



Wellness in Motion

Your Health Powers
Patient Health

142nd Annual Session

Sioux Falls
Convention Center
May 14-15, 2026

NON-PROFIT EXHIBITOR PROSPECTUS

 **South Dakota**
DENTAL ASSOCIATION

 **South Dakota**
DENTAL HYGIENISTS'
ASSOCIATION



May 14-15, 2026

Sioux Falls Convention Center, EH 2

INSTALLATION

Wednesday, May 13 | 2:00pm-7:00pm

Thursday, May 14 | 6:30am-7:30am (See NOTE)

NOTE: Installation is recommended Wednesday due to congestion with dental professionals arriving on Thursday morning for registration.

EXHIBIT HALL HOURS

5.14.26
THURSDAY

7:30am - 5:00pm

5.15.26
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 15, 2026. 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 14, 2026 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 15 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. 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.

Wellness in Motion

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 15, 2026 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 2026 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! Let us help you engage with our attendees! From speakers and entertainment, to food and beverage breaks we have a sponsorship opportunity for you! Visit sddental.org/docs/statesdsouthdakotalibraries/annual-session/sponsorship-opportunities

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 15 at 12:30pm.

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.

5.13.26
WEDNESDAY

GOLF TOURNAMENT
More info. & reservation
form available in March

5.14.26
THURSDAY

PRESIDENT'S MIXER
Food, music, prizes & fun



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: \$147.00 per night

Dates: Wednesday, May 13 – Sunday, May 17, 2026

Booking QR Code:



Or call 888-627-8088 and mention "South Dakota Dental Association Conference" or use group code "S05852" to get the group rate.

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 4.29.26.

Your Health Powers Patient Health

RESERVATION FORM

Non-Profit Company/Organization _____

Type of Exhibit _____ Website _____

Please be specific – lab, equipment, supplies, etc.

Address _____ City/State/Zip _____

Phone _____ Fax _____ Contact Person _____

E-mail Address _____ Does your booth need electricity? ____ Yes ____ No

Booth Staff: Please print the names of individuals staffing your booth(s). Badges for names not included on this list will NOT be processed after April 29, 2026.

On-site Main Contact: _____ Name _____

Mailing Address _____ Name _____

_____ Name _____

Phone _____ Name _____

E-mail _____ Name _____

EXHIBIT BOOTH SPACE

\$_____ \$200 for Non-Profit booth

\$_____ \$55 for electricity at booth

\$_____ \$20 per extra table (1 complimentary 8' skirted table with registration)

\$_____ \$95 for 1/2 page ad in Program Book: *Submit ad with registration or due by April 15, 2026*

\$_____ \$145 for full page ad in Program Book: *Submit ad with registration or due by April 15, 2026*

\$_____ \$850 refreshment break sponsorship, will be listed along other participating companies

\$_____ \$50/ea. ticket for President's Mixer & Foundation Fundraiser

\$_____ **Total**

____ Check enclosed

____ Please use my credit card below

SEND FORM & PAYMENT TO:

South Dakota Dental Association
804 N Euclid Avenue, Suite 103,
Pierre, SD 57501

Credit Card Information:

VISA ____ MASTERCARD ____ AMERICAN EXPRESS ____

Card # _____

Exp. Date ____/____ Security code _____

Amount to be charged:\$ _____

Name on card (please print) _____

Billing Address & Zip: _____

Signature _____

**The Information and Guidelines will be sent upon registration. Please carefully read, as failure to comply with the guidelines may result in a fine to your company.*