

Navigate NORTH

APRIL 23–25, 2020
ST. PAUL RIVERCENTRE

Star of the North Meeting

INSIDE

Advertising
and Promotion

Exhibitor
Information

Sponsorship
Opportunities



Join Us!

IN THE NORTH

The Star of the North Meeting attracts over 8,100 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



2019 ATTENDANCE

1483	Dentists
1806	Assistants
1976	Hygienists
175	Student Dentists
33	Dental Educator (non-dentist)
531	Administrative Personnel
283	Spouses/Guests/Other
529	Student (Hygiene, Asst, DT)
1315	Exhibitors
68	Other
8199	TOTAL

30 TO 1

NET ATTENDEE
TO EXHIBITING
COMPANY RATIO

(Average is 22 to 1)

OVERALL
EXHIBITOR
RETENTION

84%

(Average is 74%)

GENERAL INFORMATION



Conference Dates

Thursday – Saturday, April 23-25, 2020

Conference Location

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



Star of the North Meeting
MINNESOTA DENTAL ASSOCIATION

Show Management

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



Exposition Schedule

Wednesday, April 22

8:00 am – 5:00 pm*	Exhibitor Move-In
2:00 pm – 5:00 pm	Exhibitor Registration

Thursday, April 23

7:30 am – 10:00 am	Exhibitor Move-In
7:30 am – 5:00 pm	Exhibitor Registration
11:00 am – 6:00 pm	Exhibit Hall Open
4:00 pm – 6:00 pm	Buyer's Happy Hour in the Exhibit Hall

Friday, April 24

7:30 am – 5:00 pm	Exhibitor Registration
9:00 am – 5:00 pm	Exhibit Hall Open
3:30 pm – 5:00 pm	Exhibit Hall Social

Saturday, April 25

7:30 am – 12:30 pm	Exhibitor Registration
8:45 am – 9:15 am	Exhibitors Breakfast on Wheels
9:00 am – 1:00 pm	Exhibit Hall Open
1:15 pm**	Exhibit Hall Closes

Exhibitors may begin dismantling at 1:15 pm on April 25 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 5:00 pm



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

QMS
Phone: (866) 301-0750
star.mndental.org/attend/hotels-parking/

TRAFFIC BUILDERS

Buyer's Happy Hour for all Registered Attendees

This year's Exhibit Hall Happy Hour takes place on Thursday, April 23 from 4:00 p.m. – 6:00 p.m. for all meeting attendees. We encourage exhibitors to offer show specials for the full show (information will be sent to all registered exhibitors this fall and winter with details on how to submit).

Exhibit Passport Game

Exhibiting Diamond and Platinum level sponsors and Promotional 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 a \$100 gift card. Ten gift cards will be awarded.

Attendee Concession Bucks

The last day of the expo we'll provide attendees with a voucher to be used at the concession stands in the Exhibit Hall. **NEW THIS YEAR!** Thursday and Friday Concession Bucks sponsorships will be available to 2020 exhibitors to purchase. These vouchers will be handed out each day to attendees and will help encourage them to spend additional time on the show floor.

Attendee Tote Bag and Water Bottle Pickup Station

Star of the North Tote Bags and Water Bottles can be picked up in the Exhibit Hall at the end of aisle 100.

CE Spot

The CE Spot offers free CE to Star of the North attendees. Presentations will be 30 minutes to one hour each in length. We'll have chairs with headphones that plug into the presentation. This will be available in the Exhibit Hall at the end of aisle 500. Sign up as a Promotional Package exhibitor and get a first shot at submitting your CE Spot proposal to present during this time!

Table Clinics

Our Table Clinic program continues to be a popular spot where attendees can learn and earn free CE. Short 10-minute presentations are held on Friday during the Star of the North and will be taking place to the space adjacent to the Exhibit Hall. Presenters are MDA Members and Graduate Students.

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 in the Exhibit Hall).

NEW THIS YEAR! Green Screen Photo Booth

We'll have a green screen photo booth in the Exhibit Hall this year for attendees to stop in and take photos with friends and colleagues with limitless backgrounds. Attendees will be able to transport themselves into any scene or place in the world — this is a fun twist to a traditional photo booth.



Exhibit Hall Schedule

Set-up

Wednesday, April 22, 2020
8:00 am – 5:00 pm

Thursday, April 23, 2020
7:30 am – 10:00 am
(Show ready by 10:30 am)

Hall Hours

Thursday, April 23, 2020

Friday, April 24, 2020

Saturday, April 25, 2020

11:00 am – 6:00 pm
(Happy Hour from
4:00 pm – 6:00 pm)

9:00 am – 5:00 pm

9:00 am – 1:00 pm

Move-out

Saturday, April 25, 2020
1:15 pm – 7:00 pm

SPONSORSHIP PERKS



2020 SPONSOR PERKS AT EACH LEVEL	Diamond	Platinum	Gold	Silver	Bronze
	\$10,000 and Up	\$5,000 to \$9,999	\$4,000 to \$4,999	\$3,000 to \$3,999	\$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)	●				
Complimentary use of one 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	●	●			
Raffle or Drawing Listings on Meeting app	5	3	3	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 2020	50	35	25	15	
Company name listed in <i>Preliminary Program</i>	●	●	●	●	●
Company name listed in <i>Northwest Dentistry</i> (November/December issue)	●	●	●	●	●
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 confirm your sponsorship, complete the online Advertising, Promotion, and Sponsorship form at star.mndental.org.

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</i>, <i>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 30 Drink Tickets for your customers Exclusive sponsor only – Introduce the Band
Keynote Speaker	\$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 the speaker's presentation to speak to the audience. This event is free for all attendees to attend.
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 handed out to all attendees
Attendee Concession Bucks <i>New This Year!</i>	\$5,500 <i>(2 available)</i> <i>Thursday or Friday</i>	Platinum Level benefits plus... <ul style="list-style-type: none"> Recognition on any onsite signage and printed programs Company logo on printed food vouchers Recognition in a designated meeting app reminder to all attendees Recognition in daily email to attendees Vouchers redeemable at Exhibit Hall concession stands and in the Exhibit Hall cafe (to encourage attendees in the Exhibit Hall)
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 Two additional carpeted booths added for therapists to work in your booth area Vinyl floor footprints with your logo leading to your booth location from both entrances of the Exhibit Hall Sign outside of your booth with specifics on how attendees can make their massage appointments 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 (1 exclusive available)	Platinum Level benefits plus... <ul style="list-style-type: none"> • Recognition in the promotional materials in the <i>Preliminary Program</i>, <i>Onsite Program</i>, and the Star of the North website • Design your own home page logo with hyperlink to be featured on the meeting app • 4 alert notifications (1 pre-conference, 2 during, 1 post-conference)
Buyer's Happy Hour	\$5,000 each (6 available)	Platinum Level benefits plus... <ul style="list-style-type: none"> • Recognition on the event's onsite signage • Company logo on meeting app with link • 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 — every attempt will be made to place bar stations within the sponsoring booths
Water Bottle	\$3,500 (1 available)	Silver Level benefits plus... <ul style="list-style-type: none"> • Your company logo featured on 2500 water bottles with the Star of the North meeting logo • 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
CE Verification Station	\$2,500 (1 available)	Bronze Level benefits plus... <ul style="list-style-type: none"> • Your company name featured on the CE Verification Stations • Your company logo and a message running across the screens • Company logo included in station graphics • Company logo on the CE section of the Star of the North website and on the Verify CE link. This link will be live for one year.
Charging Station	\$2,500 (2 available)	Bronze Level benefits plus... <ul style="list-style-type: none"> • Recognition on any onsite signage and printed programs
Speaker Sponsorship	VARIES If interested in speaker sponsor opportunities, please contact Shannan Cook at scook@mndental.org .	Total Sponsorship Amount Level benefits plus... <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 \$4,300 – 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. **Please note that to secure your Promotional Package, you must reserve by October 11, 2019.**

Includes:

- One 10' x 10' booth (priced at \$1,700 in Zone 2 Blue)
- 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* with the option to upgrade
- One full page black and white ad in the *Onsite Program* with the option to upgrade
- 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)
- Full list of pre- AND post-show registered attendees
- 2 lunch vouchers per day for use at Exhibit Hall concessions (Thursday, Friday and Saturday)
- Invitation to present a CE Spot. Preference will be given to those submitting a CE Spot that allows for attendees to receive Fundamental Credit.

**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 breakrooms of dental offices for months prior to the meeting! Deadline for space reservation is October 1, 2019. Final ad copy must be submitted by October 31, 2019.

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, 2020. Final ad copy must be submitted by February 28, 2020.

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 pass. 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 for stairs going from registration level up to meeting level = 5" x 94" x 8 stairs
- Ad/logo size for stairs going from registration level down to Exhibit Hall = 6" x 54" x 8 stairs

Layout and production included.

Escalator Hand Rails

4 banks of escalators – \$500 – 2 available

Logos 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 20". 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

Looking to send an invitation to all attendees with information on your booth or a special drawing or presentation? Purchase a set of mailing labels for pre-registered and post-show attendees for the 2020 Star of the North Meeting and let them know about it! Email or mail 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 2020 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. There are discounts available if purchasing both pre and post show lists. Pre-show lists will be sent after the early bird deadline (early April). Post-show lists will be sent approximately one week following the event.

	Pre-Registered Attendee List	Post-Show Attendee List	Both Lists (30% Discount)
Full attendee list	\$500	\$500	\$700
Dentists only	\$350	\$350	\$490
Dentists and Hygienists	\$450	\$450	\$630
Hygienists only	\$200	\$200	\$280
Dental Assistants	\$100	\$100	\$140



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.

Notepads – \$5,000 – 1 available

Your company logo, phone number, and website featured on notepads with the meeting logo and 2021 Star of the North meeting dates.

EXHIBITOR INFORMATION

Contract & ST19 Form

An online contract link, ST19 Form, and COI insurance information/sample can be found on the website at star.mndental.org/exhibit.

Applying And Paying For Space

All exhibitors must complete the online Exhibit Contract, provide a Certificate of Insurance, and complete an ST19 Certificate of Compliance form. Booth confirmations and invoices will be sent in December after all contracts have been processed and booths assigned (for contracts received by November 1, 2019).

The exhibit fee is due in full by **February 1, 2020**. Failure to meet this deadline may result in reassignment of exhibit space at the discretion of the Association. For exhibitors applying after February 1, 2020, 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 October 1, 2019.

**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 rented. Promotional Package vendors require a \$1,000 deposit. Vendors paying in full by October 1, 2019 will receive a \$100 discount per booth (not available for Promotional Package or Non-Profit booths).

Full payment of all booths is due on February 1, 2020. 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

Applications are now accepted online for non-profit booths; to receive the non-profit booth pricing, you must submit a copy of your IRS Determination letter (Banks and Credit Unions are not eligible).

Space Selection

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

1. Contracts received by **November 1, 2019**, 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*
- 25 points for companies submitting by October 1, 2019 **AND** paying in full
- 10 points for companies submitting their deposit by October 1, 2019
- 1 point for each consecutive year exhibiting at Star of the North. Exhibitors that were not present as vendors at the 2018 and 2019 Star of the North Meetings forfeit all points.

Contracts must be received on or before **November 1, 2019** 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 Promotional Package Vendors

Group 2: MDA-endorsed companies sorted by priority points

Group 3: 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, 2019** will be assigned on a first-come, first-served basis.

Booth space cannot be held until a deposit is received.

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

- 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 *Onsite Program*
- Digital Booth
- Sponsorship options
- Access to exhibitor training webinars

Not Included

- Carpet: Exhibitors have the option 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

QMS Services 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 with 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 Monday, November 4 at 7:00 am (CST).

The housing office will be open Monday thru Friday, 8:00 am – 5:00 pm (EST). The deadline to make a reservation is April 1.

After April 1, QMS may continue to assist you with new reservation requests, changes and any special needs you may have.

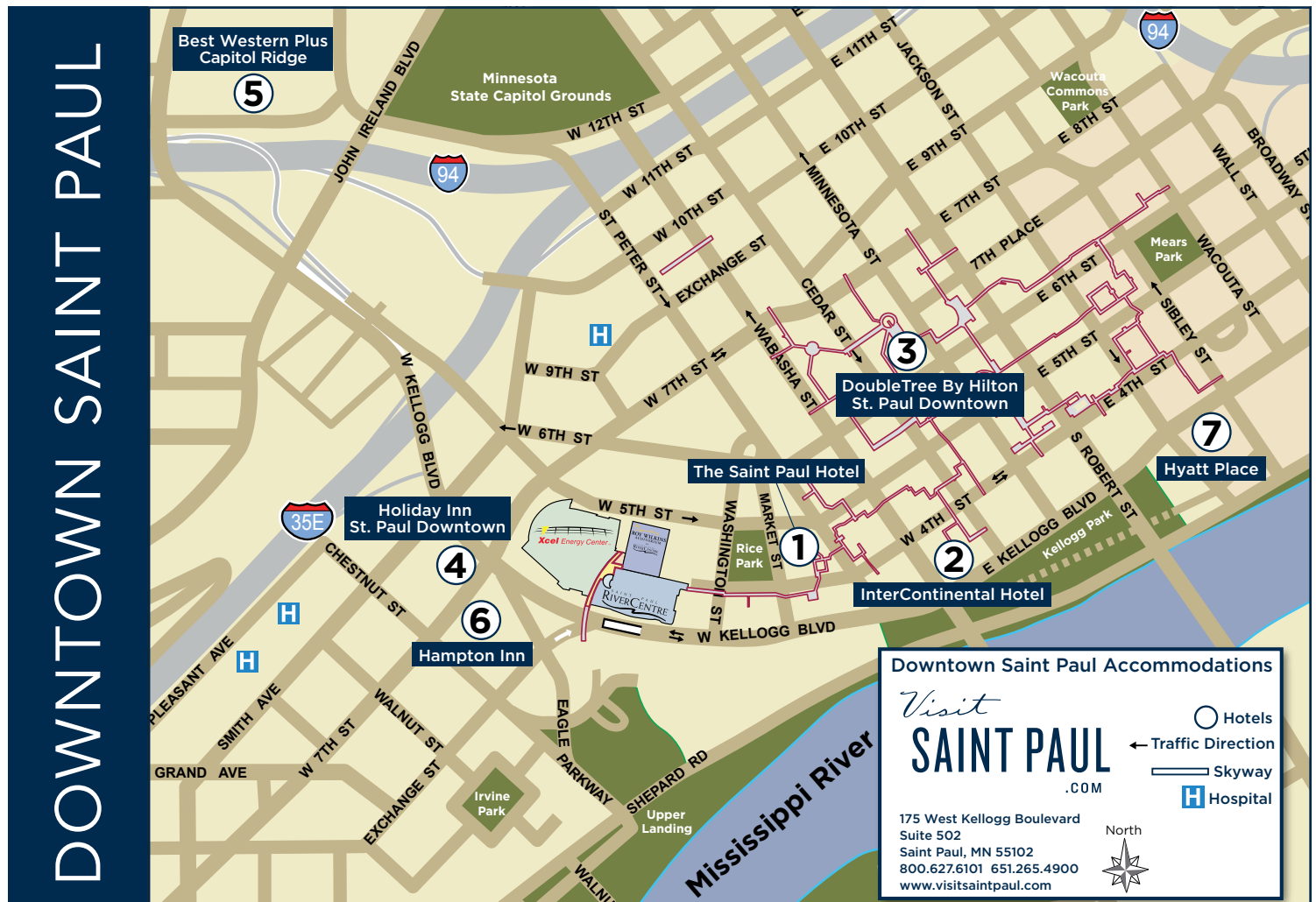
Online: star.mndental.org

Phone: (866) 301-0750

Email for questions: starofthenorth@prereg.net

Confirmation: Confirmation will be sent directly from QMS

Map No.	Hotel	Single/ Double Rate
1	Saint Paul Hotel (Headquarters Hotel) 350 Market Street	\$204
2	InterContinental Hotel 11 East Kellogg Boulevard	\$189
3	DoubleTree by Hilton 411 Minnesota Street	\$175
4	Holiday Inn RiverCentre 175 W. 7 th Street	\$165
5	Best Western Plus Capitol Ridge 161 St. Anthony Avenue	\$142
6	Hampton Inn 200 W. 7 th Street	\$164
7	Hyatt Place 180 Kellogg Blvd. East	\$161



137TH ANNUAL SCIENTIFIC SESSION



Navigate NORTH

APRIL 23–25, 2020
ST. PAUL RIVERCENTRE

Star of the North Meeting

MARK YOUR CALENDAR

Future Star of the North Meeting Dates

April 22-24, 2021

April 28-30, 2022

April 27-29, 2023

