

VENTURE NORTH

Prospectus

April 22-24, 2027

SAINT PAUL RIVERCENTRE

★
EDUCATION

★ EXHIBITS ★

★
NETWORKING

Star of the North Meeting
MINNESOTA DENTAL ASSOCIATION
star.mndental.org



MINNESOTA
DENTAL
ASSOCIATION®

144th ANNUAL SCIENTIFIC SESSION

JOIN US

★ **CULTIVATE**
Customer relationships

★ **COLLECT**
High-quality sales leads

★ **BUILD**
Brand awareness

★ **LAUNCH**
New products and services

Join us for the 2027 Star of the North Meeting, where over 6,000 attendees—including dentists, student dentists, dental assistants, dental hygienists, dental educators, and more—gather at 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, connecting attendees with over 230 exhibiting companies showcasing the latest innovations in science at the meeting.

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



2026 ATTENDANCE

1,080	Dentists
1,319	Assistants
1,486	Hygienists
400	Administrative Staff
580	Students
105	Other Dental Professionals
886	Exhibitors
54	Guests/Spouses
119	Misc. Speakers and Staff
6,030	TOTAL

BACK BY POPULAR DEMAND!

The Innovation Hub is returning in 2027! This dedicated space puts cutting-edge dental technology front and center (new location in the exhibit hall rotunda), giving attendees a hands-on look at what's next and giving your organization a spotlight moment with engaged, decision-ready dental professionals. More on page 11.



GENERAL INFORMATION

CONFERENCE DATES

Thursday–Saturday, April 22–24, 2027



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)
(678) 341-3063; mda@prereg.net

RiverCentre

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



EXHIBIT HALL DATES

Thursday–Friday, April 22–23, 2027



EXPOSITION SCHEDULE

Wednesday, April 21

8:00 am–5:00 pm*
2:00 pm–5:00 pm

Exhibitor Move-In
Exhibitor Registration

Thursday, April 22

7:30 am–9:30 am
7:30 am–5:00 pm
10:00 am–6:00 pm
4:30 pm–6:00 pm

Exhibitor Move-In
Exhibitor Registration
Exhibit Hall Open
Buyer's Happy Hour in the Exhibit Hall

Friday, April 23

7:30 am–4:00 pm
8:30 am–9:00 am

9:00 am–4:30 pm
11:30 am–1:30 pm
4:30 pm–6:00 pm
6:00 pm**

Exhibitor Registration
Breakfast for Exhibitors
(Continental served by MDA Board)
Exhibit Hall Open
Exhibit Hall Social
Star of the North "BIG PARTY"
Exhibit Hall Closes

Exhibitors may begin dismantling at 6:00 pm on April 23 and must be completed by 11:00 pm.

*Contact show management if you require a move-in time after 6:00 pm

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

Important Notice to Exhibitors – Early Booth Dismantling Policy

Please be advised that **exhibitors who dismantle or begin tearing down their booth before the official closure of the Exhibit Hall** will be subject to the following penalties:

- **Forfeiture of all priority points** for future booth assignments
- **Loss of placement eligibility** on the 2028 floor plan until after the **November 1, 2027**, placement deadline

We appreciate your cooperation in maintaining the integrity and professionalism of the event for all attendees and exhibitors.

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/become-exhibitor.

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 early December 2026 after all contracts have been processed and booths assigned (for contracts received by November 1, 2026).

The exhibit fee is due in full by **February 1, 2027**. Failure to meet this deadline may result in reassignment of exhibit space at the Association's discretion. For exhibitors applying after February 1, 2027, 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'	\$1,975	\$2,075
Zone 2 (Blue) per 10'x10'	\$1,775	\$1,875
Zone 3 (Red) per 10'x10'	\$1,575	\$1,675
Non-profit (Purple) per 10'x10'	\$550	\$550
Corner Booth Premium**	\$250	\$250

*Early Bird Discount is available for exhibitors whose contracts are submitted and paid in full before **October 1, 2026**.

**Companies renting a 10'x10' or 10'x20' configuration will be charged a \$250 premium for each corner booth rented. This premium does not apply for companies renting space larger than 10'x20'.

DEPOSIT

A minimum deposit of \$550 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 \$550 deposit is standard for each booth rented. Vendors paying in full by October 1, 2026, will receive a \$100 discount per booth (Non-Profit booths and kiosks excluded).

Full payment for all booths is due on February 1, 2027. 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. The 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 yet to pay the total fee for the space rented.

Cancellations and space reductions made before the priority placement deadline (November 1, 2026) 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, 2027. 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 processed online for non-profit booths; you must submit a copy of your IRS determination letter to receive the non-profit booth pricing.

SPACE SELECTION

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

1. Contracts received by **November 1, 2026**, 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, 2026 **AND** paying in full
- 1 point for each consecutive year exhibiting at Star of the North. Exhibitors that were not present as vendors in 2025 and 2026 forfeit all points.

Contracts must be received on or before **November 1, 2026**, 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, 2026**, 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.

When purchasing a single (10'x 10') or double space (10'x 20'), a \$250 premium will be charged for each corner booth.

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'x10' booth (\$30 per registration after 4)
- Company listing in the *Preliminary Program* (if contract submitted by November 15, 2026)
- 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.



2027 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 Social Media Recognition	●				
Company logo to appear in sponsor list in the <i>Preliminary Program</i>	●				
Company Name on Exhibit Floor Aisle Signs	●				
Company logo as a floor sticker on landing and bottom of stairs leading to Exhibit Hall main entrance	●				
Sponsor Ad sent from the Star of the North Meeting-via email	●				
Full Attendee lists Pre and Post event	●				
One half-page, color advertisement in the <i>Preliminary Program</i>	●	●			
Exhibit Passport Game: Company name listed on Passport game card	●	●	●		
Floor sticker in front of your booth identifying your sponsor level	●	●	●	●	●
Raffle or Drawing & Show Special Announcement on meeting app	5	4	3	2	2
Additional booth placement points for 2026	50	35	25	15	5
Opportunity to hang a company banner in the rotunda (production at expense of sponsor)	●	●	●	●	●
Company name listed in <i>Northwest Dentistry</i> (4th Quarter issue)	●	●	●	●	●
Additional complimentary registration for company representatives per booth space rented	14	12	10	8	4
Recognition in the registration lobby, <i>Preliminary Program</i> , and website	●	●	●	●	●
Company name listed in official Star of the North <i>Onsite Guide</i>	●	●	●	●	●

SPONSORSHIP OPPORTUNITIES

Reserve sponsorships and advertising on your company's dashboard via the Sponsorships & Advertising Link.

KEYNOTE SPEAKER

\$11,000 (1 exclusive)

Diamond Level benefits plus...

- Sponsor name/logo is listed in all promotional materials regarding the keynote (website, printed material, social media, onsite signage, etc.)
- Sponsor logo listed on welcome presentation screens in the auditorium
- The sponsor thanked by the chairperson before the introduction of the speaker
- Additional 10'x10' booth for book signing after the Keynote event
- 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

EXHIBIT HALL LOUNGE WITH CHARGING STATIONS AND FRIDAY REFRESHMENTS

\$10,000 (1 exclusive)

Diamond Level benefits plus...

- Company logo on charging stations
- Recognition in the promotional materials in the *Preliminary Program*, *Onsite Guide*, and the Star of the North website
- Large sign in the Lounge with your company information
- Company logo napkins
- Refreshments sponsored by your company in the Lounge on Friday afternoon
- Ad in the *Onsite Guide*

TOTE BAG

\$10,000 (1 exclusive)

Diamond Level benefits plus...

- Company logo featured on the tote bag with the meeting logo
- Recognition in the promotional materials for the tote bag in the *Preliminary Program*, *Onsite Guide*, 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

MEETING COFFEE SPONSOR

\$7,500 (Thursday, Friday, and Saturday)

Platinum Level benefits plus...

- Recognition in the promotional materials in the *Preliminary Program*, *Onsite Guide*, and the Star of the North website
- Meeting App reminder with recognition
- Coffee Sleeves with company logo and a sign at the coffee stations

BADGE LANYARD

\$7,500 (1 exclusive)

Platinum Level benefits plus...

- Sponsor logo featured on the lanyard
- Sponsor logo on lanyard self-serve bins



OXYGEN BOOTH

\$7,500 (1 exclusive)

Platinum Level benefits plus...

- Recognition in the promotional materials in the *Preliminary Program*, *Onsite Guide*, and the Star of the North website
- Option to incorporate your booth into the space (electrical included)
- Company logo on the sign

MEETING NOTEPADS

\$5,000 (1 exclusive)

Platinum Level benefits plus...

- Company logo, phone number, and website printed on notepads with the meeting logo and 2028 Star of the North meeting dates

THE BIG PARTY IN THE EXHIBIT HALL ON FRIDAY!

\$4,000 (multiple available)

Gold Level benefits plus...

- Sponsor name/logo listed in all Big Party promotional materials (website, printed material, social media, onsite signage, etc.)
- Food supplied in/near your booth — SOTN food choice
- Sponsor logo on the sponsored area
- Event napkins with your company logo
- 40 drink tickets to handout to your customers
- Other Big Party activities to include your company logo

BUYERS HAPPY HOUR SPONSOR ON THURSDAY

\$4,000 each

Gold Level benefits plus...

- Food supplied in/near your booth – SOTN food choice
- Recognition in all Exhibit Hall promotional materials
- Recognition on the event's onsite signage
- Company logo napkins
- 40 drink tickets to handout to your customers

CE VERIFICATION STATION

\$3,000 (1 exclusive)

Silver Level benefits plus...

- 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 (1 exclusive)

Bronze Level benefits plus...

- Company logo on the Prize Board
- Company name recognition during announcements
- Recognition in the promotional materials in the *Preliminary Program*, *Onsite Guide*, and the Star of the North website

SPEAKER SPONSORSHIP

VARIES (multiple available: if interested in speaker sponsor opportunities, visit the sponsorship gallery to browse available speakers and review sponsorship amounts)

Total Sponsorship Amount Level benefits plus...

- Recognition in the speaker's program descriptions in the *Preliminary Program* and the 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 \$2,700 + BOOTH COST

The Promotional Package is a comprehensive solution that combines promotional and advertising opportunities. 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 you must reserve by October 26, 2026, to secure your Promotional Package.**

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

**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 2027 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, 2026. Final ad copy must be submitted by November 1, 2026.

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 5,000 attendees and referenced throughout the meeting. The *Onsite Guide* will highlight all speakers and events, but there only three ad opportunities exist. The deadline for space reservation is January 31, 2027. The final ad copy must be submitted by February 28, 2027.

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 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

\$500 for Meeting Room Escalators

\$500 for Exhibit Hall Escalators

\$900 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 2027 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 2027 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

2027 TRAFFIC BUILDING EVENTS

THURSDAY NIGHT HAPPY HOUR FOR ALL REGISTERED ATTENDEES

Thursday, April 22, from 4:30 p.m.–6:00 p.m. All meeting attendees will receive one drink ticket and snacks. (Happy Hour sponsors will receive additional drink tickets to give out to their customers.)

FRIDAY AFTERNOON REFRESHMENTS FOR ALL REGISTERED ATTENDEES

This event will be Friday, April 23, from 11:30 a.m.–1:30 p.m. for all meeting attendees.

EXHIBIT PASSPORT GAME

Exhibiting Diamond, Platinum, and Gold 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 a \$100 gift card (multiple cards awarded).

RETURNING EMERGING SPEAKERS!

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, earning attendees CE credits.

ALSO RETURNING: THE DENTAL INNOVATION HUB (NEW LOCATION IN THE ROTUNDA)

This exclusive section of the Exhibit Hall floor is dedicated to new products and offers vendors a unique opportunity to showcase their latest innovations. A key highlight of this section is that attendees who visit the kiosks may be eligible for CE credit (with prior approval required), thereby enhancing engagement and interest in your products. See page 11 for more information.

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.

OXYGEN BAR

Taking a refreshing twist, the 2027 Oxygen Bar in the Exhibit Hall offers attendees a rejuvenating, scented oxygen experience. Inspired by recreational “oxygen bars,” guests can sample purified oxygen (typically 30–40% concentration) infused with calming aromatherapy—think lavender, mint, or citrus. The bar is designed as a wellness spot and a networking magnet in the Exhibit Hall location, which is TBD. Expect a sleek setup where visitors can pause, energize, and mingle between exhibit booths.

THE BIG PARTY

This year’s Big Party will be located in the Exhibit Hall on Friday from 4:30 pm–6:00 pm. All attendees are invited to the Party, which will begin immediately after the Keynote concludes. Attendees will receive a drink ticket Big Party sponsors will receive additional drink tickets to handout to their customers. Star of the North will have additional events and activities for the attendees to enjoy.



Back by popular demand!

DENTAL INNOVATION HUB!

COST \$1,950 PER KIOSK

The Dental Innovation Hub will be an interactive showcase of groundbreaking ideas, emerging technologies, and transformative solutions designed to elevate patient care and streamline dental practice operations. It will give attendees the opportunity to explore innovations that will redefine the dental landscape.

Included:

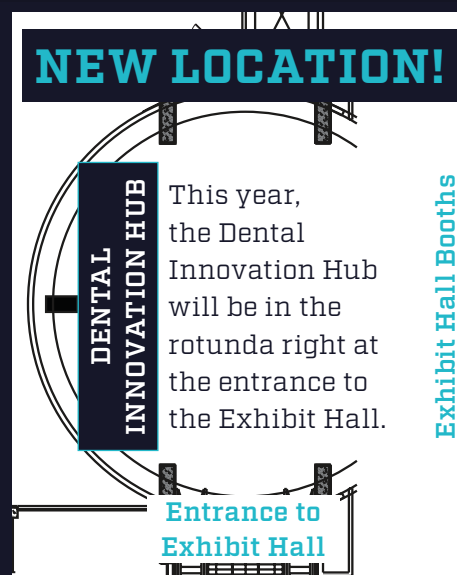
- Kiosk company logo sign (38" x 54", vector format required for artwork)
- Complimentary furnishings package, two chairs, and a wastebasket
- 4 Exhibitor registrations per Kiosk (\$25 per registration after 4)
- Company listing in the Show Meeting App
- Sponsorship opportunities
- Opportunity to qualify for .25 CEUs

Not Included:

- Electricity, Compressed Air, Water: Utilities are not included in the exhibit fee but can be ordered through the RiverCentre.
- Dedicated Internet Line: Wireless internet is complimentary throughout the RiverCentre; however, bandwidth is often challenging during peak use. If your booth presentation relies on an internet connection, it is recommended that you order a dedicated line.

2027 exhibitors qualify for a discounted rate! Contact Vicki below for more information.

**Register for your kiosk via the Star of the North website
under the Exhibit Hall booths.**



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



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SAVE THE DATE!

April 27-29, 2028

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Star of the North Meeting
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