

2020 Star of the North Meeting Update

137TH ANNUAL SCIENTIFIC SESSION

Navigate **NORTH** VIRTUAL MEETING Star of the North Meeting

NOW VIRTUAL!

The 2020 Star of the North Meeting will now be a virtual educational experience!

Join us for another great meeting!



"Navigating" to a Virtual Show Coming in July!

In mid-March, the Minnesota Dental Association decided to postpone the 2020 Star of the North Meeting to July 30-August 1 due to the COVID-19 pandemic. The belief was in that four-month period, conditions would improve, and we could move forward with our conference as planned.

The rescheduled Star of the North Meeting is two months away, but social-distancing guidelines currently in place would make it impossible to hold the meeting. In addition, it is unclear what limits on large gatherings will be in place in two months. It is also uncertain how many attendees and exhibitors will feel comfortable visiting a large convention and interacting with thousands of other people.

We believe our best option is to "navigate" to a virtual show and offer on-demand content from our 2020 speakers to our attendees. We are offering a "Virtual Trade Show" with show specials, new product demos, company spotlights, and more for companies interested in participating.

Our team, like many of you, has been eagerly anticipating and preparing for the Star of the North Meeting. We remained hopeful that the rescheduled dates would work out, but we must put the health and safety of our attendees, exhibitors, staff, and partners first as well as adhere to all state mandates. We look forward to seeing all your faces in-person in April 2021!

What Will the Virtual Exhibit Hall Include?

Attendees of the Virtual Star of the North Meeting will be able to visit any exhibitors participating in the Virtual Exhibit Hall through December 2020. Registered vendors will be able to display company information, logo, contact information and show specials that may be updated throughout the show. The Virtual Exhibit Hall will also include gamification to help incentivize attendees to visit our vendors. Attendees will receive points for exploring our virtual exhibit hall area.

Companies interested in participating in the Virtual Exhibit Hall can do so for \$500 with an upgrade option to include a company or product spotlight video for an additional \$1,000.

Next Steps

Please let us know how your company would like to move forward. We have identified three different options for consideration below. **The deadline to select an option below is Monday, June 29, 2020. If a selection is not made, your 2020 Star of the North Meeting booth payment will be refunded.**

Option 1: Participate in the Virtual Exhibit Hall for \$500 with Option to Upgrade

If you choose to participate in the Virtual Exhibit Hall, your 2020 Star of the North booth payment will be refunded less \$500 (the cost to participate in the Virtual Exhibit Hall is \$500). There is an option to upgrade for a video of an additional \$1,000 (for a total of \$1,500). Additional perks include receiving a copy of the attendee list, and 30 priority points* for 2021 booth placement. You will also avoid a 2021 booth increase of \$50 per booth.

SELECT OPTION 1

Option 2: Transfer Your 2020 Star of the North Booth Payment to the 2021 Star of the North Meeting

If your company chooses to transfer your payment to 2021, you will receive 20 additional priority points* and will also avoid an increased booth rate of \$50 per booth at the 2021 Star of the North Meeting.

SELECT OPTION 2

Option 3: Refund of 2020 Star of the North Booth Fees

Please note that we are only able to process refunds of booth fees and not hotel accommodations, airfare, etc.

SELECT OPTION 3

Questions?

If you have questions, please contact Vicki Capistrant at vcap@mndental.org.

**Booth Priority Points - these are used to assign space on a priority system through points earned and group classification.*

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