (on CD or emailed to sdds@sdds.org in .pdf, .jpg, .tiff, .ai, .eps or .indd format) with 300 dpi or higher resolution. All advertising is BLACK & WHITE. See advertisement dimensions at left.
2. Display ads must be received by December 15, 2022 to be included in the manual.

MidWinter Sponsorship Opportunities

All sponsors receive the following:

- Recognition on all supporter signage at the convention
- Company name recognition in pre-convention issue (January 2023) of SDDS' monthly magazine, *The Nugget*
- Recognition in MidWinter Convention Manual

Yummy in My Tummy Lunch Sponsors

THURSDAY AND FRIDAY ON THE EXPO FLOOR (TWO AVAILABLE)

- Expo Booth, first priority placement and **FOUR** registrations
- Full page advertisement in the MidWinter Convention Manual, with choice of preferred placement
- Website listing on SDDS' MidWinter page with link to your company home page
- Recognition on all supporter signage at the convention

\$9500

SOLD

The Tooth Book* Sponsor

YOUR COMPANY NAME ON A FULL COLOR BELLY BAND WRAPPED AROUND THE BOARD BOOK VERSION OF DR. SEUSS' THE TOOTH BOOK RECEIVED BY ALL OFFICES ATTENDING

\$5000

Super Duper Speaker Sponsor

SPONSOR A CONFIRMED CONVENTION SPEAKER

- Expo Booth, priority placement and **TWO** registrations
- ½ page advertisement in the MidWinter Convention Manual
- Website listing on SDDS' MidWinter page with link to your company home page

\$4200

Grinchy Gift Card* Sponsor

\$5 STARBUCKS GIFT CARDS TO THE FIRST 300 REGISTRANTS
YOUR COMPANY'S LOGO AND NAME ON THE GIFT CARD SLEEVE

\$3000

SOLD

Bring on the Buzz Coffee Sponsors

THURSDAY OR FRIDAY MORNINGS AND MID-MORNING BREAKS
(THREE AVAILABLE) — GIVE ATTENDEES A MUCH NEEDED CUP OF COFFEE

\$2500

SOLD

Smack Attack Lip Balm* Sponsor

YOUR COMPANY NAME ON A LIP BALM RECEIVED BY ALL ATTENDEES

\$1750

Cozy Nosey Tissue* Sponsor

YOUR COMPANY NAME ON A TISSUE PACK RECEIVED BY ALL ATTENDEES

\$1300

* MOST IMPRINTED ITEMS HAVE A ONE COLOR IMPRINT AND NEED TO BE RESERVED NO LATER THAN NOVEMBER 16, 2022

So Many Sponsorship Opportunities Have Already Sold!

visit [sdds.org/midwinter2023](https://www.sdds.org/midwinter2023)
to see the current list of sponsors

Hotel Accommodations

Hyatt Regency Sacramento
1209 L St • Sacramento, CA 95814

If you'd like to book with our host hotel, a booking link will be sent out to all registrants (the easy way!). Or call (800) 233-1234 and use the code G-SADD or mention the Sacramento District Dental Society.

Cut-off Date: January 25, 2023 @ midnight

Payment & Cancellations

Payments: See back page for pricing structure.
Cancellations must be received in writing.

Full refund* – November 30, 2022

50% refund* – December 1, 2022–January 4, 2023

No refunds – After January 5, 2023

*Minus \$100 processing fee

All exhibitors/sponsors signed up and paid by January 10, 2023 will be included in the Convention Manual.

Booth Confirmations

Booth confirmations and exhibitor service kits will be emailed to the company corporate contact as listed on the Exhibitor Contract. Please make sure that events@sdds.org is saved in your "safe recipients" list. Space will be assigned by December 15, 2022.

Additional Questions

More information can be found on our website www.sdds.org. You can contact exhibitor services (AES) by emailing info@american-expo.com

Please direct all questions to the SDDS office at (916) 446-1211 or via email to events@sdds.org.

Raffle Prizes

SDDS encourages all exhibitors to donate prize(s) for the raffle to be held each day. Raffle drawings will be held at YOUR booth, with those eligible being those who VISIT your booth and give you their business cards.