

PROSPECTUS

CONNECT. DISCOVER. GROW.

Star of the North Hybrid Meeting
AUGUST 12-14, 2021

Star of the North Meeting
MINNESOTA DENTAL ASSOCIATION



MINNESOTA
DENTAL
ASSOCIATION®
138TH ANNUAL SCIENTIFIC SESSION

JOIN US.

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 2021 meeting will be a hybrid event offering two exhibitor options: hybrid (in-person booth and virtual booth) and virtual (virtual booth only). The hybrid booths have all the benefits of a live event — a dedicated networking space on the expo floor to showcase your products, services, and technologies, attract potential clients, initiate purchases, and make deals happen — plus a virtual booth space to promote your company to the virtual attendees at the same time.

Virtual booths provide each company with a dedicated page to promote their products, services, and new technology. The virtual booths can be customized to include maps, informational video(s), white papers, etc., and include contact information, meeting scheduling functions and direct website links to help promote business.

We offer a variety of sponsorships, booth sizes, and advertising opportunities that are designed to put your company in front of the right people. Whether you're interested in exhibiting, sponsoring, advertising — or all three — talk to us today at vcap@mndental.org.

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)

84%

OVERALL
EXHIBITOR
RETENTION

(Average is 74%)

BREAKDOWN OF THE EXHIBIT OPTIONS HYBRID AND VIRTUAL

HYBRID EXHIBITOR PRICING

	Through 2/1/2021, with full payment	2/2/2021- 8/12/2021
Zone 1 (Green) per 10'x10'	\$1,850	\$1,950
Zone 2 (Blue) per 10'x10'	\$1,650	\$1,750
Zone 3 (Red) per 10'x10'	\$1,450	\$1,550
Non-profit (Purple) per 10'x10'	\$450	\$450
Corner Booth Premium*	\$175	\$175

*Additional cost per booth

INCLUDED IN HYBRID BOOTH PACKAGE

- One 10' x 10' booth, 10' back drape 3' side drapes
- Standard ID sign that includes your company name and booth number
- Complimentary furnishings package (must be ordered by July 21)
- 8 exhibitor registrations per booth
- Exhibitor listing in the printed Onsite Program and on mobile app
- Virtual booth with live chat on Star of the North 2021 event dashboard – virtual event ends October 12, 2021
- Access to unique sponsorship and advertising options to increase exposure
- Exhibitor newsletter covering show updates
- 3 show specials in the digital buyer's guide

VIRTUAL EXHIBITOR PRICING

Virtual Booth	\$700
Lead Retrieval (add-on)	\$125
Spotlight Video (add-on)	\$225

INCLUDED IN VIRTUAL BOOTH PACKAGE

- One virtual booth including:
- Live chat with attendees
 - Company description and logo
 - Link to company website
 - Brochure links
 - Ability to upload a PDF for attendees to download
 - One-on-one sessions with attendees to connect
 - Access to unique sponsorship and advertising options to increase exposure
 - 1 show special in the digital buyer's guide
 - Please note that virtual booths will be available for attendees to view from August 12 - October 12, 2021.

WHY EXHIBIT?

Meet Potential Customers

The Star of the North Meeting first went virtual in 2020 and attracted over 3,300 dental professionals. Previous in-person events saw more than 8,100 attendees. 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.

Significant in-person and online networking opportunities

The Star of the North will host a Buyer's Happy Hour on Thursday evening, for attendees attending in person.

Virtual attendees can chat with Exhibitors in Exhibitors' virtual booth(s) and can schedule one-on-one meetings directly for more in depth conversations.

GENERAL INFORMATION.

CONFERENCE DATES

Thursday – Saturday, August 12-14, 2021

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



HYBRID EXPOSITION SCHEDULE – 2 DAYS

Wednesday, August 11

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

Thursday, August 12

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, August 13

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**
5:15 pm** **Exhibit Hall Closes**
Exhibitors may begin dismantling at 5:15 pm on August 13 and must be completed by 11:00 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
(612) 767-8400; Fax: (612) 767-8500; vcap@mndental.org

General Contractor

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

Housing Service Company

Eleventh & Gather (E&G)
(866) 301-0750; mda@prereg.net

RiverCentre

(651) 265-4875; exhibit@rivercentre.org



TRAFFIC BUILDERS.

BUYER'S HAPPY HOUR FOR ALL REGISTERED ATTENDEES

This year's Exhibit Hall Happy Hour takes place on Thursday, August 12, 4:00 p.m. – 6:00 p.m. for all meeting attendees. We encourage exhibitors to offer show specials for the full show. Show special listings will be available in the digital Buyer's Guide. Sponsors receive 5 complimentary show special listings, and exhibitors receive 3 show special listings. Vendors participating in the Virtual Exhibit Hall will receive 1 show special listing.

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 one of multiple \$100 gift cards.



ATTENDEE TOTE BAG PICKUP STATION

Star of the North Tote Bags can be picked up in the Exhibit Hall.

VIRTUAL EXHIBIT HALL GAMIFICATION

Attendees will be encouraged to participate in various challenges throughout the Virtual Exhibit Hall. Each challenge earns the attendee points and the opportunity to win prizes. Challenges will include activities like completing a brand inquiry form, watching a spotlight video, viewing show specials, clicking a sponsor ad and starting a live chat with an exhibitor. Activities are designed to drive attendees into the Virtual Exhibit Hall and create "traffic" to the virtual booths.



CE SPOT – FRIDAY ONLY

Free CE available to Star of the North attendees, presentations will be 30 minutes or less. This will be in the Exhibit Hall. This opportunity will be available to Promo Package vendors first and then opened up to sponsors if remaining spots are available.

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.

EXHIBIT HALL SCHEDULE

SET-UP

Wednesday, August 11, 2021
8:00 am – 5:00 pm

Thursday, August 12, 2021
7:30 am – 10:00 am
(Show ready by 10:30 am)

HALL HOURS

Thursday, August 12, 2021

Friday, August 13, 2021

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

9:00 am – 5:00 pm

MOVE-OUT

Friday, August 13, 2021
5:15 pm – 11:00 pm

*Please note that the 2021 Hybrid Exposition Schedule is a 2-day Exhibit Hall. There are no expo hours on Saturday and all move-out will take place on Friday, August 13.

SPONSORSHIP PERKS.



2021 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	●	●			
Floor sticker in front of your booth identifying your sponsor level	●	●	●	●	
Raffle or drawing listings on meeting app	5	3	3	2	1
Show special listings in the digital Buyer's Guide (to be available for duration of event)	5	5	5	5	5
Additional booth placement points for 2021	50	35	25	15	5
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.

KEYNOTE SPEAKER SOLD	\$10,000 <i>(1 exclusive)</i>	Diamond 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.) • 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
TOTE BAG SOLD	\$10,000 <i>(1 exclusive available)</i> \$5,500 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
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
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</i>, <i>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)
NOTE PADS	\$5,000 <i>(1 exclusive available)</i>	Platinum Level benefits plus... <ul style="list-style-type: none"> • Your company logo, phone number, and website featured on notepads with the meeting logo and 2022 Star of the North meeting dates



EXHIBIT HALL BUYER'S HAPPY HOUR

\$5,000 each
(6 available)

Platinum Level benefits plus...

- Recognition in all 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 — every attempt will be made to place bar stations within the sponsoring booths

CHARGING STATION



\$2,500
(2 sold, 2 available)

Bronze Level benefits plus...

- Recognition on any onsite signage and printed programs
- Company logo on charging lockers

CE VERIFICATION STATION

\$2,000
(1 available)

Bronze Level benefits plus...

- 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

SPEAKER SPONSORSHIP

VARIES
If interested in speaker sponsor opportunities, please contact Shannan Cook at scCook@mndental.org.

Total Sponsorship Amount Level benefits plus...

- Recognition in the speaker's program descriptions in the *Preliminary Program*, *Onsite Program*, 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 February 1, 2021.**

Includes:

- One 10' x 10' booth (priced at \$1,750 in (Zone 2 Blue))
- Priority booth placement — right at the top of the list
- Booth listed on Passport Game
- 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 digital Buyer's Guide
- 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
- Invitation to present a CE Spot
- Virtual booth with live chat and lead retrieval – virtual event ends October 12, 2021

**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 February 1, 2021. Final ad copy must be submitted by February 15, 2021.

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 8,000 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 June 1, 2021. Final ad copy must be submitted by June 15, 2021.

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
Tab order:	1. CE (At-A-Glance on tab front) SOLD
	2. Exhibits (At-A-Glance on tab front)



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

\$650 each column – 4 available

Ads placed on the Meeting Room and Registration level column 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 mailing lists for pre-registered and post-show attendees for the 2021 Star of the North Meeting and let them know about it! Email or mail to everyone or just your target audience — every category is available for pre-show and post-show attendees. This list is for the exclusive use by 2021 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 addresses to their records. There are discounts available if purchasing both pre and post-show lists.

	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

COMPANY PENS

\$300 – 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 1,500+ 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

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 February 1, 2021).

The exhibit fee is due in full by **June 1, 2021**. Failure to meet this deadline may result in reassignment of exhibit space at the discretion of the Association. For exhibitors applying after June 1, 2021, contracts must be accompanied by full payment.

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. Vendors paying in full by February 1, 2021 will receive a \$100 discount per booth (not available for Promotional Package or Non-Profit booths).

Full payment of all booths is due on June 1, 2021. 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 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).

CANCELLATION

Cancellations and reductions of space made by April 1, 2021 will be refunded in full of the fees paid up to that date. After April 1, 2021, no deposits will be refunded. Refunds for exhibit space will not be given after June 1, 2021. If the show is physically sold out (there is no room for expansion) and there is an established waiting list, refunds will be given in its entirety if space is re-rented less 10% of the rental fee paid for that particular space. In the event of a cancellation, exhibitors must contact MDA in writing. Exhibitors who purchased a Promotional Package will not be allowed to cancel their package or receive a refund. Exhibitors who purchased four or more booth spaces will not be allowed to cancel or reduce their space to fewer than four booth spaces with any refund.

SPACE SELECTION

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

1. Contracts received by **March 1, 2021**, 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*, 5 points for *Bronze Level*
- 25 points for companies submitting by February 1, 2021 **AND** paying in full
- 10 points for companies submitting their deposit by February 1, 2021
- 1 point for each consecutive year exhibiting at Star of the North. Exhibitors that were not present two consecutive years forfeit all points.

Contracts must be received on or before **March 1, 2021** 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 **March 1, 2021** 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 \$175 premium will be charged for each corner booth when purchasing a single (10' x 10') or double space (10' x 20').

NOT INCLUDED IN LIVE BOOTH PACKAGE

- **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**.

COVID-19 AWARE

In light of the COVID-19 pandemic and its impact around the world, the Star of the North Meeting is mindfully monitoring the global situation, with a priority on the safety and well-being of all attendees, exhibitors, sponsors, speakers, stakeholders and staff. All attendees and vendors attending in-person will be required to follow the State of Minnesota guidelines during the conference (face coverings, hand washing, social distancing, etc.).

Please continue to monitor the official meeting site (star.mndental.org) for any updates.

EXHIBITOR CHECKLIST

Use this handy checklist to ensure you don't miss any deadlines for 2021.

DUE DATE	DONE	DATE COMPLETED	TO DO OR ORDER	SUBMIT TO
2021				
February 1	<input type="checkbox"/>	___/___/___	Turn in contract with full payment for 25 Priority Placement Points	MDA
February 1	<input type="checkbox"/>	___/___/___	Reserve advertising space in the <i>Preliminary Program</i>	MDA
February 1	<input type="checkbox"/>	___/___/___	Early Bird discount ends	MDA
February 1	<input type="checkbox"/>	___/___/___	Promotional Package order forms due	MDA
February 15	<input type="checkbox"/>	___/___/___	Sponsorships due to be recognized in the <i>Preliminary Program</i>	MDA
February 15	<input type="checkbox"/>	___/___/___	Ad material due to be included in the <i>Preliminary Program</i>	MDA
March 1	<input type="checkbox"/>	___/___/___	Sponsorships due for applying priority points for placement	MDA
March 1	<input type="checkbox"/>	___/___/___	Priority Booth Placement deadline	MDA
April 5	<input type="checkbox"/>	___/___/___	Hotel Bureau opens for 2021 hotel reservations	E&G
April 19	<input type="checkbox"/>	___/___/___	Registration for booth personnel opens	E&G
June 1	<input type="checkbox"/>	___/___/___	Reserve advertising space in the <i>Onsite Program</i>	MDA
June 1	<input type="checkbox"/>	___/___/___	All invoices for booth spaces, sponsorships, advertising/promotions must be paid in full	MDA
June 15	<input type="checkbox"/>	___/___/___	Ad material due to be included in the <i>Onsite Program</i>	MDA
June 30	<input type="checkbox"/>	___/___/___	Certificate of Insurance due	MDA
July 8	<input type="checkbox"/>	___/___/___	First day of advance (warehouse) freight	GES
July 21	<input type="checkbox"/>	___/___/___	Deadline for Exhibitor Appointed Contractor	MDA
July 21	<input type="checkbox"/>	___/___/___	Last day to order Complimentary Furniture Package	GES
July 21	<input type="checkbox"/>	___/___/___	Discount deadline for booth furnishing and services	GES
July 23	<input type="checkbox"/>	___/___/___	Attendee list orders available for fulfillment	MDA
August 1	<input type="checkbox"/>	___/___/___	Early move-in requests due	MDA
August 1	<input type="checkbox"/>	___/___/___	Specialty orders (compressed air or water lines, wired internet)	RiverCentre
August 6	<input type="checkbox"/>	___/___/___	Last day of advance (warehouse) freight	GES
August 11	<input type="checkbox"/>	___/___/___	Direct freight to show-site start date	GES
August 13	<input type="checkbox"/>	___/___/___	Outbound Shipping	GES

CONTACTS

MDA – Minnesota Dental Association
(612) 767-8400; Fax: (612) 767-8500; vcap@mndental.org

E&G – Eleventh and Gather
(866) 301-0750; mda@prereg.net

GES – General Experience Specialists, Inc.
(800) 475-2098

RiverCentre
(651) 265-4875; exhibit@rivercentre.org