

147th ANNUAL CHARTER OAK DENTAL MEETING

EXHIBITOR PROSPECTUS



May 9 - 11, 2012

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Welcome to the Connecticut State Dental Association's 147th Annual Meeting, May 9 -11, 2012 at the Mohegan Sun Resort Casino. We look forward to having you as part of this exciting event! Not only will we continue the traditions of education, friendship and fun with the most comprehensive and exciting programs ever offered, we will also address the needs of the entire dental team and satisfy the mandated continuing education requirements for Connecticut dentists.

We ask that you carefully read the enclosed Exhibit Contract and Rules and Regulations. If you are a returning Exhibitor and your official application and booth deposit are received by October 31, 2011 you will be able to retain your current booth assignment. In addition, if you prepay your booth in full prior to October 31, 2011 you will receive a \$100 discount.

Any request for a change of location will be accepted on a first-come, first-served basis. SER Expo Services is our official decorating company. Each 10' wide x 8' deep booth space will include a skirted 8' table, side and rear drapes, two chairs and a waste paper basket. The Exhibit Hall is fully carpeted. Telephone and electrical services must be pre-ordered directly from the Mohegan Sun and additional booth accessories through SER. These details and much more are addressed in the Exhibitor Packet. Packets begin going out approximately 3 months before the meeting.

In addition to a practice management theme for the entire dental team, we will also increase our marketing efforts. As an added incentive to attract even more attendees to the show floor, some of our speakers will be lecturing in the salons immediately adjacent to the Exhibit Hall. Complementary chair massages will be provided on the floor as well. You are invited to submit information about your products and those special offers you will be showcasing and we will include them in our Convention Specials Newsletter which will be sent to all meeting attendees. A hyperlink to your corporate website will be posted on our web-site (CSDA.com) if that information is submitted with the exhibit space application. Please see page 5 for more details regarding add-on opportunities.

We encourage our Exhibitors to register and attend our social events. We plan exciting parties you won't want to miss on both Wednesday and Thursday nights. These are great opportunities for you to spend more time with your clients and prospective clients in a relaxed atmosphere. If your company has interest in sponsoring one of our events, please contact the CSDA Central Office. The CSDA appreciates your commitment to our event.

We look forward to working with you to create a very successful meeting.

Gary K. Dubin, DDS
Annual Session Chairman

Gino A. Brino, DMD
Exhibits Chairman

CONTRACT RULES & REGULATIONS

The following 2012 rules and regulations will govern technical exhibits at the 147th annual meeting of the Connecticut State Dental Association. To avoid any misunderstanding, please read the rules and regulations and enclosed contract carefully. The rules and regulations constitute an integral part of your contract. An authorized signature on the contract confirms acceptance of the 2012 rules and regulations.

SETTING UP OF EXHIBITS

Wednesday, May 9, 2012 - 12:00p.m. until 9:00p.m. All crates must be out of the exhibit hall aisles by 9:00a.m. on Thursday, May 10, 2012. Any crates remaining in the aisles at this time will be removed at the exhibitor's expense. Exhibitors can register Wednesday, May 9, 2012 from 12:00p.m. - 7:00p.m. The registration desk will reopen Thursday, May 10, at 7:00a.m.

EXHIBIT DATES & HOURS

Thursday, May 10, 2012 9:30a.m. - 5:00p.m.
Friday, May 11, 2012 9:30a.m. - 4:00p.m.

EACH BOOTH INCLUDES

8' high back drape and 3' high side drape, one 8' skirted table, two chairs, one wastebasket, and one sign. (Please note: we reserve the right to use a 3' rear drape on end cap booths.) Dismantling of Exhibits Friday, May 11, 2012 from 4:00p.m. - 11:30p.m. Early dismantling of exhibit booth will not be allowed and will result in exhibitor losing preferred location request for the following year.

BOOTH ASSIGNMENT

Booth space will be assigned by the Director of Exhibits. In assigning space to applicants, consideration will be given to date deposit is received and seniority status. The process of assigning booths begins in November.

RATES, REFUNDS & DEPOSITS

Booth rates are stated in the official contract/application. No space will be assigned without a completed contract and a 50% deposit per booth at the time the exhibit contract is returned to the Connecticut State Dental Association. If the appropriate deposit is not made, reserved space may be reassigned or cancelled at the option of the Director of Exhibits.

PAYMENT IN FULL

Reserved exhibits space is due and payable by March 1, 2012. If the appropriate amount is not paid by the due date, your contract may be cancelled without refund of any deposit amount. Any application or contract for booth space made on or after March 1, 2012 must include payment in full. All cancellations must be in writing and received by the Connecticut State Dental Association by the dates stated below. If space is assigned and a subsequent cancellation received before January 15, 2012, there will be a \$250 per booth cancellation fee. If cancellations are received after January 15, 2012, the entire booth fee will be retained by the Connecticut State Dental Association.

The Connecticut State Dental Association, in the event of conflict regarding space requests or conditions beyond its control, reserve the right to rearrange the floor plan. Any assigned booth space not claimed and Contract Rules & Regulations continued on next page occupied by the start of the meeting, or regarding which no special arrangements have been made prior to the opening of exhibits, may be resold or reassigned by the Connecticut State Dental Association without obligation on the part of the Connecticut State Dental Association with no refund whatsoever to the exhibitor.

CONTRACT RULES & REGULATIONS CONTINUED

REGISTRATION

Each exhibit is limited to individuals, business firms, manufacturers and dealers who have contracted and paid for space. Exhibit booths must be manned by registered exhibitor personnel at all times during all open exhibit hours. All exhibits personnel must be bona fide employees of the exhibiting company or representatives who received commission, brokerage, or salary from the exhibitor. False certification of individuals as exhibitors' representatives, misuse of exhibitors' badges or any other method or devices used to assist unauthorized persons to gain admission to the exhibit floor may be subject to a fine and expulsion of the exhibitor from the exposition and barring him/her from further entrance to the floor without obligation on the part of the CSDA for a refund of any fees.

Upon the exercise of the authority by the Connecticut State Dental Association, the exhibitor, his employees and/or agents, waives any rights claims for damages against the Connecticut State Dental Association arising out of the enforcement of this paragraph.

SPACE

The exhibitor acknowledges that the Connecticut State Dental Association is merely a licensee of Mohegan Sun and that the exhibit halls of the Mohegan Sun are licensed to the Connecticut State Dental Association. Accordingly, the exhibitor shall use its exhibit space in compliance with all rules and regulations will respect to such use from time to time imposed by Mohegan Sun. In addition, the exhibitor will only display products or materials manufactured or distributed by it in the regular course of its business, and, for no other items or things of any nature. The exhibitor recognizes

and agrees that the contract of which these rules and regulations are a part, constitutes a sub-license agreement of its space, and shall not assign, further sub-license or otherwise apportion or dispose of its exhibit space or any other part thereof, or any use of all or any part of said space to any person, firm or entity other than the exhibitor without permission from the Connecticut State Dental Association.

LIABILITY & SECURITY

The Exhibitor assumes responsibility and agrees to indemnify and defend the Connecticut State Dental Association and Hotel and the Tribe and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

The Exhibitor understands that neither the Connecticut State Dental Association nor Mohegan Sun maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

All exhibits and respective contents are at the Exhibitor's risk. The Connecticut State Dental Association will not be responsible for damage or loss by fire, riots, strikes, etc. However, as an additional service to the Exhibitors, general security will be provided for the protection of exhibits from Wednesday, May 9, 2012 from 9:00p.m. until 4:00p.m. Friday, May 11, 2012.

ADD-ON OPPORTUNITIES

EXHIBIT HALL ATTENDEE STAMP PROGRAM

A great way to drive traffic to your booth! All meeting attendees will be provided with a stamp card and instructed which companies they need to visit in order to obtain the necessary stamps to be eligible for a \$2,500 cash prize! We encourage you to consider this option which comes with a nominal fee of \$100 and goes towards the grand prize. The CSDA provides the ink stamps for this program. ***(Deadline to participate is March 31st.)***

EXHIBITOR SEMINARS

In 2011 we added a classroom in the Exhibit Hall that was made available to Exhibitors interested in offering a mini-seminar and it was a huge success with all time slots selling out! For \$750, participating companies will have 90-minutes to facilitate an information session and/or product demonstration to attendees. There are four time slots on Thursday and three on Friday (see below). Participants will receive 1.5 hours of CE credit from the CSDA! ***(First-come, first-served. Sold out in 2011.)***

EXHIBITOR SEMINAR SCHEDULE:

THURSDAY, MAY 10:	FRIDAY, MAY 11:
10:00am – 11:30am	10:00am – 11:30am
12:00pm – 1:30pm	12:00pm – 1:30pm
2:00pm – 3:30pm	2:00pm – 3:30pm
4:00pm – 5:30pm	

CONVENTION SPECIALS NEWSLETTER

Include a brief announcement in our “Convention Specials” newsletter (i.e. 2 – 3 sentences on a show-only special/discount or plans for a give-away) which will be sent to all attendees in their registration confirmation packets in mid-April. Registered Exhibitors will be contacted with instructions on submitting an announcement in advance of the deadline. ***(Deadline to participate is March 31st.)***

EXHIBITOR REFRESHMENTS

As always, we will have an Exhibitor’s Lounge set up in the back/left corner of the Exhibitor Hall which will be stocked with refreshments on set-up day and both trade show days. We also provide two complimentary boxed lunches per booth, per day to our Exhibitors making it easy for you to have lunch without having to leave the Convention Center. Additional boxed lunches can be purchased and this will be addressed during the registration process which begins in February.

SPONSORSHIP OPPORTUNITIES

Here are just some of the Sponsorship Opportunities that are available in conjunction with this exciting event! More details and opportunities will be announced as the meeting program and themes are developed.

CONVENTION TOTE BAGS

Includes your company name/logo and a 2nd complimentary booth space so you have extra room to distribute the bags.

1 opportunity

\$7,000.

CONVENTION NECK CORDS

Your exclusive company name.

1 opportunity

\$3,000.

ANNUAL MEETING SPEAKERS

Four levels ranging from \$1,500 to \$6,000 are available. Level 4 sponsorship includes one inside exhibit booth.

Multiple opportunities available. Contact Crystal Soucy for information on what's included in each level.

COFFEE SERVICE

3 opportunities –

Thursday morning and afternoon and Friday morning.

\$2,500.

FULL COLOR AD IN ANNUAL MEETING PROGRAM BOOK

Distributed to over 12,000 dental professionals from Connecticut and all over New England! Contact Crystal Soucy at the CSDA for complete details on ad sizes and pricing

WEDNESDAY OPENING NIGHT PARTY

\$5,000 – Exclusive or multiple shared opportunities available starting at \$1,500.

THURSDAY NIGHT DINNER/DANCE PARTY

- Gold “Presenting” Sponsor plus reserved table for 10 to the party.
\$7,500.
 - Silver Sponsor plus 5 tickets to the party at a reserved table – 2 opportunities available.
\$3,000.
 - Bronze Sponsor plus 4 tickets to the party.
\$1,500.
- ## ANNUAL MEETING EVENT KICKOFF
- Hors d’oeuvres Party and Reception for House of Delegates and Connecticut Leadership.
\$3,000.

2012 CSDA EXHIBIT SPACE APPLICATION

INSTRUCTIONS: Please complete all sections of this contract and print as clearly as possible so we can translate the information accurately. In submitting this application, you agree that you have read, understand and will abide by all of the rules and regulations outlined in the correlated prospectus.

COMPANY NAME

DATE

COMPANY ADDRESS

CITY / STATE / ZIP

PRODUCT

BOOTH SIGN TO READ

PRIMARY CONTACT / TITLE

TELEPHONE

PRIMARY CONTACT E-MAIL ADDRESS

LOCAL REPRESENTATIVE

TELEPHONE

LOCAL REPRESENTATIVE E-MAIL ADDRESS

Please be advised that the CSDA relies primarily on e-mail communication. Information you will need in advance of the show will be sent to the e-mail addresses provided in this application.

PROVIDE YOUR WEB ADDRESS TO ADD A LINK ON CSDA WEBSITE.

METHOD OF PAYMENT

- Check made payable to CSDA
- MasterCard
- Visa
- American Express

CREDIT CARD NUMBER

NAME ON CARD

EXPIRATION DATE

BILLING ADDRESS

AUTHORIZED SIGNATURE

BOOTH RATES (10' wide x 8' deep)

- Corner: \$1,900
- Inside: \$1,600

BOOTH REQUEST (Floor plan – page 10)

1st choice booth # _____
2nd choice booth # _____
3rd choice booth # _____

How many booths desired?

- 1
- 2
- 3
- 4

- We would like to retain our 2011 booth space(s).

If possible, do not locate our company next to or across from:

Total booth cost: \$ _____

Discount (-\$100): \$ _____

if paid in full by 10/31/11

Deposit: \$ _____

50% due with contract.
After 3/1/12 payment in full
must accompany application.

Add-ons (see descriptions on page 5 – payment in full required):

- We would like to sign up for the Stamp Program (\$100)
- We would like to sign up for an Exhibitor Seminar (\$750) **SOLD OUT**

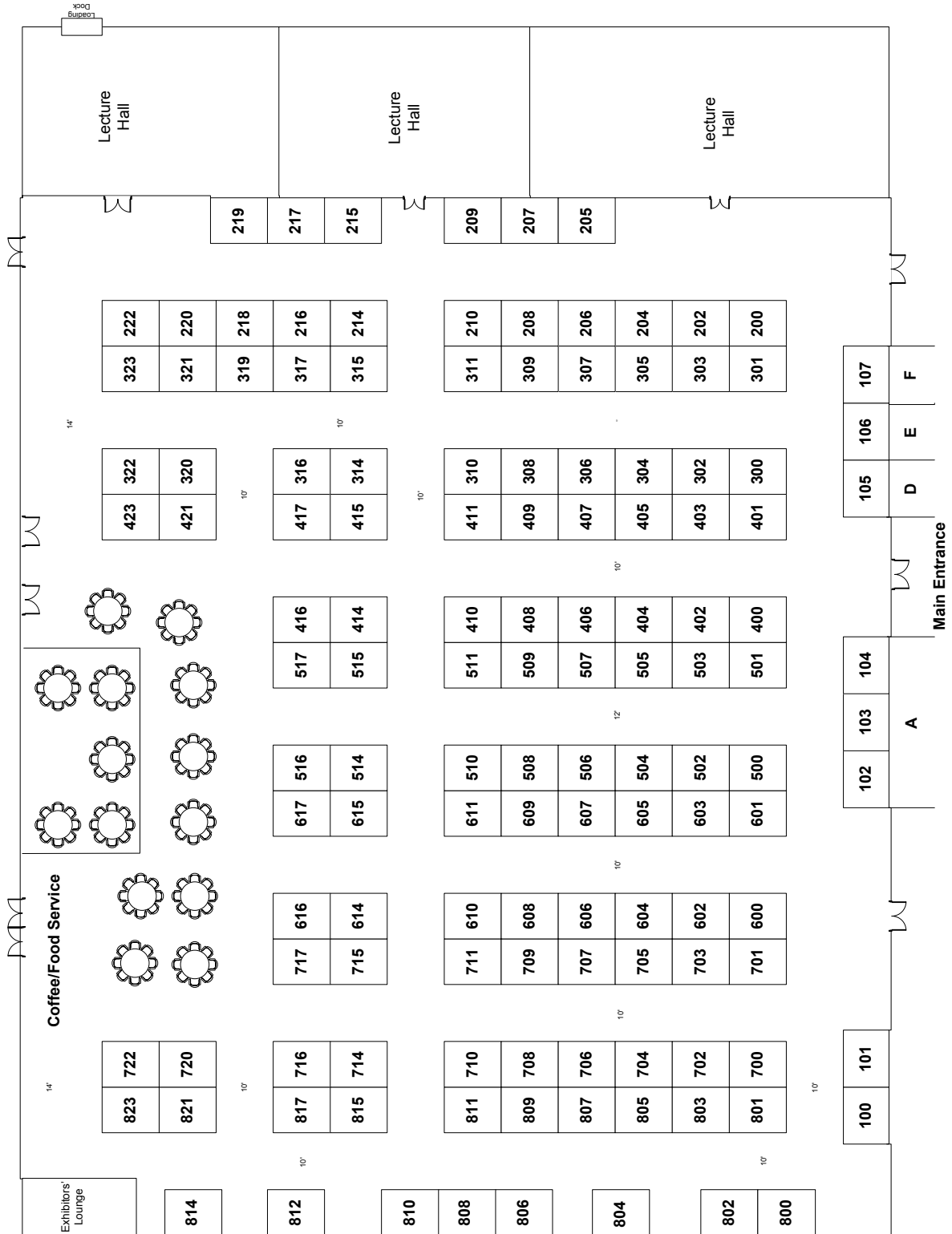
Balance due: \$ _____

By 3/1/12

If you paid with a credit card and provided a 50% deposit, please let us know if you would like us to automatically charge the remaining balance:

- Please charge the remaining balance on 10/31/11 so we can receive the \$100 discount.
- Please charge the remaining balance on 3/1/12. (Not discount eligible.)

EXHIBIT HALL FLOOR PLAN



2011 EXHIBITORS

(partial list)

3M ESPE	Dentsply Tulsa	Planmeca USA
A Crown Inc.	Design Build	PracticeWorks/Kodak Dental
Accurate Metals & Refining	Designs For Vision	Precision Craft
A-dec	Digital Doc	Premier Dental Products
Aero-Med Ltd.	Discus Dental	Prima Systems
AFTCO	Doral Refining Corp.	Procter & Gamble
Almonte Fallago Group	DP Wellness Solutions	ProDental Billing
American Express OPEN	Drew Brown Sales	Professional Protector Plan
Aspen Dental	DSG/Yankee Dental Arts	Professional Sales Associates
Banc of America Practice Solutions	EDIC	ProMutual Group
Benco Dental	Energy Plus	Prudential
Benecare/CT Dental Health Partnership	Facial Imaging Mobile	RDH Temps
BioHorizons	Fortress Insurance Company	RGP Dental
Biomet 3i	GC America	Rose Micro Solutions
BonaDent Dental Laboratories	Gendex & i-CAT	Rosen Associates
Brasseler USA	Hartford Hospital- Wound Healing and Hyperbaric Center	Schumacher Dental Instruments
Care Credit	Heart Smart Technology	SciCan
Centrix	Hayes Handpiece Repairs	Scientific Metals
Clinician's Choice Dental	Henry Schein	Septodont
Colgate	Hocon Medical Gas	Sirona Dental
ConnectiCare	Instrumentarium Dental	SolmeteX
Crown Dental Supply	Integrity Systems & Solutions	SS White
Crown Healthcare Apparel Service	Ivoclar Vivadent	Strategies For Long-Term Care
CT Mission of Mercy	Jensen Clinical Refining	Straumann
CT Oral Health Initiative	Jim Kasper Associates	Sunstar Americas
D2D Endo	Kerr Corporation	SurfCT.com
Daniells Good Health & Juice Plus	Komet USA	The University of Connecticut Foundation
Dansko Shoes by Alexander's Uniforms	Lares Research	Triodont Corporation
Dart Dental Supply	Lincoln College of New England	Ultradent Products
Delta Dental of New Jersey	Living Legacy Financial Group	Vatech America
Demandforce	Merrill Lynch	Voco America
Den-Mat Holdings	National Practice Transition Network	Yankee Dental Congress
Dental Arts Publishing	NEBCO	Yodle
Dental Lab Link	New England Practice Transitions	York Dental
Dental Staffing Services of CT	Nobel Biocare	Zimmer Dental
Dental Works	Officite	
Dentists Advantage	Orapharma	
Dentsply Caulk	Orasoptic	
Dentsply Professional	Patterson Dental	
	Pentron Clinical	
	PeriOptix	
	Philips Sonicare	



MOHEGAN SUN RESORT CASINO

HOTEL ACCOMMODATIONS AT MOHEGAN SUN

Room Rate – \$215.00 (plus tax)

Group Code – “CSDA12”

Deadline – Monday, April 9, 2012

Check-in time is 4:00pm

Beginning February 1, 2012, you can either make your hotel reservations online through the “Annual Meeting” page of CSDA.com or by phone by calling 1-866-708-1340 and mentioning the group code noted above. A one-night deposit will be required to secure your reservation.

HOTEL CANCELLATION POLICY: You can cancel your reservation without penalty until April 1, 2012. Cancellations made on or after April 2, 2012 will result in a loss of the one night deposit. There is also an early departure fee of \$75 so be sure to communicate any change in plans to avoid extra fees.

ABOUT MOHEGAN SUN

A world at play and a world to its own, Mohegan Sun, created in 1996 by the Mohegan Tribe of Connecticut, is one of the world’s most amazing destinations with some of New England’s finest dining, hotel accommodations, retail shopping, live entertainment and sporting events. Boasting three world-class casinos, Mohegan Sun is also host to the Kids Quest/ Cyber Quest family entertainment facility, a luxurious day spa, convention center and meeting facility, a state-of-the-art Poker Room as well as three major entertainment venues with seating from 300 to 10,000. People from across the globe come to see live concerts with some of today’s top headliners, along with major

sporting events including Mohegan Sun's very own WNBA team, the Connecticut Sun. Every turn leads to a new adventure with an indoor 55-foot waterfall, and electrifying water wall, the world's largest and most spectacular indoor planetarium dome and the awe-inspiring Wombi Rock, a glowing crystal mountain made of imported stone that serves as the focal point of Casino of the Sky.

DIRECTIONS TO MOHEGAN SUN

1 MOHEGAN SUN BOULEVARD IN
UNCASVILLE, CT 06382
(GPS SETTING 41.49|-72.10)

FROM HARTFORD:

Take I-84 East to Route 2 East to I-395 South.
Exit 79A in Uncasville, CT.

FROM MYSTIC:

Take I-95 South to Exit 84N/Route 32. Follow
Route 32 North to I-395. Exit 79A off I-395 in
Uncasville, CT.

FROM BOSTON:

Take Mass Pike to I-395 South. Exit 79A off
I-395 in Uncasville, CT.

FROM PROVIDENCE:

Take Route 6 West to I-395 South. Exit 79A in
Uncasville, CT.

FROM NEW YORK CITY:

Closest casino to Manhattan. Follow I-95
through New York and into Connecticut. Stay
Left on I-395 North towards Plainfield/Norwich.
Take Exit 79A on CT-2A East toward Ledyard/
Preston. Then take Exit 2/Mohegan Sun
Boulevard in Uncasville, CT.

PARKING

With more than 13,000 on-site patron parking spaces, parking at Mohegan Sun is never a hassle, whether you are visiting Casino of the Earth, Casino of the Sky or Casino of the Wind. Entrances to Casino of the Earth are themed by the seasons Winter, Summer and Autumn. Once inside, Casino of the Earth, Casino of the Sky and Casino of the Wind are connected by the Spring Gateway; so you never have to leave the building.

VALET PARKING

24-hour valet parking service is available at the Sky, Hotel and Earth Summer Valet porte-cochères.

For more information on Mohegan Sun, visit them online at: MoheganSun.com.



