

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

- **Carpets:** 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**.