



Exhibitor Prospectus

STRONG ROOTS. BOLD VISION.

HONORING THE PAST. SHAPING THE FUTURE.

143rd Annual Session
May 13-14, 2027
Sioux Falls, SD





May 13-14, 2027
Sioux Falls
Convention Center, EH 2

INSTALLATION

Wednesday, May 12 | 2:00pm-7:00pm

Thursday, May 13 | 6:30am-7:30am (See NOTE below)

NOTE: Installation is recommended Wednesday to avoid congestion, as dental professionals will be arriving Thursday morning for registration.

EXHIBIT HALL HOURS

5.13.27
THURSDAY

7:30am - 5:00pm

5.14.27
FRIDAY

8:00am - 1:00pm

EXHIBIT ELIGIBILITY POLICY

The South Dakota Dental Association (SDDA) views the Exhibit Hall as an integral part of the educational and scientific programs during Annual Session. Exhibitors are limited to firms, organizations, and agencies whose exhibits promote an awareness of products, technologies and services that are recognized and approved by the SDDA as adding value to the SDDA Annual Session. Products or services eligible for exhibiting at the SDDA Annual Session must be germane to, and effective and useful in, the practice of dentistry. Products and services offered by responsible companies that are not related to dentistry, but are of interest to dentists, may exhibit, at the discretion of the SDDA, however not be assigned space until all dental-related companies receive their assignments. The SDDA has the sole right to determine the final eligibility/qualification of any firm, organization, agency, or product for inclusion in the Exhibit Hall. Rulings of the SDDA shall, in all instances, be final. If the SDDA finds that an approved company misrepresented itself to gain approval to exhibit, the SDDA reserves the right to cancel the contract at any time, including while onsite at the meeting. If the SDDA cancels misrepresented company's contracts, the company is responsible for any fees due to the SDDA or its vendors at the time of cancellation.

REFUND POLICY

A 50% refund will be issued until April 12, 2027. No refunds will be given after that date. Extenuating circumstances are to be evaluated by the SDDA Annual Session Planning Committee.

EXHIBITORS' RECEPTION

Thursday, May 13, 2027 from 3:00pm to 5:00pm, the SDDA will host the Exhibit Hall Reception! This is a great opportunity to demonstrate new products, services, and network. One free drink ticket will be provided to each booth representative registered.

BOOTH SPECIFICATIONS

- 10' x 10', carpeted, with black pipe, drape, & wastebasket.
- 1 complimentary 8' skirted table and two chairs.
- Extension cords, power strips, etc. may be required and will be the exhibitor's responsibility.
- Access to electricity is available. Higher voltages will require special handling. Such advanced arrangements and special charges are the responsibility of the exhibitor and are at the expense of the exhibitor.
- Free Wi-Fi & complimentary coffee.
- View layout at sddaexhibitorshow.com. Updates made to floor plan as booths are sold. Subletting or dividing exhibit space is not permitted. Distribution of materials and displays must be limited to the booth space purchased.
- For food & beverage questions and items not allowed, please visit the link above for Exhibitor Information & Guidelines.

REMOVAL OF EXHIBITS

We encourage removal of exhibits no earlier than 1:00pm to take full advantage of your time with our attendees. Vendors that remain until 1:00pm on Friday, May 14 will have the opportunity to be entered into a drawing. If chosen your company will be refunded for the price of a booth, valued at \$650.00. (Not applicable for non-profit groups) Removal must be completed by 3:00 pm unless advanced arrangements have been made with the convention center.

BOOTH STAFF

Only representatives listed on the registration form and wearing an SDDA issued name badge will be allowed in the exhibit hall. Please share a copy of this prospectus with all individuals staffing your booth.

Strong Roots. Bold Vision.

ADVERTISING

Highlight your company in the SDDA Program Book! Every attendee receives a copy. Your ad could be viewed 800 + times!

Half Page

\$95.00
5.75" w x 4.5" h
Color Ad

Full Page

\$145.00
5.75" w x 8.75" h
Color Ad

Print bleed is built into the above dimensions. When building your ad refrain from having text right to the edge as 1/4" will be trimmed. Submit ad to melissa@sddental.org by April 12, 2027 and by that date all exhibitors with a paid registration will be listed in the SDDA program book.

SPONSORSHIP

Expand your company profile at the SDDA 2027 Annual Session! Sponsorship is a great way to promote your products and business. The SDDA has many different opportunities for you to choose from, and a vast selection of price points that fit your budget! Scan QR code to view available sponsorships! Have an idea for sponsorship, contact melissa@sddental.org to discuss other options!

Let us help you engage with our attendees!



PRIZE GIVEAWAY

We encourage vendors to host their own drawing or contest at their booth. Prizes may be a product or service offered by the exhibiting company, organizations, or commercial product of general appeal. The product or service must be usable by the winner without the purchase of additional goods or services. Exhibitors are responsible for distribution of their prizes. Each attendee will have the opportunity to enter a cash prize drawing by collecting stamps from 10 different vendors. Stamps will be provided by the SDDA. The drawing will take place on Friday, May 14 at 12:15pm.

EXHIBIT HALL LUNCH

We understand the effort it takes in having a booth, and the importance of meeting with attendees, especially during breaks. Concessions will be available for purchase onsite in the exhibit hall from 11am to 1pm. We encourage our vendors to get lunch early in order to be available when attendees are released from continuing education sessions.

FUNDRAISERS

Want more face to face time with dental professionals? Check out the social opportunities below to network with attendees by joining them at these events by the South Dakota Dental Foundation.

5.12.27
WEDNESDAY

GOLF TOURNAMENT
More info. & reservation
form available in March

5.13.27
THURSDAY

PRESIDENT'S MIXER
Casino night, prizes, food,
music & more...



DELIVERIES & SHIPPING

The Convention Center will receive freight for storage one week prior to the event. Exhibitors are responsible for shipping packages to and from the facility. See additional information on shipping at dennysanfordpremiercenter.com under Convention Center & Arena/Exhibitors.

Denny Sanford PREMIER Center

SDDA Exhibits and (Your Exhibitor Name)

Booth #

1201 N. West Ave.

Sioux Falls, SD 57104

ROOM RESERVATIONS

Hotel: Sheraton Sioux Falls Hotel & Convention Center
1211 N. West Ave. | Sioux Falls, SD 57104

Rate: \$151.00++ per night

Dates: Wednesday, May 12 – Saturday, May 15, 2027

Booking QR Code:



Or call 888-627-8088 and mention **South Dakota Dental Association Conference 2027.**

Last day to book: Thursday, April 15, 2027

SDDA CONTACT INFO.

Melissa Afdahl, SDDA Event Manager

South Dakota Dental Association

804 N. Euclid Ave., Ste., 103 | Pierre, SD 57501

E-mail: melissa@sddental.org

Phone: 605.609.1152

A list of SDDA member dentists and their office addresses can be provided to you by request no later than 4.30.27.

Honoring the Past. Shaping the Future.

REGISTRATION FORM

Vendor/Company/Business Name _____

Type of Exhibit _____ Website _____
(Example: lab, equipment, supplies, etc.)

First & Last Name _____

Address _____ City/State/Zip _____

Phone _____ Email _____

☐ **YES**, this vendor has exhibited before with this event.

☐ **NO**, this vendor has not previously exhibited with this event.
(Fill out inserted references form)

Booth Selection: Please view the booth layout at sddental.org>meetings/events>Annual Session>Exhibitor Information for available booths.

1st choice: # _____ 2nd choice: # _____ 3rd choice: # _____ 4th choice: # _____ 5th choice: # _____

Booth Staff: Please print the name(s) of individuals staffing your booth(s). Additional name badges will not be processed after 4.30.27.

Main Contact Name: _____ Booth Rep. Name: _____

Phone: _____ Booth Rep. Name: _____

Email: _____ Booth Rep. Name: _____

Booth Rep. Name: _____ Booth Rep. Name: _____

EXHIBIT BOOTH SPACE

Booth Needs Electricity _____ YES _____ NO

\$ _____ \$650 for 1st booth (\$750 after 4.12.27)

\$ _____ \$550 for each additional booth (\$650 after 4.12.27)

\$ _____ \$20 for each extra table (one table included with registration)

\$ _____ \$95 for ½ page advertisement in program book: Submit by 4.12.27 to melissa@sddental.org

\$ _____ \$145 for full page advertisement in program book: Submit by 4.12.27 to melissa@sddental.org

\$ _____ \$850 for refreshment break sponsorship

\$ _____ \$50 for each President's Mixer and South Dakota Dental Foundation Fundraiser ticket on 5.13.27

\$ _____ TOTAL _____ Check Enclosed _____ Bill Credit Card Below

2026 STATS

257 Dentists
311 Hygienists
331 Assistants
57 Office Admin.

REGISTER ON LINE

www.sddental.org

(credit card payments only)

Meetings-Events>SDDA Annual
Session>Exhibitor Information

Or send this form and payment to:

South Dakota Dental Association
804 N. Euclid Ave., Ste. 103
Pierre, SD 57501

Credit Card Information:

VISA _____ MASTERCARD _____ AMERICAN EXPRESS _____

Card # _____

Exp. Date _____ / _____ Security Code _____

Total Charge Amount \$ _____

Name on Card _____

Billing Address _____

Signature _____

I authorize the South Dakota Dental Association to charge the amount shown.