

VENTURE NORTH

April 24-26, 2025

SAINT PAUL RIVERCENTRE

Prospectus

★
EDUCATION
★ EXHIBITS ★
NETWORKING
★

 MINNESOTA
DENTAL
ASSOCIATION®
star.mndental.org

142nd ANNUAL SCIENTIFIC SESSION

JOIN US

The Star of the North Meeting attracts over 6,000 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. Attendees can meet with over 225 exhibiting companies offering the latest innovative science at the meeting.

Position your organization face-to-face with dental decision-makers.

2024 ATTENDANCE

1,021	Dentists
1,296	Assistants
1,408	Hygienists
379	Administrative Personnel
70	Dental Therapists, Tech and Nurses
87	Student Dentists
374	Student (Hygiene, Asst, DT)
41	Dental Educator (non-dentist)
958	Exhibitors
115	Spouses/Family
68	Speakers and Staff
5,817	TOTAL

★
LAUNCH
New products
and services

★
COLLECT
High-quality
sales leads

★
BUILD
Brand
awareness

★
CULTIVATE
Customer
relationships



GENERAL INFORMATION

CONFERENCE DATES

Thursday – Saturday, April 24–26, 2025



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 24–25, 2025



EXPOSITION SCHEDULE

Wednesday, April 23

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

Thursday, April 24

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 25

7:30 am – 4:00 pm	Exhibitor Registration
8:30 am – 9:00 am	Breakfast for Exhibitors (Continental style served by MDA Board)
9:00 am – 4:00 pm	Exhibit Hall Open
11:30 am – 1:30 pm	Exhibit Hall Social
4:15 pm**	Exhibit Hall Closes

Exhibitors may begin dismantling at 4:15 pm on April 25 and must be completed by 10:00 pm.

*Contact show management if you require a move-in time after 4:00 pm

**All freight carriers must be checked in by 7:00 pm



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 2024 after all contracts have been processed and booths assigned (for contracts received by November 1, 2024).

The exhibit fee is due in full by **February 1, 2025**. Failure to meet this deadline may result in reassignment of exhibit space at the discretion of the Association. For exhibitors applying after February 1, 2025, 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**	\$200	\$200

*Early Bird Discount is available for exhibitors whose contracts are submitted and paid in full before **October 1, 2024**.

**Companies renting a 10'x10' or 10'x20' configuration will be charged a \$200 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 1, 2024, will receive a \$100 discount per booth (Non-Profit booths excluded).

Full payment of all booths is due on February 1, 2025. 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, 2024) 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, 2025.** 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 cannot 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, 2024**, 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, 2024 **AND** paying in full
- 10 points for companies submitting their deposit by October 1, 2024
- 1 point for each consecutive year exhibiting at Star of the North. Exhibitors that were not present as vendors in 2023 and 2024 forfeit all points.

Contracts must be received on or before **November 1, 2024**, 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, 2024**, 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 \$200 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, two chairs and wastebasket (must be ordered by April 7))
- **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, 2024)
- 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**.

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.




2025 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
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	●				
NEW Digital Ad – sent from the Star of the North Meeting	●				
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 2025	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	●	●	●	○	○

SPONSORSHIP OPPORTUNITIES

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

KEYNOTE SPEAKER	\$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 • Additional 10'x10' booth • Sponsor given 2-3 minutes of stage time before speaker presentation to speak to the audience • Sponsor recognition for Keynote • Sponsor logo on Online Exhibit Hall Floor plan
TOTE BAG	\$10,000 <i>(1 exclusive)</i>	Diamond Level benefits plus... <ul style="list-style-type: none"> • 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
		
DAILY COFFEE SPONSOR	\$10,000 <i>(1 exclusive, Thursday, Friday, and Saturday)</i>	Diamond 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 • Meeting App reminder with recognition • Coffee Sleeves with company logo • Sponsor logo on Online Exhibit Hall Floor plan
BADGE LANYARD	\$7,500 <i>(1 available)</i>	Platinum Level benefits plus... <ul style="list-style-type: none"> • Sponsor 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 — SON 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 <i>(1 exclusive available)</i>	Platinum Level benefits plus... <ul style="list-style-type: none"> • Company logo, phone number, and website printed on notepads with the meeting logo and 2026 Star of the North meeting dates

360° PHOTO BOOTH	\$5,000 <i>(1 exclusive available)</i>	Platinum Level benefits plus... <ul style="list-style-type: none"> • Recognition in the promotional materials in the Preliminary Program, Onsite Guide, and the Star of the North website. • Option to incorporate your booth into space (electrical included) • Company logo on the sign 	
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, 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) 	
			
THE BIG PARTY	\$4,000-\$4,500 <i>(6 stations available)</i>	Gold 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 the sponsored area (4 company representatives tickets) • Each station will have a customizable front to include your company logo, drinks, appetizers, and winner tickets • Choice of sponsorship area (first come, first served) <ul style="list-style-type: none"> • Pop-Up Flower Shop (popular at the 2024 Big Party) – \$4,500 • Skee Ball Station – \$4,500 • Big Party Music with Photo backdrop – \$4,000 • Ring Bottle Toss Station – \$4,000 • Balloon Darts Station – \$4,000 • Pop A Shot (basketball) station – \$4,000 	
CE VERIFICATION STATION	\$3,000 <i>(1 available)</i>	Silver Level benefits plus... <ul style="list-style-type: none"> • Company name featured next to the CE Verification Stations • 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 	
PRIZE BOARD	\$1,500 <i>(1 available)</i>	Bronze Level benefits plus... <ul style="list-style-type: none"> • Company logo on the Prize Board • Company name recognition during announcements. • Recognition in the promotional materials in the <i>Preliminary Program, Onsite Guide</i>, and the Star of the North website 	
CHARGING STATIONS	\$1,500 <i>(4 available – 2 Meeting Room level, 1 Registration level, and 1 Exhibit Hall Lounge)</i>	Total Sponsorship Amount Level benefits plus... <ul style="list-style-type: none"> • Company logo on charging stations • Recognition in the promotional materials in the <i>Preliminary Program, Onsite Guide</i>, and the Star of the North website 	
MEETING PENS	\$500 <i>(1 exclusive available)</i>	Platinum Level benefits plus... <ul style="list-style-type: none"> • Does your company give pens to clients and potential clients? Do you want to share them with the Star of the North attendees? Send us 2,500+ of your pens, and we'll place them at registration and on the meeting room level near the education sessions for attendees. 	
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. 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 27, 2024.

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 *Email 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
- **New Digital Ad** sent from the Star of the North Meeting

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

Ready to upgrade your experience? When completing your 2025 booth application, make sure to select the **PROMO PACKAGE** option.

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 five-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 27, 2024. Final ad copy must be submitted by November 1, 2024.

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

ONSITE GUIDE ADS

Place an advertisement in the *Onsite Guide*. This guide will be distributed to over 6,500 attendees and referenced throughout the meeting. The *Onsite Guide* will highlight all speakers and events, but there are only three ad opportunities in it. The deadline for space reservation is January 31, 2025. The final ad copy must be submitted by February 28, 2025.

Inside Front Cover (4-color)	\$2,500
Inside Back Cover (4-color)	\$2,000
Back Cover (4-color)	\$2,000

STAIRCASE SIGNAGE

\$800 for Meeting Room staircase

\$700 for Exhibit Hall staircase

\$1,400 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")

ESCALATOR HAND RAILS

\$650 for Meeting Room Escalators

\$650 for Exhibit Hall Escalators

\$1,200 for both Escalators

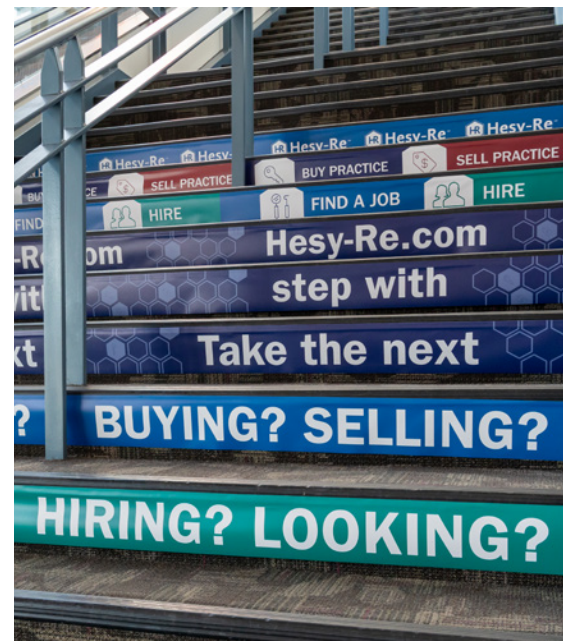
Attendees will see your logo next to the escalator handrails as they move around among the three levels of events. Layout and production included.

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

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 2025 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 2025 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



EXHIBITOR CHECKLIST

Use this handy checklist to ensure you don't miss any deadlines for 2025.

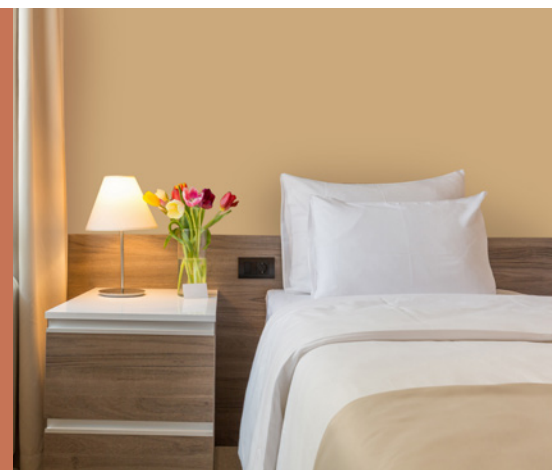
DUE DATE	DONE	DATE COMPLETED	TO DO OR ORDER	SUBMIT TO
2024				
October 1	<input type="checkbox"/>	___/___/___	Early Bird Discount and Full payment Priority Placement Points (25)	MDA
October 27	<input type="checkbox"/>	___/___/___	Reserve advertising space in the Preliminary Program	MDA
October 27	<input type="checkbox"/>	___/___/___	Sponsorships due to be recognized in the Preliminary Program	MDA
October 27	<input type="checkbox"/>	___/___/___	Promotional Package deadline	MDA
November 1	<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
2025				
January 2	<input type="checkbox"/>	___/___/___	Hotel and Attendee Registration Opens	E&G
January 31	<input type="checkbox"/>	___/___/___	Reserve advertising space in the Program 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 Program Guide	MDA
March 1	<input type="checkbox"/>	___/___/___	Certificate of Insurance and MN ST19 Form due	MDA
March 18	<input type="checkbox"/>	___/___/___	Advanced Freight start date	GES
March 24	<input type="checkbox"/>	___/___/___	Deadline for Exhibitor Appointed Contractor	MDA
April 7	<input type="checkbox"/>	___/___/___	Complimentary Furniture Package deadline	GES
April 11	<input type="checkbox"/>	___/___/___	Early move-in requests due	MDA
April 13	<input type="checkbox"/>	___/___/___	Specialty orders (compressed air or water lines, wired internet)	RiverCentre
April 16	<input type="checkbox"/>	___/___/___	Advanced freight to warehouse deadline	GES
April 23	<input type="checkbox"/>	___/___/___	Direct freight to show-site start date	GES
April 25	<input type="checkbox"/>	___/___/___	Outbound Shipping	GES

HOTEL INFORMATION

Housing opens on Wednesday, January 2 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



2025 TRAFFIC BUILDING EVENTS

THURSDAY NIGHT HAPPY HOUR FOR ALL REGISTERED ATTENDEES

Thursday, April 24, from 4:30 p.m. – 6:00 p.m. All meeting attendees will receive complimentary wine, beer, and snacks.

FRIDAY AFTERNOON SOCIAL FOR ALL REGISTERED ATTENDEES

This event will be Friday, April 25, from 11:30 a.m. – 1:30 p.m. for all meeting attendees. Vendors will have the opportunity to serve food and beverages 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.

NEW THIS YEAR!

We will welcome new and emerging speakers to present short programs in the Exhibit Hall throughout the day on Thursday and Friday. The presentations will be free and open to all attendees to participate, and will earn attendees CE credits.

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.

360° PHOTO BOOTH

A 360-degree Photo Booth will be on the exhibit floor, providing attendees with a free 360-degree photo of themselves. Attendees can upload the photo to Star of the North social media and be entered into a drawing.

MDA REWARDS ITS MEMBERS

MDA members that purchase \$3,000 or more from an Exhibitor will receive a \$50 Target gift card (limit one gift card per member)





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

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 PERMIT NO. 4444

VENTURE NORTH

April 24-26, 2025

SAINT PAUL RIVERCENTRE



Star of the North Meeting
 MINNESOTA DENTAL ASSOCIATION

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SAVE THE DATE
April 23-25, 2026



**MINNESOTA
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