



VENTURE NORTH

April 25-27, 2024

SAINT PAUL RIVERCENTRE



★
EDUCATION

★ EXHIBITS ★

NETWORKING
★

Prospectus

141st ANNUAL SCIENTIFIC SESSION



MINNESOTA
DENTAL
ASSOCIATION®

JOIN US



The Star of the North Meeting attracts over 8,000 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 and 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



REACH YOUR MARKET

30
TO 1

**NET ATTENDEE TO
EXHIBITING COMPANY RATIO**
(Industry average is 22 to 1)

84%

**OVERALL
EXHIBITOR RETENTION**
(Industry average is 74%)

ATTENDANCE

<u>2019</u>	<u>2023</u>	
1,483	1,188	Dentists
1,806	1,380	Assistants
1,976	1,540	Hygienists
531	413	Administrative Personnel
175	112	Student Dentists
529	403	Student (Hygiene, Asst, DT)
33	34	Dental Educator (non-dentist)
1,315	964	Exhibitors
283	229	Spouses/Guests/Other
68	75	Other
8,199	6,338	TOTAL

GENERAL INFORMATION

CONFERENCE DATES

Thursday – Saturday, April 25-27, 2024



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



CONTACTS

Exhibit/Advertising/ Sponsorship Questions

Vicki Capistrant, Director of Operations
(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



EXHIBIT HALL DATES

Thursday – Friday, April 25-26, 2024



EXPOSITION SCHEDULE

Wednesday, April 24

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

Thursday, April 25

7:30 am – 9:30 am	Exhibitor Move-In
7:30 am – 5:00 pm	Exhibitor Registration
10:00 am – 6:00 pm	Exhibit Hall Open
4:30 pm – 6:00 pm	Buyer's Happy Hour in the Exhibit Hall

Friday, April 26

7:30 am – 5:00 pm	Exhibitor Registration
8:30 am – 9:00 am	Breakfast for Exhibitors (Continental style served by MDA Board)
9:00 am – 5:00 pm	Exhibit Hall Open
4:00 pm – 5:00 pm	Exhibit Hall Social
5:15 pm**	Exhibit Hall Closes

Exhibitors may begin dismantling at 5:15 pm on April 26 and must be completed by 10:00 pm.

*Contact show management if you require a move-in time after 5:00 pm

**All freight carriers must be checked in by 8:00 pm



Star of the North Meeting

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 the beginning of December 2023 after all contracts have been processed and booths assigned (for contracts received by November 1, 2023).

The exhibit fee is due in full by **February 1, 2024**. Failure to meet this deadline may result in reassignment of exhibit space at the discretion of the Association. For exhibitors applying after February 1, 2024, 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'	\$1,850	\$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'	\$500	\$500
Corner Booth Premium**	\$175	\$175

*Early Bird Discount is available for exhibitors whose contracts are submitted and paid in full before **October 2, 2023**.

**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. Vendors paying in full by October 2, 2023, will receive a \$100 discount per booth (Non-Profit booths excluded).

Full payment of all booths is due on February 1, 2024. 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.

PAYMENTS, CANCELLATIONS AND REFUNDS

Exhibitors must make payment of the exhibit space rental fee according to the schedule and terms described in this contract. Minnesota Dental Association (MDA) may terminate this contract any time after February 1 in the Star of the North (SON) year if an Exhibitor has not paid the total fee for the space rented. Cancellations and space reductions made before the priority placement deadline (**November 1, 2023**) will be refunded in full of the fees paid up to that date. After the priority placement deadline, no deposits will be refunded. Refunds for exhibit space will not be given after **February 1, 2024**. 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 the 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.

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.

SPACE SELECTION

The Star of the North has two methods of prioritizing companies for booth placement.

1. Contracts received by **November 1, 2023**, 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 2, 2023 **AND** paying in full
- 10 points for companies submitting their deposit by October 2, 2023
- 1 point for each consecutive year exhibiting at Star of the North. Exhibitors that were not present as vendors in 2022 and 2023 forfeit all points.

Contracts must be received on or before **November 1, 2023**, 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, 2023**, 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'x20' or larger.

A \$175 premium will be charged for each corner booth when purchasing a single (10'x10') or double space (10'x20').

INCLUDED IN THE BOOTH PACKAGE

- Standard ID sign that includes your company name and booth number
- Complimentary furnishings package (table, 2 chairs and waste basket (must be ordered by April 3))
- 4 Exhibitor registrations per 10' x 10' booth (\$25 per registration after 4)
- Company listing in the *Preliminary Program* (if contract submitted by November 15, 2023)
- Company listing in the Show Meeting App
- 1 show special listing on Meeting App
- 1 raffle or drawing announcement
- Sponsorship opportunities

NOT INCLUDED IN 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**.

EXHIBITOR CHECKLIST

Use this handy checklist to ensure you don't miss any deadlines for 2024.

DUE DATE	DONE	DATE COMPLETED	TO DO OR ORDER	SUBMIT TO
2023				
October 2	<input type="checkbox"/>	___/___/___	Early Bird Discount and Full payment Priority Placement Points (25)	MDA
October 13	<input type="checkbox"/>	___/___/___	Reserve advertising space in the Preliminary Program	MDA
October 13	<input type="checkbox"/>	___/___/___	Sponsorships due to be recognized in the Preliminary Program	MDA
October 13	<input type="checkbox"/>	___/___/___	Promotional Package deadline	MDA
October 16	<input type="checkbox"/>	___/___/___	Ad material due to be included in the Preliminary Program	MDA
November 1	<input type="checkbox"/>	___/___/___	Priority Booth Placement deadline and Sponsorships due to receive priority points	MDA
2024				
January 3	<input type="checkbox"/>	___/___/___	Hotel and Attendee Registration Opens	E&G
January 31	<input type="checkbox"/>	___/___/___	Reserve advertising space in the Onsite Guide	MDA
February 1	<input type="checkbox"/>	___/___/___	All invoices must be paid in full	MDA
February 28	<input type="checkbox"/>	___/___/___	Ad material due to be included in the Onsite Guide	MDA
March 1	<input type="checkbox"/>	___/___/___	Certificate of Insurance and MN ST19 Form due	MDA
March 19	<input type="checkbox"/>	___/___/___	Advanced Freight start date	GES
March 24	<input type="checkbox"/>	___/___/___	Deadline for Exhibitor Appointed Contractor	MDA
April 3	<input type="checkbox"/>	___/___/___	Complimentary Furniture Package deadline	GES
April 11	<input type="checkbox"/>	___/___/___	Early move-in requests due	MDA
April 17	<input type="checkbox"/>	___/___/___	Advanced freight to warehouse deadline	GES
April 21	<input type="checkbox"/>	___/___/___	Specialty orders (compressed air or water lines, wired internet)	RiverCentre
April 24	<input type="checkbox"/>	___/___/___	Direct freight to show-site start date	GES
April 26	<input type="checkbox"/>	___/___/___	Outbound Shipping	GES

HOTEL INFORMATION

Housing opens on Wednesday, January 3 at 8:00 am (CST).

To get a list of participating hotels and special discounted rates just for Star of the North Meeting attendees, visit:

star.mndental.org/attend





SPONSORSHIP OPPORTUNITIES

To confirm your sponsorship, complete the online Advertising, Promotion, and Sponsorship form at star.mndental.org.

KEYNOTE SPEAKER	\$10,000 (1 exclusive)	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• Additional 10'x10' booth• Exclusive sponsor given 2-3 minutes of stage time prior to the speaker's presentation to speak to the audience• Sponsor recognition in the Meditation Zone• Sponsor recognition for Keynote and Accompanying Lectures• Sponsor logo on Online Exhibit Hall Floor plan
THE BIG PARTY	\$10,000 (1 exclusive)	Diamond Level benefits plus... <ul style="list-style-type: none">• Sponsor name/logo listed in all Big Party promotional materials (website, printed material, social media, onsite signage, etc.)• Sponsor logo on drink tickets• Sponsor logo on Online Exhibit Hall Floor plan
TOTE BAG	\$10,000 (1 exclusive)	Diamond 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 Guide</i>, and the Star of the North website• Sponsor logo on self-serve bins located on the meeting room and registration levels• Sponsor logo on Online Exhibit Hall Floor plan

BADGE LANYARD	\$7,500 (1 available)	Platinum Level benefits plus... <ul style="list-style-type: none"> Your company logo featured on the lanyard Sponsor logo on lanyard self-serve bins
EXHIBIT HALL SOCIAL EVENTS	\$5,000 each	Platinum Level benefits plus... <ul style="list-style-type: none"> Food supplied in your booth Thursday and Friday — SOTN food choice Recognition in all Exhibit Hall promotional materials Recognition on the event's onsite signage Sponsors recognized in a promotional piece that's mailed to attendees with their name badges
MEETING NOTEPADS	\$5,000 (1 exclusive available)	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 2025 Star of the North meeting dates
MEETING PENS	\$5,000 (1 exclusive available)	Platinum Level benefits plus... <ul style="list-style-type: none"> Your company logo with the meeting logo printed on each pen
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 Guide</i>, and the Star of the North website Home page logo with hyperlink 4 alert notifications (1 pre-conference, 2 during, 1 post-conference)
DIGITAL CARICATURE	\$5,000 (1 available)	Platinum Level benefits plus... <ul style="list-style-type: none"> Recognition on any onsite signage and printed programs Option to incorporate your booth into space (electrical included) Company logo on the sign
DAILY COFFEE SPONSORS	\$5,000 (3 available choose day – Thursday, Friday, or Saturday)	Platinum Level benefits plus... <ul style="list-style-type: none"> Recognition on any onsite signage and printed programs Meeting App reminder with recognition Company logo on the sign
WATER COOLER SPONSOR	\$5,000 (1 exclusive available)	Platinum Level benefits plus... <ul style="list-style-type: none"> Recognition on any onsite signage and printed programs Meeting App reminder with recognition Company logo on water cups
CE VERIFICATION STATION	\$3,000 (1 available)	Silver Level benefits plus... <ul style="list-style-type: none"> Your company name is featured next to the CE Verification Stations Your company logo and a message running across each computer screen Company logo included in station graphics Company logo on the CE section of the Star of the North website
CHARGING STATION	\$2,500 (4 available – 2 Meeting Room level, 1 Registration level, and 1 Exhibit Hall Lounge)	Total Sponsorship Amount Level benefits plus... <ul style="list-style-type: none"> Recognition on any onsite signage and printed programs Company logo on charging lockers
SPEAKER SPONSORSHIP	VARIES If interested in speaker sponsor opportunities, please contact Whitney Bey at wbey@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> 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.



YOUR BEST OPTION

PROMOTIONAL PACKAGE

\$2,600 + BOOTH COST

The Promotional Package combines both 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 13, 2023.

Includes:

- Priority booth placement — right at the top of the list
- Booth listed on Passport Game — \$100 gift card prize (multiple cards awarded)
- One half-page four-color ad in the *Preliminary Program* with the option to upgrade
- A complimentary ad in one *E-mail Blast*
- Three complimentary show special listings on the meeting app
- Three complimentary raffles or drawings listed on the meeting app
- Complimentary registration for up to 10 additional reps per booth space rented
- Company banner in the rotunda area (production at your expense)
- Complete list of pre- AND post-show registered attendees
- Invitation to present a CE Spot
- Comp Lead Retrieval System

**The fees for advertising or promotional opportunities do not include benefits awarded for participation in the sponsorship program.*

Ready to upgrade your experience? Make sure to select the PROMO PACKAGE option when completing your 2024 booth application.

Questions? Please contact Vicki Capistrant at vcap@mndental.org.



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! The deadline for space reservation is October 13, 2023. Final ad copy must be submitted by October 16, 2023.

Half Page (4-color)	\$550
Full Page (4-color)	\$850

NEW FORMAT! ONSITE GUIDE ADS

Place an advertisement in the *Onsite Guide*. This guide will be distributed to over 8,500 attendees and referenced throughout the meeting. This is no longer a book but will have some advertising opportunities. The *Onsite Guide* will highlight all speakers and events, only three ad opportunities in this Guide. The deadline for space reservation is January 31, 2024. The final ad copy must be submitted by February 28, 2024.

Inside Front Cover (4-color)	\$3,500
Inside Back Cover (4-color)	\$3,500
Back Cover (4-color)	\$3,500

STAIRCASE SIGNAGE

- \$900 for Meeting Room staircase
- \$800 for Exhibit Hall staircase
- \$1,600 for both staircases

Thousands of Star of the North attendees will see your ad or logo as they climb the stairs of the RiverCentre going between the Exhibit Hall, the registration area, and the meeting rooms. Layout and production included.

- Registration Level to CE Meeting Room Level – 8 stairs (94" x 5")
- Exhibit Hall to Registration Level – 8 stairs (54" x 6")

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 2024 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. These lists are exclusive for 2024 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
Full attendee list	\$500	\$500	\$800
Dentists only	\$350	\$350	\$560
Dentists and Hygienists	\$450	\$450	\$720
Hygienists only	\$225	\$225	\$360
Dental Assistants	\$100	\$100	\$180

ESCALATOR HAND RAILS

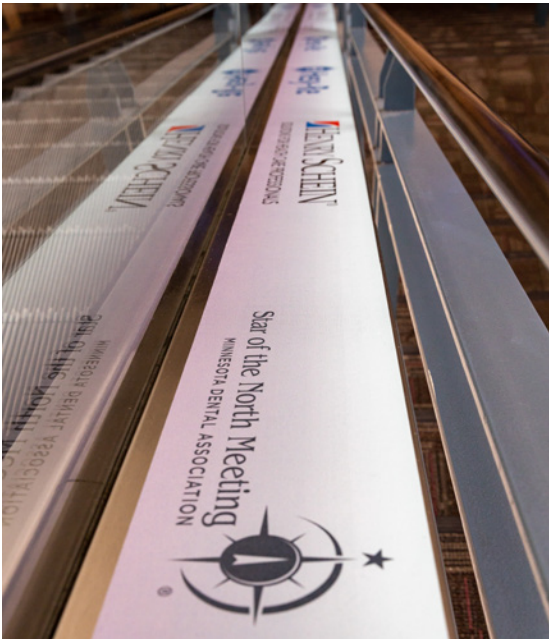
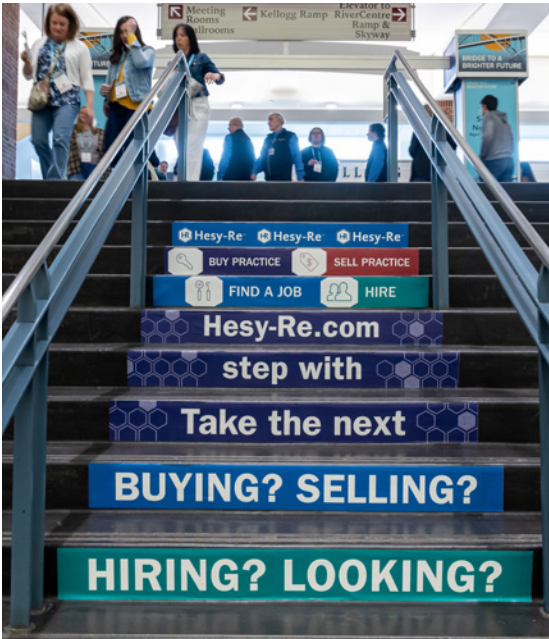
- \$650 for Meeting Room Escalators
- \$650 for Exhibit Hall Escalators
- \$1200 for both Escalators

Attendees will see your logo next to the escalator handrails as they move around among the three levels of events. Layout and production included.

- Registration Level to CE Meeting Room Level (6" x 260")
- Exhibit Hall to Registration Level (6" x 260")

COMPANY BANNER DISPLAYED IN THE ROTUNDA

\$300 per banner
Have your company banner hung in the rotunda above thousands of Star of the North attendees. Layout and production at your expense.



SPONSORSHIP PERKS

Sponsors at a higher level have more perks included to increase their visibility with attendees. Perks aren't just onsite — they start months before the meeting.



2024 SPONSOR PERKS AT EACH LEVEL	Diamond \$10,000 and Up	Platinum \$5,000 to \$9,999	Gold \$4,000 to \$4,999	Silver \$3,000 to \$3,999	Bronze \$1,500 to \$2,999
Star of the North Facebook Recognition	●				
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 recognition in rotunda	●	●			
Exhibit Passport Game: Company name listed on Passport game card	●	●			
Floor sticker in front of your booth identifying your sponsor level	●	●	●	●	●
Raffle or drawing announcement	5	4	3	2	2
Show special listings on meeting app	5	4	3	3	2
Additional booth placement points for 2024	50	35	25	15	5
Company name in sponsor list in <i>Preliminary Program</i>	●	●	●	●	●
Opportunity to hang a company banner in the rotunda (production at expense of sponsor)	●	●	●	●	●
Company name listed in <i>Northwest Dentistry</i> (November/December issue)	●	●	●	●	●
Additional complimentary registration for company representatives per booth space rented	14	12	10	8	4
Recognition in registration lobby	●	●	●	●	●
Company name listed on Star of the North website	●	●	●	●	●

2024 TRAFFIC BUILDING EVENTS

THURSDAY NIGHT HAPPY HOUR FOR ALL REGISTERED ATTENDEES

Taking place this year on Thursday, April 25, from 4:30 p.m. – 6:00 p.m. for all meeting attendees. Complimentary wine, beer, and snacks.

FRIDAY NIGHT SOCIAL HOUR FOR ALL REGISTERED ATTENDEES

This event will be Friday, April 26, from 3:30 p.m. – 5:00 p.m. for all meeting attendees. Vendors will have the opportunity to serve food and beverage in their booths. A menu will be available for all vendors to order items for this event.

EXHIBIT PASSPORT GAME

Exhibiting Diamond and Platinum level sponsors, MDA Endorsed Vendors, 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.

CE SPOT

Free CE available to Star of the North attendees. Presentations will be 30 minutes each.

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 on the show floor).

DIGITAL CARICATURE ARTIST

A digital caricature artist will be on the exhibit floor to provide attendees with a free digital caricature of themselves. Attendees can upload to Star of the North social media and be entered into a drawing.



EXHIBIT HALL SCHEDULE

SET-UP

Wednesday, April 24, 2023
8:00 am – 5:00 pm

Thursday, April 25, 2023

7:30 am – 9:30 am
(Show ready by 9:30 am)

HALL HOURS

Thursday, April 25, 2023

10:00 am – 6:00 pm
(Buyer's Happy Hour
from 4:30 pm – 6:00 pm)

Friday, April 26, 2023

9:00 am – 5:00 pm
(Exhibit Hall Social from
3:30 pm – 5:00 pm)

MOVE-OUT

Friday, April 26, 2023
5:15 pm – 10:00 pm

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

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STANDARD
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MINNESOTA DENTAL ASSOCIATION

VENTURE NORTH

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