

EXHIBITOR & SPONSORSHIP PROSPECTUS



WHO ARE WE?

California Society of Pediatric Dentistry (CSPD) is the primary voice of dentistry and oral health for children in the state of California and represents 95 percent of California's pediatric dentists. The organization actively supports pediatric dentistry in its efforts to achieve excellence in practice, education and research. The Western Society Of Pediatric Dentistry (WSPD) collaborates with pediatric dentists from Alaska, Arizona, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington, Wyoming and the Canadian Provinces of Alberta and British Columbia.

CSPD and WSPD Annual Meeting offers exhibitors the unique opportunity to display their products or services and interact personally with attendees. Companies also have the opportunity to sponsor scientific presentations, social functions and student's attendance at the meeting.

Year	Location	DDS	Special Guets/Other	PostDoc	PreDoc	Aux	Total Attendees	% of DDS
2008	Rancho Bernardo Inn	234	63	57	2	69	451	52%
2009	Squaw Creek, Lake Tahoe	109	34	39	0	27	215	51%
2010	Fiesta Americana, Cancun, Mexico	132	67	25	0	43	276	48%
2011	Fairmont Hotel, San Francisco	221	60	30	0	75	394	56%
2012	The Nines Hotel, Portland, Oregon	208	57	34	0	12	311	67%
2013	Rancho Las Palmas, Rancho Mirage	243	27	55	0	68	376	65%
2014	Hyatt Regency Monterey	246	72	48	0	79	445	55%
2015	Laguna Cliffs Marriott Resort & Spa	223	94	58	0	46	421	53%
2016	Silverado Resort and Spa, Napa	286	82	53	0	74	495	58%
2017	Green Valley Resort and Spa, Vegas	231	72	98	0	50	451	73%



EXHIBITOR AND SPONSORSHIP PACKAGES

\$10,000 DIAMOND

- Saturday Night Gala which includes signage, personal welcome to attendees and five-minute introduction of your company, logo on screen, beverage napkins and drink tickets
- Conference Mobile App with your company logo, signage, thank you in conference mobile app and your logo with link to your company website on the CSPD website.
- One Food or Wine Tasting Table at the Friday Night Reception in the exhibit hall
- Your Company logo on the Grand Prize Drawing Card
- One 10-15 minute session to address crowd during the breaks in our special "WOW" lecture area in the foyer (sessions open to all attendees at no charge)
- Logo on screen in Lecture Hall
- You may provide a one page handout for the tote bags (copies on you!)
- Two exhibit tables in a premium location
- Four complimentary registrations
- Four Luncheon & Gala tickets
- Four Complimentary tickets to Welcome Reception
- Logo on the Conference Tote Bag, signage and in CSPD Post-conference information/emails
- Logo on CSPD website for a full year with link to your website
- Two sets of Mailing Labels
- Recognition in publicity materials
- Full page Advertisement on CSPD Membership Directory-Choice of Inside Front Cover, Inside Back Cover or Back Cover
- Opportunity to give away a booth prize at the microphone during the Friday afternoon dessert break

\$8,000 TITANIUM

Choice of: Thursday Night Welcome Reception, Friday Luncheon, or Friday Night New Dentist-Exhibitor Reception each of which each includes signage, personal welcome to attendees and five-minute introduction of your company, beverage napkins (Receptions only) and drink tickets (Thursday and Friday receptions)

- Logo displayed on screen (Friday luncheon only)
- One 10-15 minute session to address crowd during the breaks in our special "WOW" lecture area in the foyer (Sessions open to all attendees at no charge)
- One Food or Wine tasting table at the Friday Night Reception
- You may provide a one-page handout for the tote bags (copies on you!)
- Two exhibit tables in a premium location
- Three complimentary registrations
- Three Luncheon & Gala Tickets
- Three Complimentary tickets to Welcome Reception & Breakfasts
- Logo on CSPD website with link to your website for one year, on signage, and in CSPD post-conference information/emails
- One set of mailing labels
- Recognition in publicity materials
- Full page Advertisement in CSPD Membership directory – Choice of Divider pages
- Opportunity to give away a booth prize at the microphone during our Friday afternoon dessert break

\$4,500 GOLD

Choice of: Lecture Sponsor for the Thursday afternoon, Friday morning or Saturday Lectures which includes welcome to attendees at sign in area, opportunity to provide one promo item under attendee chairs, company logo on signage, 5-minutes to address the crowd, introduction of speakers/panelists and your company and its services.

Or

- Specialty Coffee Break on Friday or Saturday which includes signage and beverage napkins with your company logo at the food stations

Or

- Lanyards with your logo

Or

- Friday Dessert Reception in the Exhibit Hall

Included in all Gold Packages:

- One food or wine tasting station during the Friday night reception
- Address the crowd for 5 minutes (see call out box below)
- You may provide a one-page handout for the tote bags (copies on you!)
- One exhibit table
- Two complimentary registrations
- Two Luncheon & Gala Tickets
- Two Complimentary tickets to Welcome Reception & Breakfasts
- Logo on signage and in CSPD Post-conference information/emails
- Logo on CSPD website with link to your website for one year
- One set of mailing Labels
- Recognition in publicity materials
- Half page Advertisement in CSPD Membership Directory
- Opportunity to give away a booth prize at the microphone during the Friday afternoon dessert break

\$2,700 SILVER

Choice of: Friday, Saturday or Sunday Breakfast which includes opportunity to provide table signs and promo items at the tables, company logo on signage.

- You may provide a one-page handout for the tote bags (copies on you!)
- One exhibit table
- One complimentary registration
- One Friday Luncheon & Gala Tickets
- One Complimentary ticket to Welcome Reception & Breakfasts
- Company Name on signage and in CSPD post-conference information/emails
- Company Name listed on the CSPD website
- Recognition in publicity materials
- Quarter page Advertisement in CSPD Membership Directory
- Opportunity to introduce yourself and your company to attendees during Saturday morning break in the Fairway Pavilion
- Opportunity to give away a booth prize at the microphone during the Friday afternoon dessert break

EXHIBITOR AND SPONSORSHIP PACKAGES

\$1,000 BRONZE

- One exhibit table
- One complimentary registration
- One complimentary ticket to Friday Luncheon
- One Complimentary ticket to Welcome Reception & Breakfasts
- Company Name on signage and in CSPD post-conference information/emails
- Company Name listed on the CSPD website
- Recognition in publicity materials
- Business card ad in membership directory
- Opportunity to introduce yourself and your company to attendees during Saturday morning break in the Fairway Pavilion
- Opportunity to give away a booth prize at the microphone during the Friday afternoon dessert break

\$525 CRYSTAL

- Materials displayed on shared table
- Recognition in publicity materials



EXHIBITOR FLOOR PLAN

CONFERENCE LOCATION & HOTEL ACCOMMODATIONS

HILTON LA JOLLA TORREY PINES

10950 North Torrey Pines Road
La Jolla, CA 92037

EXHIBIT HOURS

All exhibitors must be set up by 5:00 pm and available to welcome attendees to the Opening Reception being held in the Exhibit Hall.

Thursday, October 11, 2018

Exhibit set-up: 1:00 pm – 5:00 p.m

Friday, October 12, 2018

Exhibits open: 7:00 am – 5:00 pm

Saturday, October 13, 2018

Exhibits open: 7:00 am – 4:00 pm

Exhibit breakdown: 4:00 pm – 6:00 pm

QUESTIONS ON SPONSORSHIP OR EXHIBITOR OPPORTUNITIES?

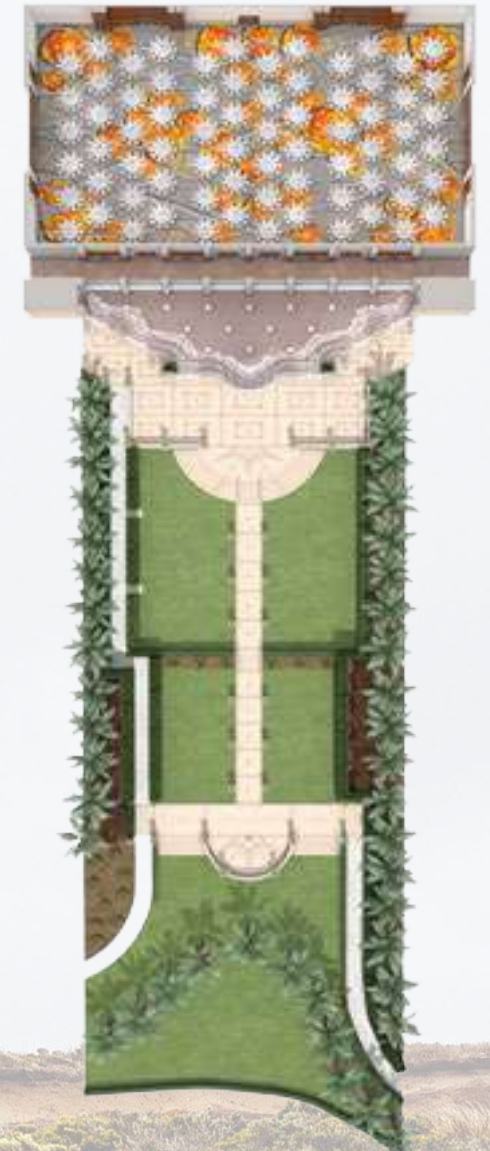
Contact Yelena Martynovskaya

yelena@cspd.org

916-231-2142

EXHIBIT SPACE WITH TABLE TOP:

- One 6'x30" draped table
- Two chairs
- One waste basket
- One table tent company name sign



WORDS OF WISDOM

This year's WOW sessions will be held in the Ballroom foyer, allowing attendees to drop in, listen and learn during breaks. These sessions are 10 –15 minutes in length and should be similar in style to a TED Talk or Fireside Chat and reserved for upper tier sponsors given 10 –15 minutes to address crowd.

ADDRESSING THE CROWD

Sponsor may address the crowd prior to their sponsored lecture or event, distribute drink or raffle tickets, and pull winning tickets. All sponsorship levels include an opportunity to address the crowd.

A la Carte Options

Additional Table top	\$875
Additional Booth Personnel	\$200
(Includes Welcome Reception and Breakfasts)	
Self-Adhesive Mailing Labels	\$180
"Sponsor a Student" for Lunch	\$75
Luncheon Tickets	\$75

HOW DO I BECOME AN EXHIBITOR OR SPONSOR AT THE 2018 ANNUAL MEETING?

All contracts for exhibiting or sponsoring must be completed on the CSPD site at www.cspd.org. By completing the online registration, the company is agreeing to the exhibitor and sponsor contract rules contained in this brochure. Online payments may be made by check or credit card. If paying by check, payment must be received within 14 days of the online registration or booth assignment is subject to cancellation. Your booth is not confirmed until you have received an email confirmation from Yelena Martynovskaya who can be contacted at yelena@cspd.org or (916) 231-2142.

SPONSOR AND EXHIBITOR DEADLINES

August 17, 2018	Inclusion in conference program and mobile application
August 17, 2018	No refunds after this date.
September 1, 2018	Payments made after this date will incur a \$350 late fee.

REFUNDS AND CANCELLATIONS

All refunds and cancellations of exhibit fees and sponsorships must be in writing to CSPD by **August 17, 2018**. CSPD will provide a refund of 50% of the booth rental fees and/or sponsorship amount. There will be no refunds after this date.

CONFERENCE LOCATION & HOTEL ACCOMMODATIONS

Room rate:

\$239 plus tax (currently 12.65%)

Resort fee:

\$25 (optional), plus tax (currently 7.75%)

Resort fee includes:

Unlimited high speed internet (value \$9.95)

Unlimited local & 1-800 calls (value \$1 per call)

Complimentary in-room bottled water (value \$5.40)

Kids eat free for lunch and dinner in Torreyanna Grille (one child per one paid adult)

One daily beverage (house wine or draft beer) in Torreyana Lounge (value \$8)

Morning coffee station (Value \$3)

Access to Shiley Sports Complex (value \$10)

Unlimited access to hotel tennis and sports courts with equipment

PressReader (access to 5,500 global publications instantly) (Value \$29)

Discounts in the Torrey Pines Golf ProShop and the Hazelwood Gift Shop.

Parking: Overnight self-parking is \$21 per car/night and valet parking is \$41 per car/night.

Reservations: 877-414-8020

Group code: CSPD18

Cut-off date: September 8, 2018

Guests may cancel their reservations with no penalty up to 72 hours prior to check in. Within 72 hours, guests are charged one night's room/tax.

MAILING LIST APPROVAL

An individual, group or company wishing to use the membership list must first submit to CSPD a copy of all of the material proposed for distribution. Upon receipt of the proposed mailing, the CSPD Communication Committee will make a determination regarding its compliance with CSPD's advertising policy*. Once approved, CSPD will provide the mailing list in the requested format. CSPD retains the right to approve all list rentals based on a review of the materials to be distributed, its relevance to pediatric dentistry, and the product or program that is being solicited.

Mail Format - Self-adhesive mailing labels (1" x 2-5/8")

2018 CSPD CONFERENCE EXHIBITOR RENTAL SPACE & SPONSORSHIP APPLICATION RULES AND REGULATIONS

MULTIPLE BOOTHS

Exhibitors may purchase multiple booths, however; booths may not be shared with another company.

SHIPPING AND HANDLING

Shipping of materials and installation fees are not included in the exhibit booth fee. Arrangements for shipping and storage of displays and materials as well as additional items such as electrical needs must be made through the hotel. More information will follow.

CONTRACT FOR SPACE

The exhibit contract and booth space application, the formal notice of space assignment and the full payment of exhibit booth fees together constitute a contract between CSPD and the exhibitor for the right to use the assigned booth space and to comply with these rules and regulations. Exhibitors shall be bound by the rules and regulations set forth herein and by such amendments or additional rules and regulations which may be established by CSPD. Exhibition is restricted to companies that are in good standing with CSPD.

SPACE ASSIGNMENT

Space assignment priority is given according to sponsorship level and is then made available on a first-come, first-served basis. CSPD will make every effort to place exhibitors in the areas of their choice, and once a space is paid for, confirm that space to the exhibitor. However, CSPD does reserve the right to place, move or relocate any exhibitor in case of necessity for the total benefit and operation of the show.

NON-ENDORSMENT

CSPD does not in any way imply endorsement of any product or service of an exhibitor by entering into the exhibitor contract.

EXHIBIT BOOTH SETUP

Exhibitors shall arrange their exhibits so that they do not obstruct other exhibits. Aisles must be kept clear. Exhibits should be arranged so that company representatives will be inside of the space assigned. Display materials or equipment at the sides of the booth shall not exceed the height of the side walls. Materials used to decorate shall be of flame-retardant material. Safety exits and equipment must be left accessible and in full view at all times.

BOOTH PAYMENT

Each exhibitor MUST submit a signed application with full payment to reserve a booth. Payment must be received within 14 days of reservation or the booth may be forfeited.

CANCELLATION

If an exhibitor cancels a booth space contract prior to August 17, 2018, all fees paid (less a 50% cancellation fee) will be returned. If an exhibitor rents a booth, pays in full, but does not attend the conference, there will be no refund of the booth rental fee. In addition, cancellation of a booth after August 16, 2018, will result in a full forfeiture of fees.

REPRESENTATIVE FEES

The exhibit fee for each booth includes conference registrations for the designated company representatives. Additional conference registrations may be purchased at the reduced fee of \$150 per person via the CSPD registration site.

ALL COMPANY REPRESENTATIVES WORKING IN THE EXHIBIT HALL MUST BE REGISTERED FOR THE CONFERENCE

All exhibitors must check in at the registration area upon arrival at the conference for a badge and conference information. Please register all persons in your booth so that a badge can be made in advance. Admission shall be by badge and badges are not transferable. Rights of an exhibitor shall not be assignable to any other firm or person. All exhibitors must behave in a professional manner and maintain a professional appearance and demeanor.

EXHIBITOR'S RESPONSIBILITIES

CSPD will not be responsible for damage to uncrated materials, materials improperly packed, glass breakage or concealed damage. CSPD will not be responsible for loss or disappearance of the exhibitor's materials after some have been delivered to the exhibitor's booth. Similarly, CSPD cannot be responsible for disappearance of the exhibitor's materials before the materials are picked up from the exhibitor's booth for loading after the conference.

PRIZES

Representatives from the companies exhibiting at the conference are not eligible to win prizes. Prize winners will be eligible to win more than one prize. Individual exhibitors may determine if the prize winner needs to be in attendance at the time of the drawing. Exhibitors accept responsibility of delivery of their prizes to the winner.

INSURANCE AND LIABILITY

Exhibitor agrees to protect, save and keep CSPD and the hotel forever harmless from any damages or charges imposed for violation of any law or ordinance occasioned by negligence of the exhibitor, as well as to comply strictly with the applicable terms and conditions contained in the agreement between the hotel and CSPD regarding exhibition premises. Further, exhibitor shall at all times protect, indemnify, save, defend and hold harmless CSPD and the against and from any and all loss, costs (including attorney fees), damages, liability, or expense arising from or out of or by reason of any accident or bodily injury or any other occurrence to anyone, including the exhibitor, its agents, employees and business invitees, which arises from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or part thereof. Additionally, CSPD shall not be held responsible for any loss, damage, or delay due to strikes, lockouts, Acts of God, governmental restrictions, enemy action, civil commotion, unavoidable casualty or other causes similar or dissimilar, beyond the control of CSPD. All exhibitors are responsible for arranging risk coverage with a suggested \$500,000 of general liability coverage.

EXHIBITORS PROPERTY

CSPD (and its conference host facilities) cannot assume responsibility for the safety of the property of the Exhibitor, its officers, agents or employees from theft, damage by fire, accident or other causes, but will use all reasonable care to protect them against such loss. In all case, occupants wishing to insure their property must do so at their own expense. It is especially recommended that all occupants have representatives in attendance at all times when the exhibits are open and when exhibits are being set up or dismantled, to protect against loss. CSPD (and its host conference facilities) cannot be responsible for any item left unattended or left in the Exhibit Hall during the times the exhibits are closed.

RULES AND COMPLIANCE

Exhibitors agree to comply with rules and regulations as specified in the exhibitor package.

NONCOMPLIANCE WITH EXHIBITOR RULES AND REGULATIONS

Each exhibitor and all its employees agree to abide by the rules and regulations given herein and by subsequent amendments and additions considered by CSPD management to be in the best interest of all exhibitors. Upon noncompliance with the rules formulated, CSPD management reserves the right to prohibit, reject, or eject any exhibitor, exhibitor's representatives, or exhibit in whole or part, with or without giving cause. If cause is not given, CSPD's liability shall not exceed the return to the exhibiting company of the rental unearned at the time of ejection. If an exhibitor is ejected for violation of these rules, or for any other reason, no return of monies received shall be made.

AMENDMENT TO RULES

These rules, regulations and conditions have been drawn for the purpose and intention of providing a well-balanced, well-regulated, attractive, and successful exposition. Any and all matters or questions, not specifically covered by the preceding rules and regulations shall be subject solely to the decision of CSPD management. In an effort to provide the greatest good to the greatest number, CSPD management shall have full power to so interpret the rules and regulations or make such rulings as may appear to be for the best interest of the entire exposition and all amendments of the foregoing rules shall bind the exhibitors.

