



SPONSORSHIP
& EXHIBITOR
PROSPECTUS

2019

STAR OF THE NORTH MEETING

Nationally known

..... *Close to home*



Join us!

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136TH ANNUAL
SCIENTIFIC SESSION
APRIL 25-27, 2019
SAINT PAUL RIVERCENTRE, SAINT PAUL, MN

Join Us!

AT THE STAR OF THE NORTH

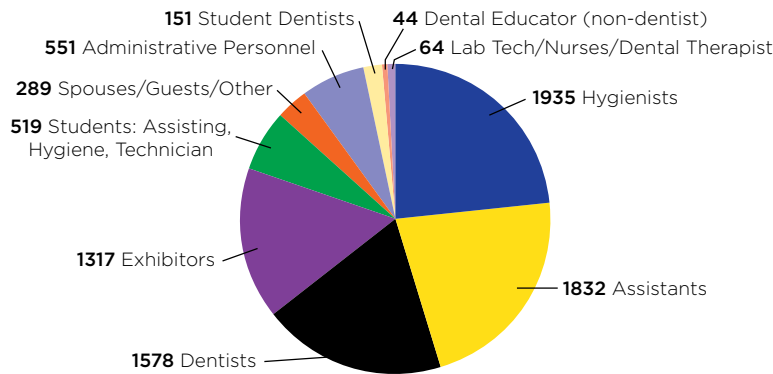
The Star of the North Meeting attracts over 8,200 attendees — including Dentists, Student Dentists, Dental Assistants, Dental Hygienists, Dental Educators, and more — to one of the Midwest’s largest dental conferences. The Star of the North is a marketplace where the Exhibit Hall is a crucial part of the educational experience — where attendees can meet with over 250 exhibiting companies offering the latest innovative science at the meeting.

Position your organization face-to-face with Dental decision makers.

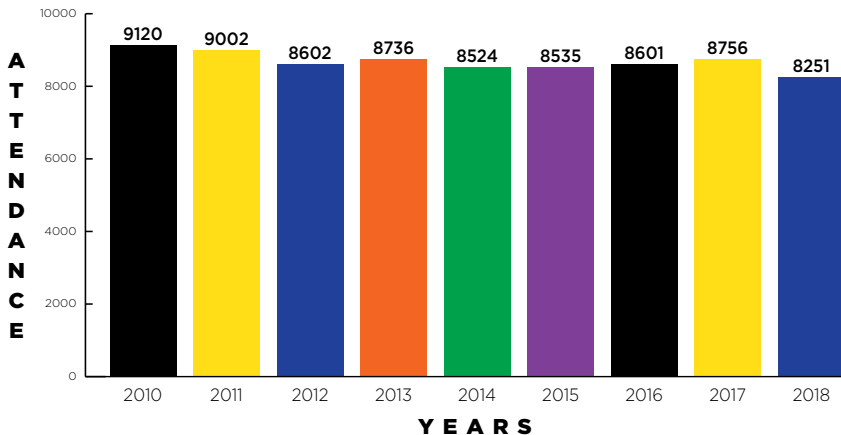
- ▲ **LAUNCH** NEW PRODUCTS AND SERVICES
- ▲ **COLLECT** HIGH-QUALITY SALES LEADS
- ▲ **BUILD** BRAND AWARENESS
- ▲ **CULTIVATE** CUSTOMER RELATIONSHIPS

ATTENDANCE

2018 STAR OF THE NORTH



HISTORICAL



NET ATTENDEE TO EXHIBITING COMPANY RATIO

30 to 1

(Average is 22 to 1)

OVERALL EXHIBITOR RETENTION

84%

(Average is 74%)



2019 Star of the North Meeting

GENERAL INFORMATION

EXPOSITION DATES

Wednesday, April 24	8:00 am – 5:00 pm* 2:00 pm – 5:00 pm	Exhibitor Move-In Exhibitor Registration
Thursday, April 25	7:30 am – 10:00 am 7:30 am – 6:00 pm 11:00 am – 6:00 pm 4:00 pm – 6:00 pm	Exhibitor Move-In Exhibitor Registration Exhibit Hall Open Buyer's Happy Hour in the Exhibit Hall
Friday, April 26	7:30 am – 5:00 pm 10:00 am – 6:00 pm	Exhibitor Registration Exhibit Hall Open
Saturday, April 27	7:30 am – 12:30 pm 10:00 am – 1:00 pm 1:15 pm**	Exhibitor Registration Exhibit Hall Open Exhibit Hall Closes

Exhibitors may begin dismantling at 1:15 pm on April 27 and must be completed by 7:00 pm

*Contact show management if you require a move-in time after 5:00 pm

**All freight carriers must be checked in by 4:00 pm

CONFERENCE DATES

Thursday – Saturday, April 25-27, 2019

Conference Location

Saint Paul RiverCentre
175 West Kellogg Boulevard
Saint Paul, MN 55102
(651) 265-4800 | www.rivercentre.org

Show Management

Minnesota Dental Association
1335 Industrial Boulevard, Suite 200
Minneapolis, MN 55413
(612) 767-8400 | www.mndental.org



CONTACTS

Exhibit/Advertising/Promotion/Sponsorship Questions

Vicki Capistrant, Director of Meetings & Events
Phone: (612) 767-8400; Fax: (612) 767-8500
Email: vcap@mndental.org

General Contractor

General Experience Specialists, Inc. (GES)
7000 Lindell Road
Las Vegas, NV 89112
Phone: (800) 475-2098

Housing Service Company

EventSphere
Phone: (866) 236-8881
star.mndental.org/housing_and_travel/

2019 Star of the North Meeting





TRAFFIC BUILDERS



BUYER'S HAPPY HOUR - A TIME TO SIP, SHOP & SAVE FOR ALL REGISTERED ATTENDEES

We've updated the popular Buyer's Night Social as our Buyer's Happy Hour (taking place this year on Thursday, April 25, from 4:00 pm - 6:00 pm) and have opened it up for all attendees. We encourage exhibitors to offer show specials for the full show (see information on Advertising & Promotion on page 9 for how to submit your complimentary Show Specials).



EXHIBIT PASSPORT GAME

Exhibiting Diamond and Platinum level sponsors and Promo Package exhibitors will be listed on a passport card. Meeting attendees will visit the booths of the exhibitors on the passport card to receive a stamp. Once their passport is completed, the attendee will enter a drawing to win one of ten \$100 gift cards.

NEW! SATURDAY ATTENDEE FOOD VOUCHERS

The last day of the expo we'll provide attendees with a voucher to be used at the concession stands on the Exhibit Hall floor.



CASH CUBE - THURSDAY AND FRIDAY

The Cash Cube is another popular attraction in the Exhibit Hall. The cube is located in an Exhibit Hall lounge. **NEW this year** — we'll have easy/short competitions between registered attendees, the winner will step in the Cube and grab some swirling cash. Cash Cube sponsorship is available to 2019 exhibitors.

TABLE CLINICS

Our Table Clinics continue to be a popular spot where attendees can pick up some dental pearls and earn a few free CE credits. Short 10-minute presentations are held on Friday during the Star of the North adjacent to the Exhibit Hall. Presenters are MDA members, graduate students from the University of Minnesota and if space allows, exhibiting companies that purchase the Promotional Package for the meeting.



PRIZE DRAWINGS

The Star of the North holds multiple prize drawings during the show. Attendees will use their Meeting App to scan the QR code daily (located on the show floor).

EXHIBIT HALL SCHEDULE

SET-UP

Wednesday, April 24, 2019
8:00 am - 5:00 pm

Thursday, April 25, 2019
7:30 am - 10:00 am
(Show ready by 10:30 am)

HALL HOURS

Thursday, April 25, 2019 11:00 am - 6:00 pm
(Buyer's Happy Hour from 4:00 pm - 6:00 pm)

Friday, April 26, 2019 10:00 am - 6:00 pm

Saturday, April 27, 2019 10:00 am - 1:00 pm

MOVE-OUT

Saturday, April 27, 2019
1:15 pm - 7:00 pm

SPONSORSHIP PERKS



2019 SPONSOR PERKS AT EACH LEVEL

	Diamond \$10,000 and Up	Platinum \$5,000 to \$9,999	Gold \$4,000 to \$4,999	Silver \$3,000 to \$3,999	Bronze \$1,500 to \$2,999
Company logo and link from the Star of the North website attendee landing page	●				
One full-page, black and white advertisement in the <i>Onsite Program</i>	●				
Company logo to appear in sponsor list in the <i>Preliminary Program</i>	●				
Company logo as a window cling placed on entrance doors to RiverCentre	●				
Company logo as a floor sticker on landing and bottom of stairs leading to Exhibit Hall main entrance	●				
Company logo in sponsor list in <i>Northwest Dentistry</i> (November/December issue)	●				
Use of one Infocard Plus Lead Retrieval System at the meeting	●	●			
One half-page, color advertisement in the <i>Preliminary Program</i>	●	●			
Company logo to appear on sponsor wall in registration lobby	●	●			
Exhibit Passport Game: Company name listed on passport game card	●	●			
Additional Raffle or Drawing Listings on Meeting App	4	4	2	2	1
Show special listings in the printed Buyer's Guide (to be available for duration of event)	5	5	5	5	5
Floor sticker in front of your booth identifying your sponsor level	●	●	●	●	
Additional booth placement points for 2019	50	35	25	15	
Company name listed in <i>Preliminary Program</i>	●	●	●	●	●
Company name listed in <i>Northwest Dentistry</i> (November/December issue)	●	●	●	●	●
Special "Sponsor" recognition printed on name badges	●	●	●	●	●
Additional complimentary registration for company representatives per booth space rented	18	16	14	12	10
Recognition in registration lobby on sponsor wall	●	●	●	●	●
Company name listed on Star of the North website	●	●	●	●	●
Company name listed in official Star of the North <i>Onsite Program</i>	●	●	●	●	●

SPONSORSHIP OPPORTUNITIES



To participate in the sponsorship program, complete the “Advertising, Promotion & Sponsorship” order form found online at star.mndental.org and send it to Vicki Capistrant at vcap@mndental.org or fax (612) 767-8500.

TOTE BAG	\$15,000 <i>(1 exclusive available)</i> \$7,500 each <i>(2 shared)</i>	Diamond or Platinum Level benefits plus... <ul style="list-style-type: none"> •Your company logo featured on the tote bag with the meeting logo •Recognition in the promotional materials for the tote bag in the <i>Preliminary Program, Onsite Program</i>, and the Star of the North website
THE BIG PARTY!	\$10,000 <i>(1 exclusive)</i> \$5,000 each <i>(2 available)</i>	Diamond or Platinum Level benefits plus... <ul style="list-style-type: none"> •Company logo on bar signs •Recognition in all of The BIG Party! promotional materials •Recognition on event’s onsite signage •50 Drink Tickets
KEYNOTE SESSION	\$10,000 <i>(1 exclusive)</i> \$5,000 each <i>(2 available)</i>	Diamond or Platinum Level benefits plus... <ul style="list-style-type: none"> •Sponsor name/logo will be listed in all promotional materials regarding keynote (website, printed material, social media, onsite signage, etc.) •Sponsor logo listed on welcome presentation screens in auditorium •Sponsor thanked by chairperson prior to introduction of speaker •Plus additional sponsor benefits based on level of contribution (platinum, diamond, etc.) For exclusive sponsor only: <ul style="list-style-type: none"> •Additional 10’x10’ booth and option of having the keynote book signing in this space •Exclusive sponsor given 2-3 minutes of stage time prior to speaker presentation to speak to audience
BADGE LANYARD	\$7,500 <i>(1 available)</i>	Platinum Level benefits plus... <ul style="list-style-type: none"> •Your company logo featured on the lanyard
OASIS MASSAGE STATION	\$5,500 <i>(1 exclusive available)</i>	Platinum Level benefits plus... <ul style="list-style-type: none"> •Recognition on any onsite signage and printed programs •Vinyl floor footprints with your logo leading to location from main escalator •Company logo on sign at each station •Opportunity to collaborate on a creative way to get attendees to visit your booth for massage sign-ups (depending on sponsor’s input)
MEETING APP	\$5,000 <i>(1 exclusive available)</i>	Platinum Level benefits plus... <ul style="list-style-type: none"> •Recognition in the promotional materials in the <i>Preliminary Program, Onsite Program</i>, and the Star of the North website •Home page logo with hyperlink •4 alert notifications (1 pre-conference, 2 during, 1 post-conference)



<p>BUYER'S HAPPY HOUR Open to ALL attendees</p>	<p>\$5,000 each (6 available)</p>	<p>Platinum Level benefits plus...</p> <ul style="list-style-type: none"> • Recognition in all of the Exhibit Hall promotional materials • Recognition on the event's onsite signage • PDF promotional for you to email to customers • Recognition of sponsors in a promotional piece (complete with Exhibit Hall map highlighting your location) that will be mailed to all attendees with their name badges • The event will be open bar to attendees — depending on booth placement, there may be an option to place a bar station next to the sponsors booth
<p>WATER BOTTLE & COOLERS</p>	<p>\$4,000 (1 available)</p>	<p>Gold Level benefits plus...</p> <ul style="list-style-type: none"> • Your company logo featured on the water bottle with the meeting logo • Sign set on or near all coolers • Recognition in the promotional materials for the water bottle in the <i>Preliminary Program</i>, <i>Onsite Program</i>, and the Star of the North website
<p>CE VERIFICATION STATION</p>	<p>\$3,000 (1 exclusive)</p> <p>\$2,000 each (2 available)</p>	<p>Gold or Bronze Level benefits plus...</p> <ul style="list-style-type: none"> • Your company name featured on the CE Verification Station signage • Your company logo and a message running across the screens • Company logo on the CE section of the Star of the North website
<p>CHARGING STATION</p>	<p>\$2,000 (2 exclusive available)</p>	<p>Bronze Level benefits plus...</p> <ul style="list-style-type: none"> • Recognition on any onsite signage and printed programs • Company logo on charging station signs
<p>CASH CUBE</p>	<p>\$1,500 (2 available)</p>	<p>Bronze Level benefits plus...</p> <ul style="list-style-type: none"> • Recognition on any onsite signage and printed programs • Company logo on sign next to the cube
<p>SPEAKER SPONSORSHIP</p>	<p>VARIES (Multiple available)</p>	<p>Total Sponsorship Amount Level benefits plus...</p> <ul style="list-style-type: none"> • Recognition in the speaker's program descriptions in the <i>Preliminary Program</i>, <i>Onsite Program</i>, and Star of the North website • Recognition on the program's onsite signage



ADVERTISING

and PROMOTION



Choose from a variety of advertising options to reach attendees.

PROMOTIONAL PACKAGE \$4,200 - A VALUE OF OVER \$5,500

Want to maximize your investment at the Star of the North? We've made it even easier by combining our best promotional and advertising opportunities into one package. This package includes added exposure in the Exhibit Hall and throughout the convention center. The value of the package is immeasurable due to the Priority Booth Placement perk.

Includes:

- One 10' x 10' booth (priced at \$1,700 in Zone 2)
- Priority booth placement - right at the top of the list
- Booth listed on Passport Game (\$100 Gift card prize (10 cards awarded))
- One half page four-color ad in the *Preliminary Program*
- One full page black and white ad in the *Onsite Program*
- A complimentary ad in one *E-mail Blast* (purchaser to choose which month to include)
- Five complimentary show special listings in printed Buyer's Guide book
- One complimentary raffle or drawing listed on the meeting app
- Comp registration for up to 12 additional reps per booth space rented
- Company banner in the Rotunda area (production at your expense)
- Your company logo as a link from our website to yours
- Full list of pre **AND** post show registered attendees
- Invitation to present a Table Clinic (if space allows)

**The fees for advertising or promotional opportunities do not include benefits awarded for participation in the sponsorship program.*

PRELIMINARY PROGRAM ADS

Our most anticipated marketing piece of the meeting, the *Preliminary Program* is mailed to over 10,000 professionals in the 5-state region and beyond. This program remains on the desks and break tables of dental offices for months prior to the meeting! Deadline for space reservation is October 1. Final ad copy must be submitted by October 31.

Half Page (4-color)	\$500
Full Page (4-color)	\$800

ONSITE PROGRAM BOOK ADS

Place an advertisement in the *Onsite Program*. This program book will be distributed to over 8,500 attendees and referenced throughout the meeting. Tab dividers will feature highlights of a section on the front of the tab and your four-color ad will be on the back. Deadline for space reservation is January 31. Final ad copy must be submitted by February 28.

Full page (black and white)	\$600
Inside Front Cover (4-color)	\$3,000
Inside Back Cover (4-color)	\$2,000
Back Cover (4-color)	\$3,000
Section Tab Divider - back (4-color)	\$1,000



STAIRCASE SIGNAGE

\$800 for 1 staircase or **\$1,500** for both staircases — 2 available

Place your ad/logo where thousands of Star of the North attendees will tread. Ads placed on the rise of the stairs in the Rotunda (Exhibit Hall main entrance) and from the Registration Lobby to the 2nd floor where the educational programming takes place. Ad/logo size = 7" x 6" x 8 stairs. Layout and production included.

ESCALATOR HAND RAILS

4 banks of escalators - **\$500** — 2 available

Ads placed next to the escalator handrails in the Rotunda (Exhibit Hall main entrance) and from the Registration Lobby to the 2nd floor where the educational programming takes place. Ad/logo size = 2 stickers x 6" x 6". Layout and production included.

COLUMN WRAPS

\$850 each column — 4 available

Ads placed on the Meeting Room and Registration level columns wraps applied to all 4 sides of the column. Ad/logo size = 4 wraps 8' x 1m wide. Layout and production included.



ATTENDEE MAILING LISTS

Send an invitation before the meeting for attendees to stop by your booth for a special drawing or presentation. Purchase a set of mailing labels for pre-registered and post-show attendees for the 2019 Star of the North Meeting and let them know about it! Mail to everyone or just your target audience — every category is available for pre-show and post-show attendees. These labels are for the exclusive use by 2019 Star of the North exhibitors and are intended for a one time use and shall not be resold or reproduced in any manner. A question posed on the registration form will allow attendees to opt in and add their email address to their record.

Full attendee list	\$500
Dentists only	\$350
Dentists and Hygienists	\$450
Hygienists only	\$200
Dental Assistants	\$100

BUYER'S GUIDE PRINTED BOOK - \$50 EACH

Have a special promotion (product or company specials) running in your booth during the time of the show? The Star of the North Meeting will be printing a Show Specials book again this year. Make sure to submit your show specials by February 1 to be included in the book! The printed booklets will be sent to each dentist attending the meeting.

All sponsors (Diamond, Platinum, Gold, Silver, Bronze and Promotional Package) will receive 5 complimentary show specials. Exhibiting-only companies will receive 3 complimentary show specials. Additional specials are available for purchase at \$50/each.

BOOTH DRAWING AND RAFFLES ON MEETING APP - \$50 EACH

Giving away something in your booth? Having a drawing you'd like to promote? Put it on the Star of the North Meeting App then it'll be in front of thousands of people; no printing involved. This option is only available for drawings and raffles held in your booth. Any product or company specials can be submitted into the printed Buyer's Guide.

PENS - \$200 — 1 available

Does your company give pens to clients and potential clients? Want to share them with the Star of the North attendees? Send us 1,000 of your pens and we'll place them out at registration and on the meeting room level near the education sessions for attendees. Pen production at your expense.



EXHIBITOR INFORMATION

CONTRACT & ST19 FORM

A contract and all forms can be found on the website at star.mndental.org.

APPLYING AND PAYING FOR SPACE

To apply for exhibit space, **all** exhibitors must complete the Exhibit Contract and the ST19 Certificate of Compliance form. These forms can be found at star.mndental.org. Return the completed forms, along with your minimum deposit of \$500 per booth space, to the Minnesota Dental Association. Booth confirmations and invoices will be sent in December after all contracts have been processed and booths assigned (for contracts received by November 1, 2018).

The exhibit fee is due in full by **February 1, 2019**. Failure to meet this deadline may result in reassignment of exhibit space at the discretion of the Association. For exhibitors applying after February 1, 2019, contracts must be accompanied by full payment.

EXHIBIT FEES

Exhibit fees are based upon the location in the Exhibit Hall.

	Early Bird*	Standard
Zone 1 (Green) per 10'x10'	\$1,800	\$1,900
Zone 2 (Blue) per 10'x10'	\$1,600	\$1,700
Zone 3 (Red) per 10'x10'	\$1,400	\$1,500
Non-profit (Purple) per 10'x10'	\$425	\$425
Corner Booth Premium**	\$125	\$125

*Early Bird Discount is available for exhibitors whose contracts are received and **paid in full** by the priority placement deadline of October 1, 2018.

**Companies renting a 10'x10' or 10'x20' configuration will be charged a \$125 premium for each corner booth rented. This premium does not apply for companies renting space larger than 10'x20'.

DEPOSIT

A minimum deposit of \$500 per booth space must accompany your Exhibit Contract before booth space is assigned. Your company will not be placed on the floor plan until at least a deposit is received at the MDA office.

PAYMENT

A \$500 deposit is standard for each booth space rented. Paying in full by October 1, 2018, you'll receive a \$100 discount per booth.

Full payment of all booths is due on February 1, 2019. Contracts accepted after this deadline must be accompanied by full payment.

Visa, Mastercard, American Express, or a company check made to Minnesota Dental Association are the accepted forms of payment.

NON-PROFIT BOOTH SPACE

Please contact Vicki Capistrant at the Minnesota Dental Association at (612) 767-8400 or vcap@mndental.org.

SPACE SELECTION

The Star of the North has two methods of booth placement.

1. Contracts received by **November 1, 2018**, are assigned space on a priority system through points earned and group classification. Points are determined by the cumulative number earned by:

- Sponsorship: 50 points for *Diamond Level*, 35 points for *Platinum Level*, 25 points for *Gold Level*, 15 points for *Silver Level*
- Twenty (20) points for companies returning their contract by October 1, 2018 **AND** paying in full
- Ten (10) points for companies returning their contract, deposit, and ST19 by October 1, 2018
- One (1) point for each consecutive year exhibiting at Star of the North. Exhibitors not in 2017 and 2018 forfeit all points

Contracts must be received on or before **November 1, 2018** to be included in the priority space assignments. After the points are tallied, companies are divided into groups as defined here:

Group 1: Contracts requiring four or more booth spaces, or those who purchased the promotional package

Group 2: Contracts requiring less than four booth spaces, with an exhibiting history of 20 or more consecutive years in priority order

Group 3: MDA-endorsed companies sorted by priority points

Group 4: All other companies in priority points order

**If there is a tie within a group, the date and time the contract was received will decide the order.*

2. Contracts received after **November 1, 2018** will be assigned on a first-come, first-served basis.

Booth space cannot be held and a company will not be placed on the floor plan until all forms and a deposit is received at the MDA office.

No endcaps: Exhibitors requesting two corner booths must have a minimum booth configuration of 20' x 20' or larger.

A \$125 premium will be charged for each corner booth when purchasing a single (10' x 10') or double space (10' x 20').

WHAT IS INCLUDED IN THE BOOTH PACKAGE

- 1 standard ID sign that includes your company name and booth number
- Complimentary furnishings package (must be ordered by April 1)
- 8 Exhibitor registrations per 10' x 10' booth
- Company listing in the Program Book
- Virtual Booth
- Sponsorship options
- Access to Exhibitor training webinars

NOT INCLUDED

- Carpet: Exhibitors have the option (but it is not included) of ordering carpeting at their own cost. The RiverCentre Exhibit Hall floor is gray concrete.
- Electricity, Compressed Air, Water: Utilities are not included in the exhibit fee, but can be ordered through the RiverCentre.
- Wireless internet is available complimentary throughout the RiverCentre, however, bandwidth is often a challenge during peak use. If your booth presentation relies on an internet connection, it is recommended that you order a dedicated line.

HOTEL ACCOMMODATIONS

EventSphere is the Star of the North Meeting's official hotel service company. Discounted room rates have been secured at several area hotels. These rates are only available by booking through the Star of the North Meeting room block. Make reservations via a dedicated online housing site or the toll free line. Agents are available to assist you 24 hours a day, 7 days a week with all the special requests, room blocks and suite requests. Reserving your room through the meeting's official housing company helps keep rates low — your patronage is appreciated.

Housing opens on Tuesday, November 1 at 12:01 am.
The deadline to make a reservation is April 3. After April 3, EventSphere may continue to assist you with new reservation requests, changes and any special needs you may have.

Online: star.mndental.org

Phone: (866) 236-8881

Email for questions: starofthenorth@eventsphere.com

Confirmation: Confirmation will be sent directly from EventSphere

Map No.	Hotel	Single/ Double Rate
1	Saint Paul Hotel <i>(Headquarters Hotel)</i> 350 Market Street	\$204
2	InterContinental Hotel 11 East Kellogg Boulevard	\$189
3	Embassy Suites Saint Paul 175 E. 10 th Street	\$181
4	DoubleTree by Hilton 411 Minnesota Street	\$175
5	Holiday Inn RiverCentre 175 W. 7 th Street	\$165
6	Hampton Inn 200 W. 7 th Street	\$164
7	Hyatt Place 180 Kellogg Blvd. East	\$161
8	Best Western Plus Capitol Ridge 161 St. Anthony Avenue	\$139

DOWNTOWN SAINT PAUL

Downtown Saint Paul Accommodations

Visit **SAINT PAUL** .COM

175 West Kellogg Boulevard
Suite 502
Saint Paul, MN 55102
800.627.6101 651.265.4900
www.visitsaintpaul.com

North

○ Hotels
← Traffic Direction
— Skyway
H Hospital



Star of the North Meeting
MINNESOTA DENTAL ASSOCIATION

1335 Industrial Boulevard, Suite 200
Minneapolis, MN 55413

2019

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MARK YOUR CALENDAR

Future Star of the North
Meeting Dates

April 23-25, 2020

April 22-24, 2021

April 28-30, 2022

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