

PROSPECTUS

# CONNECT. DISCOVER. GROW.

Star of the North Meeting  
APRIL 22–24, 2021



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 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)

## 84%

OVERALL  
EXHIBITOR  
RETENTION

(Average is 74%)

# GENERAL INFORMATION.

## CONFERENCE DATES

Thursday – Saturday, April 22-24, 2021

### Conference Location

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

### Show Management

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



## EXPOSITION SCHEDULE

### Wednesday, April 21

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

### Thursday, April 22

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 23

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 24

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 24 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  
(612) 767-8400; Fax: (612) 767-8500; [vcap@mndental.org](mailto: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  
(866) 301-0750; [mda@prereg.net](mailto:mda@prereg.net)

### RiverCentre

(651) 265-4875; [exhibit@rivercentre.org](mailto:exhibit@rivercentre.org)



# TRAFFIC BUILDERS.

## BUYER'S HAPPY HOUR FOR ALL REGISTERED ATTENDEES

This year's Exhibit Hall Happy Hour takes place on Thursday, April 22, 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.

## 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. Interested in sponsoring a voucher with your logo on it for attendees to use at the concession stands? Find details under the Sponsorship Opportunities section.

## ATTENDEE TOTE BAG PICKUP STATION

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



## CE SPOT

Free CE available to Star of the North attendees, presentations will be 30 minutes to one hour. This will be in the Exhibit Hall. We'll have chairs with headphones that plug into the presentation. This opportunity will be available to Promo Package vendors first and then opened up to sponsors if remaining spots are available.

## 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 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).

## EXHIBIT HALL SCHEDULE

### SET-UP

Wednesday, April 21, 2021  
8:00 am – 5:00 pm

Thursday, April 22, 2021  
7:30 am – 10:00 am  
(Show ready by 10:30 am)

### HALL HOURS

Thursday, April 22, 2021

Friday, April 23, 2021

Saturday, April 24, 2021

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 24, 2021  
1:15 pm – 7:00 pm

# 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](http://star.mndental.org).

<b>KEYNOTE SPEAKER</b>	<b>\$10,000</b> (1 exclusive)	<b>Diamond Level benefits plus...</b> <ul style="list-style-type: none"> <li>Sponsor name/logo will be listed in all promotional materials regarding keynote (website, printed material, social media, onsite signage, etc.)</li> <li>Sponsor logo listed on welcome presentation screens in auditorium</li> <li>Sponsor thanked by chairperson prior to introduction of speaker</li> <li>Plus additional sponsor benefits based on level of contribution (platinum, diamond, etc.)</li> <li>Additional 10'x10' booth and option of having the keynote book signing in this space</li> <li>Exclusive sponsor given 2-3 minutes of stage time prior to the speaker's presentation to speak to the audience</li> </ul>
<b>TOTE BAG</b>	<b>\$10,000</b> (1 exclusive available)  <b>\$5,500 each</b> (2 shared)	<b>Diamond or Platinum Level benefits plus...</b> <ul style="list-style-type: none"> <li>Your company logo featured on the tote bag with the meeting logo</li> <li>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</li> </ul>
<b>THE BIG PARTY!</b>	<b>\$7,500</b> (1 exclusive)	<b>Diamond Level benefits plus...</b> <ul style="list-style-type: none"> <li>Company logo on bar signs</li> <li>Recognition in all of The BIG Party! promotional materials</li> <li>Recognition on event's onsite signage</li> </ul>
<b>BADGE LANYARD</b>	<b>\$7,500</b> (1 available)	<b>Platinum Level benefits plus...</b> <ul style="list-style-type: none"> <li>Your company logo featured on the lanyard</li> </ul>
<b>MASSAGE STATION</b>	<b>\$6,000</b> (1 exclusive available)	<b>Platinum Level benefits plus...</b> <ul style="list-style-type: none"> <li>Recognition on any onsite signage and printed programs</li> <li>20' x 30' carpeted booth (electrical not included)</li> <li>Vinyl floor footprints with your logo leading to your booth location from both entrances of the Exhibit Hall</li> <li>Company logo on sign at each station</li> <li>Opportunity to collaborate on a creative way to get attendees to visit your booth for massage sign-ups (depending on sponsor's input)</li> </ul>
<b>MEETING APP</b>	<b>\$5,000</b> (1 exclusive available)	<b>Platinum Level benefits plus...</b> <ul style="list-style-type: none"> <li>Recognition in the promotional materials in the <i>Preliminary Program</i>, <i>Onsite Program</i>, and the Star of the North website</li> <li>Home page logo with hyperlink</li> <li>4 alert notifications (1 pre-conference, 2 during, 1 post-conference)</li> </ul>





<b>NOTE PADS</b>	<b>\$5,000</b> (1 exclusive available)	<b>Platinum Level benefits plus...</b> <ul style="list-style-type: none"> <li>Your company logo, phone number, and website featured on notepads with the meeting logo and 2022 Star of the North meeting dates</li> </ul>
<b>EXHIBIT HALL HAPPY HOUR</b>	<b>\$5,000 each</b> (6 available)	<b>Platinum Level benefits plus...</b> <ul style="list-style-type: none"> <li>Recognition in all Exhibit Hall promotional materials</li> <li>Recognition on the event's onsite signage</li> <li>PDF promotional for you to email to customers</li> <li>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</li> <li>The event will be open bar to attendees — every attempt will be made to place bar stations within the sponsoring booths</li> </ul>
<b>MOBILE ESCAPE ROOM</b>	<b>\$3,500</b> (1 available)	<b>Silver Level benefits plus...</b> <ul style="list-style-type: none"> <li>Recognition on any onsite signage, printed programs, and on completion certificates</li> <li>Opportunity to collaborate on a creative way to get attendees to visit your booth following completion of escape room</li> </ul>
<b>CHARGING STATION</b>	<b>\$2,500</b> (4 available)	<b>Bronze Level benefits plus...</b> <ul style="list-style-type: none"> <li>Recognition on any onsite signage and printed programs</li> <li>Company logo on charging lockers (see graphic above)</li> </ul>
<b>CE VERIFICATION STATION</b>	<b>\$2,000</b> (1 available)	<b>Bronze Level benefits plus...</b> <ul style="list-style-type: none"> <li>Your company name featured on the CE Verification Stations</li> <li>Your company logo and a message running across the screens</li> <li>Company logo included in station graphics</li> <li>Company logo on the CE section of the Star of the North website</li> </ul>
<b>ATTENDEE LUNCH SPONSOR NEW THIS YEAR!</b>	<b>\$1,000</b> Company logo and name on front of vouchers  <b>\$500</b> Company name on back of vouchers	<b>Benefits include...</b> <ul style="list-style-type: none"> <li>Sponsor to distribute vouchers to attendees (number limited to sponsorships)</li> <li>Recognition on any onsite signage and printed programs</li> <li>Company name on printed food vouchers</li> <li>Meeting app reminder and morning email to attendees, to visit your booth</li> <li>Vouchers only good at Exhibit Hall concessions and café</li> </ul>
<b>SPEAKER SPONSORSHIP</b>	<b>VARIES</b> If interested in speaker sponsor opportunities, please contact Shannan Cook at <a href="mailto:scook@mndental.org">scook@mndental.org</a> .	<b>Total Sponsorship Amount Level benefits plus...</b> <ul style="list-style-type: none"> <li>Recognition in the speaker's program descriptions in the <i>Preliminary Program</i>, <i>Onsite Program</i>, and Star of the North website</li> <li>Recognition on the program's onsite signage</li> </ul>

# 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 2, 2020.**

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 (\$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 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

*\*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, 2020. Final ad copy must be submitted by October 15, 2020.

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 January 31, 2021. Final ad copy must be submitted by February 28, 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. Thursday, April 22, 2021 (At-A-Glance on tab front)
  2. Friday, April 23, 2021 (At-A-Glance on tab front)
  3. Saturday, April 24, 2021 (At-A-Glance on tab front)
  4. Expo (Show hours and special events 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](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**.

# 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
<b>2020</b>				
October 1	<input type="checkbox"/>	___/___/___	Turn in contract with full payment for <b>25 Priority Placement Points</b>	MDA
October 1	<input type="checkbox"/>	___/___/___	Reserve advertising space in the <i>Preliminary Program</i>	MDA
October 1	<input type="checkbox"/>	___/___/___	Sponsorships due to be recognized in the <i>Preliminary Program</i>	MDA
October 1	<input type="checkbox"/>	___/___/___	Early Bird discount of \$100 ends	MDA
October 2	<input type="checkbox"/>	___/___/___	Promotional Package order forms due	MDA
October 15	<input type="checkbox"/>	___/___/___	Ad material due to be included in the <i>Preliminary Program</i>	MDA
October 31	<input type="checkbox"/>	___/___/___	Sponsorships due for applying priority points for placement	MDA
November 1	<input type="checkbox"/>	___/___/___	Priority Booth Placement deadline	MDA
November 2	<input type="checkbox"/>	___/___/___	Hotel Bureau opens for 2021 hotel reservations	E&G
<b>2021</b>				
January 4	<input type="checkbox"/>	___/___/___	Registration for booth personnel opens	E&G
January 31	<input type="checkbox"/>	___/___/___	All invoices for booth spaces, sponsorships, advertising/promotions must be paid in full	MDA
January 31	<input type="checkbox"/>	___/___/___	Reserve advertising space in the <i>Onsite Program</i>	MDA
February 28	<input type="checkbox"/>	___/___/___	Ad material due to be included in the <i>Onsite Program</i>	MDA
March 1	<input type="checkbox"/>	___/___/___	Certificate of Insurance due	MDA
March 18	<input type="checkbox"/>	___/___/___	Advanced Freight start date	GES
April 1	<input type="checkbox"/>	___/___/___	Deadline for Exhibitor Appointed Contractor	MDA
April 1	<input type="checkbox"/>	___/___/___	Complimentary Furniture Package	GES
April 1	<input type="checkbox"/>	___/___/___	Discount deadline for booth furnishing and services	GES
April 1	<input type="checkbox"/>	___/___/___	Attendee list orders available for fulfillment	MDA
April 16	<input type="checkbox"/>	___/___/___	Advanced freight to warehouse deadline	GES
April 18	<input type="checkbox"/>	___/___/___	Early move-in requests due	MDA
April 18	<input type="checkbox"/>	___/___/___	Specialty orders (compressed air or water lines, wired internet)	RiverCentre
April 21	<input type="checkbox"/>	___/___/___	Direct freight to show-site start date	GES
April 24	<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

**Star of the North Meeting**  
MINNESOTA DENTAL ASSOCIATION  
1335 Industrial Boulevard, Suite 200  
Minneapolis, MN 55413



PRESORTED  
STANDARD  
**U.S. POSTAGE PAID**  
TWIN CITIES, MN  
PERMIT NO. 4444

(08/17/2020)

**CONNECT.  
DISCOVER.  
GROW.**

Star of the North Meeting  
**APRIL 22-24, 2021**

**Star of the North Meeting**  
MINNESOTA DENTAL ASSOCIATION



**FUTURE  
STAR OF THE NORTH  
MEETING DATES**

**APRIL 28-30, 2022**

**APRIL 27-29, 2023**

**MINNESOTA  
DENTAL  
ASSOCIATION®**  
138TH ANNUAL SCIENTIFIC SESSION