

EXHIBITOR PROSPECTUS
141st Annual Session

MAY | 15-16
20
25



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The Monument
Rapid City, SD



South Dakota
DENTAL ASSOCIATION



May 15-16, 2025

The Monument, Rushmore Hall

INSTALLATION

Wednesday, May 14 | 2:00pm-7:00pm MT

Thursday, May 15 | 7:30am-8:00am MT

CHECK IN AT SDDA EXHIBITOR DESK FOR MATERIALS

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

EXHIBIT HALL HOURS

5.15.25
THURSDAY

7:30am - 5:00pm MT

5.16.25
FRIDAY

8:00am - 1:00pm MT

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 21, 2025. 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 15, 2025 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 sddental.org/Meetings-Events/SDDA **Annual Session/Exhibitor**. 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 16 will have the opportunity to be entered into a drawing. If chosen your company will be refunded for the price of one booth, valued at \$625.00. 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.

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ADVERTISING

Highlight your company in the SDDA Program Book! Every attendee receives a copy. Your ad could be viewed 500 + 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 21, 2025.

All exhibitors with a paid registration by 4.21.25 will be listed in the SDDA program book.

SPONSORSHIP

Expand your company or business profile at the SDDA 2025 Annual Session! Sponsorship is a great way to **Educate** and 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 that help **Energize**! Sponsorship opportunities at sddental.org/Meetings-Events/SDDA Annual Session/Exhibitor.

PRIZE GIVEAWAY

SDDA attendees have a chance to enter a cash prize drawing by collecting 10 different vendor signatures by Friday, May 16 at 12:45pm. We encourage our exhibitors to have their own drawings or contests. Prizes may be a product or service offered by the exhibiting company, organization, or commercial product of general appeal. The product or service must be usable by the winner without the purchase of additional goods or services.

Note: Please check the box on the registration form for participation in the prize drawing on Friday, May 16 at 12:45pm.

EXHIBIT HALL LUNCH

We understand the effort it takes in having a booth, and the importance of meeting with attendees, especially during breaks. A variety of 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 continued education sessions.

FUNDRAISERS

Want more face to face time with dental professionals? Check out the opportunities below to **educate, engage & energize** attendees by joining them at these social events by the South Dakota Dental Foundation. (SDDF)

5.14.25
WEDNESDAY

GOLF TOURNAMENT
More info. & reservation
form available in March.

5.15.25
THURSDAY

PRESIDENT'S MIXER
Comedian, food, music,
prizes & fun.



DELIVERIES & SHIPPING

Vendors are responsible for shipping of packages to and from The Monument. The facility asks that packages arrive no sooner than three business days prior to the first move in day, unless approved by The Monument. Shipments should be mailed to:

The Monument

2025 SDDA Annual Session

Vendor Name & Booth

444 Mt. Rushmore Road. N.

Rapid City, SD 57701

Additional Tradeshow Information & Guidelines can be found at sddental.org/Meetings-Events/SDDA Annual Session/Exhibitor.

ROOM RESERVATIONS

1) DoubleTree by Hilton (formerly known as Holiday Inn)

505 N. 5th Street

Rapid City, SD 57701

Phone: 844-516-6415

Reference: **SD Dental Association 2025 Convention.**

2) Elevation Inn & Suites

950 N. St.

Rapid City, SD 57701

Phone: 605.737.4656

Reference: **SD Dental Conference**

Please register under individual names and not company names.

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 | Fax: 605.224.9168

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REGISTRATION FORM

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 Selection: Please examine the booth layout provided on the SDDA website www.sddental.org > **Meetings/Events > SDDA Annual Session > Exhibitor Information** for available booths. In the event of duplicate selection of the same booth(s), preference will be given based on exhibitor longevity with the SDDA.

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

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 May 9, 2025.

On-site Main Contact: _____ Name _____
Mailing Address _____ Name _____
_____ Name _____
Phone _____ Name _____
E-mail _____ Name _____

EXHIBIT BOOTH SPACE

\$ _____ \$625 for 1st booth (\$725 after April 16, 2025)
\$ _____ \$525 for each additional booth (\$625 after April 16, 2025)
\$ _____ \$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 16, 2025*
\$ _____ \$145 for full page ad in Program Book: *Submit ad with registration or due by April 16, 2025*
\$ _____ \$750 refreshment break sponsorship _____ Check if interested in other sponsorship opportunities
\$ _____ \$50/ea. ticket for President's Mixer & Foundation Fundraiser
Please check box if you would like a to submit a prize for the SDDA drawing on Friday, 5.16.25 at 12:45pm
\$ _____ **Total** Check enclosed ___ Bill me (N/A for 1st time exhibitors) ___ Please use my credit card below ___

REGISTER ON-LINE

www.sddental.org
(credit card payments only)
Meetings-Events>SDDA Annual Session>
Exhibitor Information

Or send form and 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 _____
I authorize the South Dakota Dental Association to charge the amount shown.