

# 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](http://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, 2020).

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

## EXHIBIT FEES

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

	Early Bird*	Standard
<b>Zone 1</b> (Green) per 10'x10'	\$1,850	\$1,950
<b>Zone 2</b> (Blue) per 10'x10'	\$1,650	\$1,750
<b>Zone 3</b> (Red) per 10'x10'	\$1,450	\$1,550
<b>Non-profit</b> (Purple) per 10'x10'	\$450	\$450
<b>Corner Booth Premium**</b>	\$175	\$175

\*Early Bird Discount is available for exhibitors whose contracts are received and **paid in full** by October 1, 2020.

\*\*Companies renting a 10'x10' or 10'x20' configuration will be charged a \$175 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, except Promotional Package vendors require a \$1,000 deposit. Vendors paying in full by October 1, 2020 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, 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 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, 2020**, 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 October 1, 2020 **AND** paying in full
- 10 points for companies submitting their deposit by October 1, 2020
- 1 point for each consecutive year exhibiting at Star of the North. Exhibitors that were not present as vendors at the 2019 and 2020 Star of the North Meetings forfeit all points.

Contracts must be received on or before **November 1, 2020** 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, 2020** 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').

## 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

## 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**.