YANKEE® Dental Congress

January 30 - February 1, 2025

BOSTON CONVENTION & EXHIBITION CENTER

EXHIBITOR PROSPECTUS

50th Celebrating Excellence

yankeedental.com | 877.515.9071 | CONNECT WITH US

EXHIBIT DATES & HOURS

Boston Convention & Exhibition Center | 415 Summer Street, Boston, MA 02210 | **signatureboston.com**

THURSDAY, JANUARY 30
9:30 am – 5:30 pm

FRIDAY, JANUARY 31
9:30 am – 5:30 pm

SATURDAY, FEBRUARY 1
9:00 am – 4:00 pm

BOOTH INCLUDES:

- **8' back drape, 3' side rails and drape**
- **7" x 44" company ID sign for booths 300 sq. ft. and under**
- **Online presence as part of our interactive floor plan located on the Yankee website**
- **Inclusion in Priority Point Assignment for 2025**
- **Ability to rent a pre-show attendee mailing list**
- **8 badges per 10' x 10' booth**
- **Buying incentives for attendees**
- **COMPLIMENTARY Lead retrieval if contracted during Priority Point Assignment (April 7 – 24)**
  DISCOUNTED Lead retrieval after April 24
  (both complimentary and discounted must be ordered), $187 value
- **COMPLIMENTARY Expo Only passes for customers (must be ordered), $59 value**
- **COMPLIMENTARY Vacuum for first show day, $89+ value**
- **Access to Exhibitor Lounge with coffee and light breakfast**

Specialties Represented

2024 Attendance Figures:
19,084

ATTENDEE ENGAGEMENT HIGHLIGHTS

- **Spend & Get all three days of Yankee for ADA Members!**

Spend $500 – $5,000 and receive a $50 gift card
Spend $5,001 – $10,000 receive a $100 gift card
Spend $10,001+ receive a $500 gift card

- Receptions on the Exhibit Show Floor all three days
- Attendee give-aways on the Exhibit Show Floor

INCREASE YOUR EXPOSURE AND MAXIMIZE YOUR POTENTIAL

EXHIBIT BOOTH FEES

10' x 10' inline	$4,300
10' x 10' corner	$4,800
10' x 10' discounted (orange booth)*	$2,850

Islands require a minimum of 4 corners and incur additional fees to create the space.

*See page 12 for floor plan for location of color coded booths.
*See page 5 for rules governing discounted booths.

CONFERENCE ROOM RENTAL*

Cost per 20' x 20' room: $3,500

On-site conference rooms are convenient for private meetings with clients and staff, luncheons, and/or break rooms. Each room has 8' high hardwall construction, carpet, 6' table, 4 chairs and a sign. Customization and furnishings are available for order through Freeman. All food & beverage utilized in Networking Rooms must be ordered through Levy Restaurants. Reserve your conference room on the application/contract for exhibit space or online.

*Must have contracted booth space to rent Networking Room.

BOOTH PAYMENTS

For booths submitted during the priority point period, payment in full is required. Contracts received after the priority period must include payment in full. Please call for special considerations. Contact us at **jbaumann@massdental.org** to set up wire and/or bank transfer payments or if you would like to set up a payment plan.

BOOTH ASSIGNMENT

Contracts must be received by April 24, 2024 for priority point space assignment. Exhibitors from Yankee 2024 may contract between April 7 - 24. Confirmations will be emailed by early June. Contracts received from companies who did not exhibit in 2024 or those received after April 24 will be held until all first round assignments have been made and will then be assigned on a first come, first served basis. Prior history will not be considered after April. Contracts received without full payment will not be processed. The MDS reserves the right to relocate exhibitors should it become necessary or advisable in their reasonable judgment.

RESERVE YOUR BOOTH TODAY AT YANKEEDENTAL.COM

MARKETING OPPORTUNITIES

Listings in these Publications/Digital Assets

- Program Book
- Digital Buyer's Guide
- Website
- Mobile App
- Social Media

See Important Dates listed on page 3 for deadlines.
See page 11 for advertising opportunities.

the corners) and the additional 10' x 10' spaces required to create the island. For example, if the exhibitor requests a 20' x 30' island (six booths), a 20' x 40' (eight booths including four corners) will be needed to create the island. MDS will carpet those additional two booths with the show aisle carpet.

AISLE SPACE

Aisle space may be purchased by companies who rent multiple island booth configurations of 20' x 30' or greater. Each 10' x 10' of aisle space is charged at $2,350. The use of purchased aisle space may only be used for decoration, not exhibiting purposes, and is subject to the approval of the MDS and the fire marshal.

ADDITIONAL LISTING

The cost to purchase an additional company listing is $100. Please send your request in writing to exhibits@massdental.org. Restrictions apply.

HOUSING BUREAU

Yankee will block hotel rooms in the Seaport area. Shuttle service will run between some of the Seaport properties and the BCEC. The housing bureau will open October 9, 2024, the same time Yankee Registration opens. Visit yankeedental.com for more detailed information in late summer. Please do not call the hotels directly.

EXHIBITOR SERVICE MANUALS

Service Manuals will be sent electronically to all exhibitors in October and will be available on the Yankee website.

CERTIFICATES OF INSURANCE

All exhibitors must send an original certificate of insurance to the Massachusetts Dental Society by December 31, 2024. See page 6.

BOOTH CONSTRUCTION RULES

Rules governing booth construction can be found on page 9. Exceptions to these rules will not be made unless approved through a booth variance form. You will be required to adjust your booth accordingly on-site if these guidelines are not followed.

RULES GOVERNING DISCOUNTED BOOTHS

We reserve the right to decide on or move booth location to prevent conflict and support the overall success of the show. This would be done prior to December 18, for the digital Buyer's Guide.

YANKEE®

MULTI-SITE SUMMIT

THURSDAY, JANUARY 30 & FRIDAY, JANUARY 31, 2025

NEW LOCATION !!!

THE MULTI-SITE SUMMIT IS NOW LOCATED ON THE EXHIBIT SHOW FLOOR!

The Yankee Dental Congress is pleased to present our third year of the Multi-Site Summit. As the world of dentistry evolves, Yankee is also evolving to be more inclusive of all types of dental practices.

New this year, the Multi-Site Summit will be located on the Exhibit Show Floor to allow for collaboration between individual practice owners and DSOs. This past year, the event brought in over 84 DSOs, and a total of 280 attendees. This year, there will be reduced course time and more time for networking!

Those who already have booth space on the main Exhibit Show Floor will receive 20% off Multi-Site table and booth pricing.

Multi-Site Table: $2,850
Multi-Site Booth: $3,850

YANKEE® Dental Congress

January 30 – February 1, 2025

BOSTON CONVENTION & EXHIBITION CENTER

This year, we celebrate ***50 years of Yankee and 50 years of excellence***. Can you believe that the Yankee Dental Congress was launched back in January 1976? Where has the time gone?

We started as a regional event, but over the years have transformed into one of the top nationally ranked dental shows. We draw attendees from the East Coast, as well as alumni from all over the country and students from top dental schools located here in Boston. They know that at Yankee, they can experience exceptional CE programs, networking events, and find the best dental products to suit their needs.

Yankee is not just about the attendees, though—it is also about the exhibitors. We continually host events on our Exhibit Show Floor to encourage attendees to spend time there—time with you and your business. Should an attendee make a purchase, we incentivize it. We are even extending this program for the length of Yankee in 2025—providing three days' worth of prizes for attendees that spend at your booth.

For those of you who have exhibited with us in the past—thank you so much. You have contributed to these 50 years of excellence. For those of you who have never exhibited with us but are planning on doing so this year—know that you are joining us during a monumental time. We plan to celebrate this special occasion fully, and we are so excited that attendees new and old get to be part of that celebration.

We are excited to honor our attendees, volunteers, and exhibitors who got us this far and will continue to propel us forward into the future. Thank you for supporting our meeting, and we are excited to show you what we have planned!

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IMPORTANT DATES: 2024 – 2025

Please note dates are subject to change.

APRIL

April 7 - 24
Priority point contract period

April 24
Contract and deposit deadline for priority point space assignment

JUNE

Notices of priority point booth assignments are emailed

June 28
Deadline for booth cancellation with a full refund; space cancelled or downsized after this date will forfeit 50% of booth fee.

JULY

July 31
Contracted companies will be listed in the 2025 Program Book

AUGUST

August 30
Balance of booth payment due

SEPTEMBER

September 9
Space cancelled or downsized after this date will forfeit 100% of booth fee

OCTOBER

Monthly Exhibitor e-Newsletters begin

Exhibitor Service Manual available at **yankeedental.com/exhibits**

*Booths do not include electrical, carpet, furnishings, and other accessories. These items may be rented through the official service vendors, or provided by the exhibitor. **Please note that carpet/flooring is mandatory.**

October 9
Yankee Housing and Registration open

Registration for booth personnel open. Register online at **yankeedental.com**

DECEMBER

December 13
Deadline to submit complimentary show special listing to be promoted in the Digital Buyer's Guide and on the Mobile App and Web

December 18
Contracted companies will be included in the Digital Buyer's Guide, Mobile App and Web

December 20

- Deadline to submit booth variance, hanging sign, and laser request forms for approval.
- Deadline to submit early move-in request form (20 x 20 or larger only)

December 31
Certificates of Insurance due

JANUARY

January 3
Deadline for discounted rates on all Freeman services and furnishings for your booth

Deadline for registering booth personnel to receive badges by mail

Deadline for discounted rates on all MCCA services for your booth (includes electrical)

January 16
Deadline to make hotel reservations within Yankee blocks

Deadline to order lead retrieval service

January 28
Exhibitor move-in and on-site registration opens at 8:00 am

ON-SITE: SHIPPING, MOVE-IN & MOVE-OUT

SHIPPING

Shipping labels can be downloaded from the Exhibitor Service Manual in October.

Advanced Shipping **January 6 – 21**
Yankee Dental Congress 2025
Exhibiting Company Name
Booth #_____
C/O Freeman
25 Doherty Ave
Avon, MA 02322

On-Site Shipping **January 27 – 29**
Direct Freight Shipments will be accepted at the BCEC starting Monday, January 27 at 8:00 am.

Yankee Dental Congress 2025
Exhibiting Company Name
Booth #_____
C/O Freeman
Boston Convention & Exhibition Center
415 Summer Street
Cypher Street Entrance
Boston, MA 02210

Return Shipping **Sunday, February 2**
All freight carriers must be checked in by 8:00 am. All outbound material handling forms must be turned in to the service contractor no later than 8:00 am.

MOVE-IN

Monday, January 27 8:00 am – 5:00 pm
By special request for booths 20' x 20' and larger only. Request forms due December 20. Please send to scelidonio@massdental.org.

Tuesday, January 28 8:00 am – 5:00 pm

Wednesday, January 29 8:00 am – 6:00 pm*
*Contact Exhibit Management if you require move-in time later than 6:00 pm.

MOVE-OUT

Saturday, February 1 4:00 pm – 11:59 pm
Exhibitors may not start moving out prior to 4:00 pm.

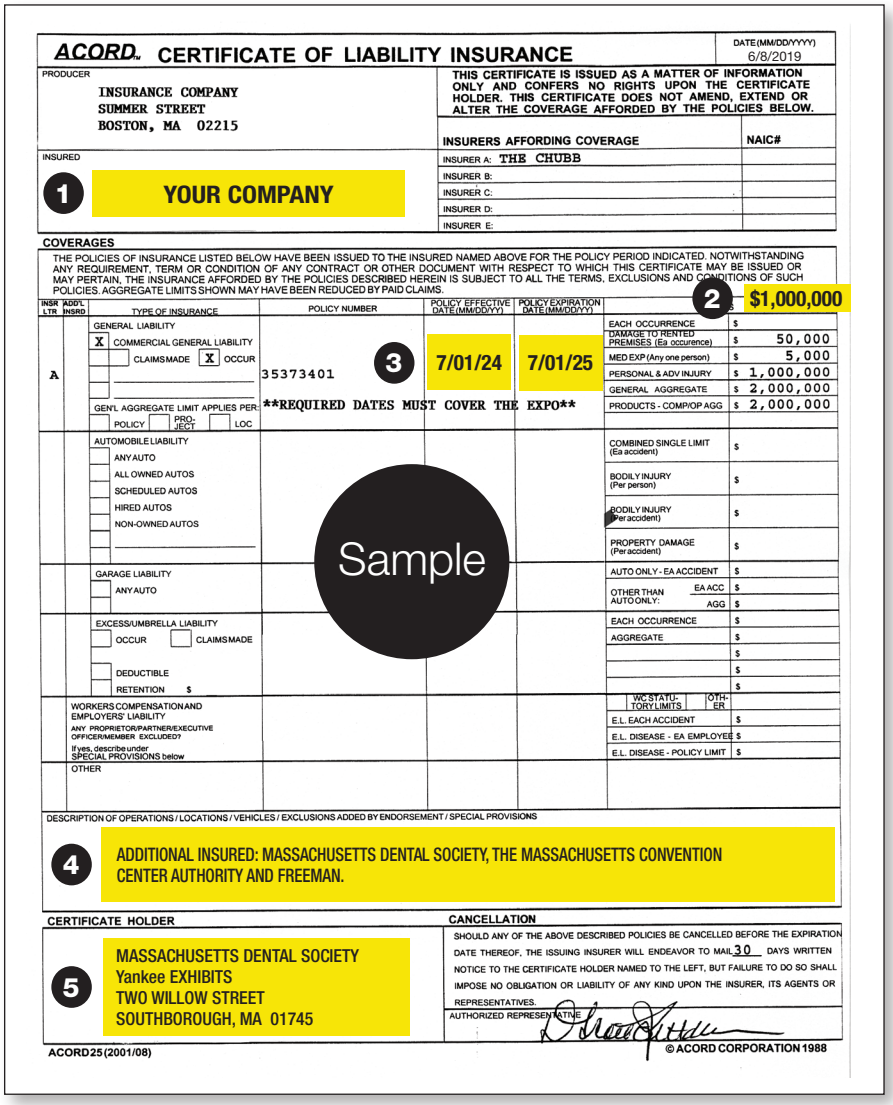
Sunday, February 2 12:00 am – 10:00 am
All freight must be checked in and material handling forms must be submitted by 8:00 am on Sunday, January 29.

CERTIFICATE OF INSURANCE

All exhibiting companies agree to indemnify the MDS, the Massachusetts Convention Center Authority, and Freeman against any claims for injury, loss, or damage that may occur to the exhibitor or his/her property from any cause whatsoever, and must provide insurance certificates by December 31, 2024. No exhibitor will be permitted to set up without a certificate of insurance.

REQUIRED INFORMATION

Refer to the sample below to be sure your certificate of insurance displays the required information.



ACORD. CERTIFICATE OF LIABILITY INSURANCE

DATE(MM/DD/YYYY) 6/8/2019

PRODUCER
INSURANCE COMPANY
SUMMER STREET
BOSTON, MA 02215

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

INSURERS AFFORDING COVERAGE — NAIC#
INSURER A: THE CHUBB
INSURER B:
INSURER C:
INSURER D:
INSURER E:

INSURED
1 YOUR COMPANY

COVERAGES
THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	ADD'L INSRD	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE(MM/DD/YY)	POLICY EXPIRATION DATE(MM/DD/YY)	LIMITS
A		GENERAL LIABILITY: X COMMERCIAL GENERAL LIABILITY; CLAIMS MADE [X] OCCUR	35373401	7/01/24	7/01/25	EACH OCCURRENCE $ 2 $1,000,000
						DAMAGE TO RENTED PREMISES (Ea occurence) $ 50,000
						MED EXP (Any one person) $ 5,000
						PERSONAL & ADV INJURY $ 1,000,000
						GENERAL AGGREGATE $ 2,000,000
		GEN'L AGGREGATE LIMIT APPLIES PER: POLICY / PROJECT / LOC	**REQUIRED DATES MUST COVER THE EXPO**			PRODUCTS - COMP/OP AGG $ 2,000,000
		AUTOMOBILE LIABILITY: ANY AUTO; ALL OWNED AUTOS; SCHEDULED AUTOS; HIRED AUTOS; NON-OWNED AUTOS				COMBINED SINGLE LIMIT (Ea accident) $
						BODILY INJURY (Per person) $
						BODILY INJURY (Per accident) $
						PROPERTY DAMAGE (Per accident) $
		GARAGE LIABILITY: ANY AUTO				AUTO ONLY - EA ACCIDENT $
						OTHER THAN AUTO ONLY: EA ACC $ / AGG $
		EXCESS/UMBRELLA LIABILITY: OCCUR / CLAIMS MADE				EACH OCCURRENCE $
						AGGREGATE $
		DEDUCTIBLE				$
		RETENTION $				$
		WORKERS COMPENSATION AND EMPLOYERS' LIABILITY; ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? If yes, describe under SPECIAL PROVISIONS below				WC STATUTORY LIMITS / OTHER; E.L. EACH ACCIDENT $
						E.L. DISEASE - EA EMPLOYEE $
						E.L. DISEASE - POLICY LIMIT $
		OTHER				

Sample

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS
4 ADDITIONAL INSURED: MASSACHUSETTS DENTAL SOCIETY, THE MASSACHUSETTS CONVENTION CENTER AUTHORITY AND FREEMAN.

CERTIFICATE HOLDER
5 MASSACHUSETTS DENTAL SOCIETY
Yankee EXHIBITS
TWO WILLOW STREET
SOUTHBOROUGH, MA 01745

CANCELLATION
SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.
AUTHORIZED REPRESENTATIVE

ACORD 25 (2001/08) © ACORD CORPORATION 1988

If you do not carry general liability insurance, you may purchase this in the form of event insurance. Information and order forms will be provided in the Exhibitor Service Manual, which will be sent electronically in October.

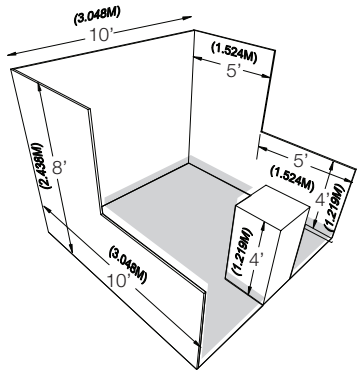
The Yankee Dental Congress and the Massachusetts Convention Center Authority will not be responsible for damage or loss to any property of the exhibitor, including the shipping containers brought into or used in or about the convention center, nor for any acts or omissions of the exhibitor's employees, agents or representatives.

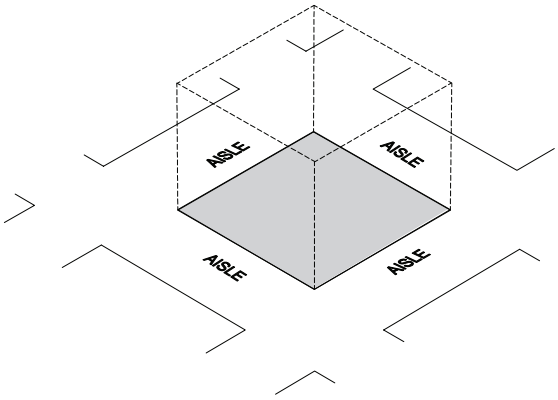
Send completed COIs to exhibits@massdental.org

1. Your company must be listed as the insured.
2. You must carry and maintain a **minimum of $1 million insurance coverage** that provides general liability coverage, coverage against damage to persons and property, and hazard insurance, insuring the exhibitor's property and its exhibit space, to fully protect it and the MDS and the additional insured (see below) against all risks in connection with its exhibit at the Yankee Dental Congress, or under the 2025 Rules & Regulations, or otherwise.
3. Required dates must cover the dates of the expo, including set-up and breakdown: **January 26 - February 2, 2025**. Please send the certificate, even if it expires by December 31, 2024, then send a new certificate after this date.
4. All insurance shall name as additional insured the Massachusetts Dental Society, the Massachusetts Convention Center Authority, and Freeman.
5. The certificate holder must be listed as follows:
   Massachusetts Dental Society
   Yankee Exhibits
   Two Willow Street
   Southborough, MA 01745

BOOTH CONSTRUCTION

Exceptions to these rules will not be made unless approved through a booth variance form. You will be required to adjust your booth accordingly on-site if these guidelines are not followed.





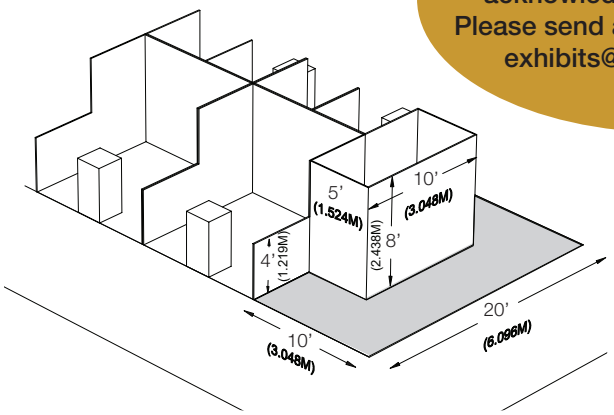
Standard/Linear Booth

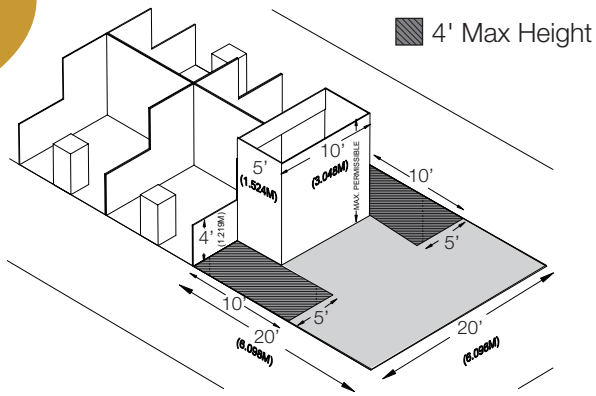
All linear booths are 100 sq. ft. (10' x 10') unless otherwise noted on the floor plan. Booths have a back wall drape that is 8' high, with sidewall drapes that are 3' high. Total height of exhibits (including decorations) may not exceed 8' unless against a wall, which allows for 12' or prior approval from exhibit management. Display material for linear booths is restricted to a maximum height of 4' in the front 5' of the booth, and 8' in the rear 5' of the booth.

Island Booth

An island exhibit is an open area of exhibit space with aisles on all four sides. The entire cubic content of the space may be used up to the maximum allowable height of 16'. Approval by Yankee Exhibit Management is required if any exhibitors with island space plan to exceed 16', or require special consideration for their booth. A variance form for this approval will be included in the Service Manual.

Peninsula and End-Cap booths must sign off and acknowledge sight line rules. Please send acknowledgement to exhibits@massdental.org.





End-Cap Booth

An end-cap booth is exposed to aisles on three sides and composed of two booths, generally 10' deep by 20' wide. The back wall must not exceed 8' in height and only in the rear half of the booth space. The back wall is restricted to 4' high within 5' of each aisle, permitting adequate line of sight for the adjoining booths.

Peninsula Booth

A peninsula booth is 20' x 20' or larger with aisles on three sides. The back wall of a peninsula booth must be on the non-aisle side and not exceed 16' in height. The back wall is restricted to 4' high within 5' of each aisle and 10' out from the back wall, permitting adequate line of sight for the adjoining booths. All portions on the rear of the back wall must be finished with no copy of any kind on it. Peninsula exhibits must be designed to be accessible from all three aisles.

Hanging Signs

All hanging signs must be pre-approved and receive written approval from exhibit management. A form will be included in the Service Manual. Hanging signs will only be permitted for island or peninsula booths at a maximum height of 25'. Signs suspended over peninsula booths must be set back a minimum of 5' from the back wall line of the booth.

The 2025 Rules and Regulations will govern all the exhibits at the Yankee Dental Congress presented by the Massachusetts Dental Society ("MDS") (a constituent of the American Dental Association). Yankee will take place at the Boston Convention & Exhibition Center ("BCEC"), operated by the Massachusetts Convention Center Authority ("MCCA"). By signing the application/contract, you (the "Exhibitor") acknowledge that you have read, understand and agree to comply with these Rules and Regulations, and that MDS's acceptance of the form, as signed and submitted by you, creates a binding contract between Exhibitor and MDS.

Exhibitor Set-Up

Tuesday, January 28 through Wednesday, January 29, 2025. Additional time can be requested from the individuals who are managing Yankee on behalf of MDS ("Show Management"). All crates must be removed from the Exhibit Show Floor aisles by 4:00 PM on Wednesday, January 29 to allow for installation of aisle carpet. Crates remaining after this time will be removed at the Exhibitor's expense.

Exhibit Dismantle

Saturday, February 1, at 4:00 PM thru Sunday, February 2, 10:00 AM. Dismantling before the conclusion of show hours is not permitted. Exhibitor must complete arrangements for outbound shipment with the General Service Contractor, Freeman. All freight carriers must be checked in by 8:00 AM on Sunday, February 2; if this is not done, Freeman may select a carrier to ship all remaining Exhibitor freight at the Exhibitor's expense.

Space Assignment Policy

Assignment of exhibit space shall be made at the discretion of Show Management. For applicants who submit completed applications with the requisite payment in a timely manner, Show Management will make reasonable efforts to assign space in accordance with the following seniority system.

For companies that have previously exhibited at Yankee, one point is given for each year exhibited. Points are also added for $7,500 or more of sponsorship and advertising. When an exhibiting company acquires another exhibiting company, the larger seniority point number is utilized. Seniority points of individual companies are not combined. Seniority points are not affected when an exhibiting company acquires the product line of another exhibiting company.

Applicants are assigned booth space based on the number of points accumulated, as indicated above, and the date they return their contract and payment within the priority time frame. MDS does not guarantee that you will be assigned the space requested or that competitors will not be placed next to each other. The Show Management's decisions on space location are final and binding on all applicants.

There is no guarantee that MDS will be able to accommodate all applicants. Notwithstanding anything herein to the contrary, MDS reserves the right, in its sole discretion, to refuse exhibit space to any company, including prior exhibitors.

Deposit & Balance of Payment

For booths submitted during the priority point period, payment in full is required. Contracts received after the priority period must include payment in full. Please call for special considerations. Contact us at jbaumann@massdental.org to set up wire and/or bank transfer payments or if you would like to set up a payment plan.

Cancellation or Downsizing of Booth Space

Cancellations or requests to downsize must be submitted in writing to the MDS. If such notice is received on or before June 28, 2024, there will be a full refund (0 refund for purchased aisle space); if notice is received between June 28 and September 9, 2024, MDS will retain the 50% deposit per booth (0 refund for purchased aisle space); if notice is received after September 9, 2024, no refund will be provided. Upon receipt of notice of cancellation, MDS may assign the cancelled space to any person or use such space for any purpose, all without notice or liability to the Exhibitor. Exhibitors whose booth space has been canceled are not permitted to register personnel for the meeting. Cancellation of island space will forfeit the entire cost of booths removed to create the island at any time following original contract submission. As well, companies who cancel island space are responsible to carpet the canceled space if it is not re-sold.

Abandoned Space

Any space not completely set-up by 6:00 PM on Wednesday, January 29, 2025, will be regarded as abandoned and may be resold or reassigned by MDS, and the Exhibitor will not be provided any refund. Each exhibit must be open for the full duration of official show hours and must be closed at all other times. If the Exhibitor abandons its booth space without MDS permission, invitations to participate in future Yankee meetings will be withheld and the Exhibitor may lose its seniority status in booth assignments or be barred from future Yankee Dental Congresses.

If the Exhibitor will be delayed, due to weather or any other circumstance, they must notify Show Management and inform them of the delay. (Exhibitor should e-mail or contact the MDS office for a number to call the Show Management office on-site at the BCEC.) MDS has sole, discretionary authority on whether to excuse the delay or treat the booth as forfeited.

Registration

Use of exhibit booth space is limited to personnel of the Exhibitor who has contracted for the space. Exhibit booths must be staffed by registered Exhibitor personnel, wearing their official Yankee exhibitor badges, at all times during the official show hours. Each Exhibitor will be allowed to register 8 booth personnel per 10x10 booth. Additional booth personnel over the 8 per 10x10 booth allotment will be charged a $35 fee per registrant. Exhibitors may register booth personnel from October 9, 2024 at 12 noon through on-site.

All Exhibitor personnel must either be employees of the Exhibitor or receive commissions, brokerage or salary from the Exhibitor. Consultants are not considered employees of a company. Dentists, hygienists, assistants or technicians may not register as a guest of the Exhibitor. False certification of individuals as Exhibitor representatives, misuse of Exhibitor badges, or any other method or device used to assist unauthorized personnel to gain admission to the exhibit floor may be subject to a fine of the applicable registration fee and/or expulsion of the Exhibitor from the exposition and barring of such unauthorized individual from entrance to the exposition floor, without any obligation on the part of MDS for refund of any fees. The Exhibitor, its employees and agents, waive any rights or claims for damages against MDS, its employees and agents arising out of the enforcement of this paragraph.

Exhibitor Appointed Contractors

Exhibitors using a 3rd party exhibitor appointed contractor (EAC) are required to provide the EAC with a copy of the Yankee 2025 Rules and Regulations and the necessary forms from the exhibitor service manual. All EAC's are responsible for complying with these Rules and Regulations. Before beginning set-up, all EAC's must sign in for badges at the BCEC employee entrance at the back of the building off the parking lot. All EAC's must carry insurance listing Massachusetts Dental Society/Yankee as an additional insured. This policy must include a minimum of $1 million commercial general liability, $1 million worker's compensation insurance including employee liability coverage, and $500,000 with respect to damage of property.

Exhibit Space

The Exhibitor acknowledges that MDS is merely a licensee of the BCEC and that the Exhibitor is merely a licensee of MDS. The Exhibitor shall use its exhibit space in compliance with all rules and regulations imposed by the BCEC and found in the BCEC Exhibitor Ordering Guide, also found on the Convention Center website. In addition, the Exhibitor shall use its space solely and exclusively for the exhibition of services, equipment, and/or materials provided, manufactured or distributed by it in the regular course of its business, and for no other services or goods. The Exhibitor agrees not to in any way, directly or indirectly, sublicense or otherwise apportion or dispose of its exhibit space or any part thereof, or otherwise make available any or all of any part of said space to any person, firm, or entity other than the Exhibitor.

Sales by Non-Exhibiting Companies

Solicitation by non-exhibitors is prohibited. Companies and representatives not assigned exhibit space are prohibited from soliciting business in any form in the BCEC and all Yankee Dental Congress hotels. Violators of this prohibition will be required to leave the properties immediately.

Security

All exhibits and respective contents are at the Exhibitor's sole risk. Neither MDS, the MCCA, nor any of their employees or agents will be responsible for damage or loss caused by fire, riots, strikes, civil disturbance,

weather, acts of God, terrorism, disease, epidemic, war or other causes beyond their reasonable control ("Force Majeure"). Without in any way limiting or detracting from the forgoing exculpation of liability, the exclusive security company at the BCEC will provide general protection of exhibits displays on a 24-hour basis from the beginning of set-up time until the end of dismantling times. However, Exhibitor is expected to carry all risk insurance on its exhibit and utilize lock boxes; if Exhibitor desires special individual company security, it must contract with the security company at the BCEC, at Exhibitor's own expense. Under no circumstances will MDS or the MCCA be responsible for any breaches in security, except if such breach results from the gross negligence or willful misconduct of MDS or the MCCA. In the event that the exhibition is barred, prevented, or canceled due to Force Majeure or other circumstances beyond the control of MDS, then any refund of sums previously paid under the exhibit contract shall be at the sole and exclusive discretion of MDS.

Insurance

The Exhibitor shall carry and maintain a minimum of $1 million insurance coverage that provides comprehensive general liability coverage, coverage against damage to persons and property, and hazard insurance insuring the Exhibitor's property and its exhibit space, to fully protect it, MDS, the MCCA and Freeman against all risks in connection with its exhibit at Yankee, or under the 2025 Rules and Regulations, or otherwise. All such insurance shall name the entities listed in the previous sentence as additional insureds. The Exhibitor shall send an original certificate of insurance to MDS by December 31, 2024. No Exhibitor will be allowed to set-up without the required certificate of insurance.

Indemnification and Liability

The Exhibitor assumes the sole and entire responsibility for any and all bodily injury (including death) and damage to or loss of property that may be sustained in connection with or resulting from Exhibitor's participation in Yankee and use of the BCEC. The Exhibitor agrees to indemnify and hold harmless MDS, Freeman and the MCCA from any claim, loss or damage (including reasonable attorney's fees and expenses) that any of them may sustain or be required to pay, in connection with, related to or arising from the Exhibitor's exhibition at the Yankee Dental Congress, including any violation by the Exhibitor of these Rules and Regulations, except if such claim, loss or damage results from the gross negligence or willful misconduct of the indemnified parties. The maximum liability of MDS from any and all causes shall be limited to the amounts paid by the exhibitor hereunder; in no event shall MDS be liable for punitive, indirect, special or consequential damages.

Booth Space Description

Each booth will be supplied with an 8' high back drape, 3' high side rails, and booths 300 sf and under will receive a 7" x 44" exhibitor ID sign at no expense. All booths must be carpeted at the Exhibitor's expense. If there is no floor covering by 5 pm on Wednesday, January 29, Yankee will order carpet to be charged to the exhibitor. The Exhibitor must pay for carpentry, decorating, labor, additional signs, and furnishings, and all such arrangements shall be made directly with Freeman. Exhibit booths are 10' deep by 10' wide unless otherwise indicated on the 2025 floor plan.

Booth Space Limitations

Descriptions and requirements for Booth Construction are set forth on page 9 of the Exhibitor Prospectus, which are incorporated into these rules and regulations by reference. Hanging signs and banners are permitted at Yankee for exhibit space 20' x 20' or larger, however, written approval from Show Management of all signs and banners is needed. No interference with light or space of other exhibitors will be allowed. Booths which have been given prior approval to extend fuller than the maximum allowable height must ensure that the back side has a finished look with no company signage. No signs or any other articles shall be posted, nailed, or otherwise attached to any pillars, walls, doors, floor, etc. in any manner, and the Exhibit Floor must be protected from any dripping oil. Flammable or explosive substances, pyrotechnics or lighter than air balloons (helium) will not be permitted in the building. No tents, umbrellas, and/or canopies are allowed. Exhibits will be examined for compliance, but any failure of MDS to notify Exhibitor that it is not in compliance shall not relieve the Exhibitor from all responsibility associated with such breach. The Exhibitor shall be responsible for any damage to the building, its fittings and any other exhibitor's space, and for any personal injury or other property damage associated with its failure to comply with these policies or its engaging in unlawful or inappropriate behavior.

MDS reserves the right to require, at the Exhibitor's sole expense, that proper background of booths and carpet be provided by Freeman in order to maintain the dignity and good appearance of the meeting. The right is also reserved to prohibit any exhibit or part of exhibit, or proposed exhibit, which in the opinion of MDS is not suitable or in keeping with the character of the exhibition or professional practices, or would tend to bring the reputation of the exposition or MDS into disrepute. This reservation of rights applies as well to persons, booths, things, conduct, and printed and advertising matter that MDS deems unsuitable, unprofessional or disreputable.

Laser Exhibiting

In keeping with safety precautions for lasers, Yankee has adopted the following policy for those exhibitors displaying lasers in the exhibit area:

- Lasers must be operated only within a suitable enclosed space with eye protection for those viewing and operating the laser.
- All demonstrations of CO_2 lasers must be conducted in clear plastic boxes with top and sides enclosed.
- Appropriate plastic colored cubicles must also be available for other types of lasers being demonstrated.
- No laser equipment may be left unattended in operable condition.
- Exhibiting companies will initially complete the Yankee Laser Exhibitor Form to be found in the Exhibitor Service Manual. Upon receipt of this form, Yankee will send more detailed information including the link to the registration form with the Department of Health, which the exhibiting company must complete at least 10 days before Yankee.
- All laser units must be inspected prior to use. The MDS will set up a time with the Department of Public Health for inspection, usually the Wednesday before Yankee opens.

Marketing & Sales

Exhibitor shall not use the name or logo of the Yankee, or any facsimile thereof, or any promotional material or marks associated with the Congress for any purpose other than promoting Exhibitor's supplies, goods or services in the booth assigned to it, except by written permission of MDS.

Use of live or mechanical music is prohibited within the Exhibit Show Floor without express written permission from MDS. Any and all licenses to permit public performance of music or movies are the sole responsibility of the Exhibitor to acquire. If permission is granted and complaints are made, MDS reserves the right to require that the music be lowered or turned off completely. No noisemakers, loud speakers, megaphones, sideshow tactics, undignified methods, or materials will be allowed. Booth presentation and movies must be located as not to interfere with other exhibitors or aisle space. Videotaping and photography of the show and other exhibits is strictly prohibited. Demonstrations involving procedures on patients, live models or animals are prohibited unless authorized by Show Management.

Distribution of any samples or advertising materials, prize awards, drawings, raffles, lotteries, or contests, or the distribution of refreshments are subject to prior approval of MDS, which must be requested in writing no later than January 17, 2025. Failure to comply with this rule may result in dismissal from the Exhibit Floor.

All demonstrations or promotional activities must be in compliance with the law and confined within the limits of the contracted exhibit space. No business activities are to be undertaken in any aisles, lobbies or other areas of the BCEC. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations or other promotional activities. The Exhibitor is responsible for keeping aisles near its exhibit space free of congestion caused by its demonstrations and other promotional activities.

Competitive Activities

In order to protect the status of Yankee as existing exclusively as a forum for educating dental professionals and others about developments in the profession of dentistry and the equipment and technology utilized in the provision of dental services, MDS requires that the following restrictions be observed: To reserve any rooms in the convention hotels, a company connected in any way with the profession of dentistry must have contracted for exhibit space with Yankee. Within a one (1) mile radius of any portion of (i) the Boston Convention & Exhibition Center or (ii) any of the convention hotels (together, the "Restricted Area") the Exhibitor shall not, whether directly or indirectly, during the period from Monday, January 27, 2025 through Sunday, February 2, 2025

(the "Meeting Period"), use, attempt to use or employ for exhibit, marketing, advertising, signage or display purposes, or for the conduct of seminars, clinics, promotions, or for the distribution of samples, literature or like items, or for any similar or related activities involved in or connected with its business affairs or operations (the "Restricted Uses"), any space other than (i) that exhibit space for which it has contracted with MDS, (ii) any space owned or leased by the Exhibitor that it has regularly and continuously used during substantially all business hours throughout at least the six (6) month period immediately prior to the Meeting Period for the same purpose and in the same way as it is used during the Meeting Period, or (iii) such other space as to which MDS has granted its prior written consent for such use, which consent may be withheld in the sole discretion of MDS. The foregoing restrictions shall apply irrespective of whether or not the Exhibitor uses the name "Yankee Dental Congress", "YDC" or any marks or logos associated therewith in such competitive space.

In the event the Exhibitor or any person under its control takes any action in violation of the provisions of this Section, and without regard to whether or not the Exhibitor makes use of any of Yankee marks or logos in such space, the Exhibitor acknowledges and agrees that MDS, in its sole discretion, may cause the immediate closure and removal of the Exhibitor's booth from the Exhibit Show Floor and the exclusion of the Exhibitor and all its representatives from the Exhibit Show Floor. No refund of any space rental fees will be provided in such situation and the Exhibitor shall be liable for the costs of such booth closure and removal. The Exhibitor, in MDS' sole discretion, may also be prohibited from participating in future Yankee meetings and, if permitted to participate, may lose its seniority status in booth assignments.

The Exhibitor acknowledges that in the event of its violation of any of the provisions of this Section it will be difficult, if not impossible to calculate the damages incurred by MDS in connection with such violation. Accordingly, the Exhibitor shall pay to MDS as liquidated damages and not as a penalty, an amount equal to the result obtained by multiplying the number of square feet of space used in violation of this Section (as reasonably estimated by MDS) by a rate per square foot equal to that charged by MDS to the Exhibitor for its space in the Exhibit Show Floor.

Service Manual

The exhibitor service manual will be sent electronically in October 2024 and will contain the 2025 Rules and Regulations and the necessary requisition forms for registering booth personnel and ordering all furnishings or service. This information can also be obtained from the Yankee website.

Exhibitor Housing

The Yankee Dental Congress Housing Bureau will open October 9, 2024 at 12:00 noon for reservations for the meeting. This information will be available on the Yankee website.

Utilities & Cleaning

All utilities are supplied by the BCEC. No exhibitor will be allowed to bring in compressed gas or air. Drainage is limited to specific areas. Network Services is an exclusive service provided by the BCEC. The Exhibitor must at its expense, maintain and keep in good order the exhibit booth. The Exhibitor is responsible for placing all trash in front of the booth at the conclusion of each exhibit day for removal by the cleaning company. No cleaning personnel will be allowed into an exhibit booth unless an exhibiting company has contracted for cleaning service. Please see the Service Manual for complete regulations.

Booths include first night vacuum. Booth vacuuming for days 2 and 3 may be ordered through the official cleaning vendor via exhibitor service manual.

Rigging

All aerial rigging within the BCEC must be approved by Yankee and the BCEC. All rigging within the Exhibit Show Floor will be the sole responsibility of the BCEC's exclusive rigging service provider.

Freight

See the service manual for all Rules & Regulations on Freight and Shipping.

Storage of Crates & Boxes

All empty crates/containers to be removed to the storage area must have an empty label marked with Exhibitor's booth number. Arrangements for storage and labels may be obtained at the Freeman Exhibitor Service Center. The Exhibit Show Floor is subject to strict supervision by inspectors of the Massachusetts Department of Public Safety and the Boston Fire Department. It is suggested that small boxes be nested inside larger ones. No boards or skids will be accepted for storage unless securely tied into bundles and tagged. Fire regulations require that wrapping materials such as paper, excelsior, etc. must be completely enclosed within packing boxes. Materials not in accord with these regulations will be considered refuse and disposed of by the cleaner. The City of Boston Fire Regulations prohibits storage of boxes behind the booth displays. Any packing boxes stored behind the booth may be removed at the Exhibitor's expense. MDS assumes no liability for any product(s) stored.

Fire & Safety Prevention

No exhibit booth may block any fire-fighting equipment, emergency exit doors, fire hoses, or pull boxes. Flammable and combustible fluids or mixtures are not permitted within the BCEC. All decorations, drapes, signs, banners, acoustical materials, cotton, paper, hay, straw, moss, split bamboo, plastic cloth, and similar materials shall be flame retardant to the satisfaction of the Fire Marshall. Oilcloth, tarpaper, nylon and certain other plastic materials cannot be made flame retardant and, therefore, use is prohibited. Storage behind booth back wall and under tables is strictly prohibited.

Non-Endorsement

The exhibiting of products or services at Yankee does not constitute endorsement by MDS. If the Exhibitor participates as a clinician in a scientific session, it is expressly forbidden for the Exhibitor to use the scientific session for promotional purposes.

Conduct

The Exhibitor and its representatives are expected to act at all times in a professional manner adhering to the rules of the Yankee Dental Congress and the BCEC/MCCA. The Exhibitor shall not infringe upon the rights and privileges of another exhibitor/or attendee. Any complaints regarding infractions of the rules or disputes between exhibitors should be made directly to MDS. Any decision by the Society shall be final, binding and non-appealable. Unethical or criminal conduct or infraction of the rules on the part of the Exhibitor or its representatives will subject the Exhibitor or its representatives, or both, to ejection from the Exhibit Show Floor and forfeiture of booth space, booth fee and/or seniority status in booth assignments. In such an event, Exhibitor acknowledges that it shall not receive any refund of its booth fee.

Enforcement of Rules & Regulations

Any violation of these Rules and Regulations, as determined by the Massachusetts Dental Society in its sole discretion, may result in the immediate closure and removal of the Exhibitor and its exhibit booth from the Exhibit Show Floor. No refund of any space rental fees will be provided. The Exhibitor may also be prohibited from participating in future Yankee Dental Congress meetings or lose its seniority status in booth assignments.

In the event of a breach or threatened breach of these Rules and Regulations by the Exhibitor or a default by the Exhibitor of its obligations to MDS, the Exhibitor shall pay to MDS all attorneys' fees and costs incurred by MDS in connection with such breach, threatened breach or default.

Contract Application

Mail contract for booth space to:

Massachusetts Dental Society
Exhibits Department
Two Willow Street
Southborough, MA 01745

Any requests for permission to vary from the rules and regulations must be made in writing to the Yankee Dental Congress Show Management, which has sole discretion to grant, withhold or condition permission. The Massachusetts Dental Society reserves the right to modify these Rules and Regulations and such modifications shall be binding on the Exhibitor upon notice to the Exhibitor and the posting of such revised Rules and Regulations on the Yankee website www.yankeedental.com. In the event a situation arises that is not covered by these Rules and Regulations, the decision of MDS shall be final, binding and non-appealable.

PUBLICATIONS I PRINT ADVERTISING

Official Program Book

Front Cover (1/3 pg ad)	$3,900
Opposite Table of Contents	$2,850
Back Cover	$2,650
Center Spread	$4,200
Full Page	$1,700
Half Page	$950

Ad Sizes:

Full Page: 8 3/8" w x 10 7/8" h
Half Page Horizontal: 7 1/2" w x 5" h
Half Page Vertical: 3 1/2" w x 10" h
Center Spread: 16 3/4" w x 10 7/8" h
Back Cover: 8 3/8" w x 7 3/8" h
1/8" bleed on all sides

Artwork due August 1, 2024

Printed book mailed to over 40,000 dental professionals

Digital Buyer's Guide

Front Cover (1/3 pg ad)	$2,950
Opposite Table of Contents	$1,850
Back Cover	$1,650
Center Spread	$2,300
Full Page	$900
Half Page	$450

Ad Sizes:

Full Page: 7" w x 8 1/2" h
Half Page Horizontal: 6 1/4" w x 3 1/2" h
Half Page Vertical: 3" w x 7 1/2" h
Center Spread: 14" w x 8 1/2" h
Front Cover: 7" w x 3 1/4" h
1/8" bleed on all sides

Artwork due December 19, 2024

Digital e-book emailed to all registered attendees prior to conference

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Mechanical Requirements

All advertising materials should be supplied as electronic files. High-resolution PDFs (with fonts embedded) are preferred. Crop marks and 1/8" bleeds required on all sides. For questions regarding artwork, contact Suzanne Gulledge at sgulledge@massdental.org.

Email Artwork to: exhibits@massdental.org

DIGITAL I ADVERTISING

Registration Confirmation

Exclusive! Only 1 spot available

Every person that registers via the Yankee website will receive an e-mail confirmation with your banner ad. Over 95% of attendees register online.

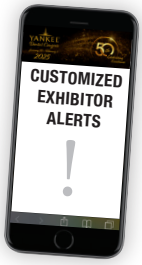
Ad size is 600 w x 100 h pixels.
Deadline for artwork is September 18, 2024.

$3,800

Mobile Alerts

Grab the attention of conference attendees who have downloaded the 2025 Yankee Dental Congress mobile app with notifications sent directly to their phone. Attendees use the Yankee mobile app to review their schedule, connect with colleagues, find classroom locations, and research exhibitors.

$800



All files should be 72 dpi and in .jpg or .png format. Email Artwork to: exhibits@massdental.org

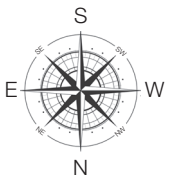
FLOOR PLAN

Please refer to yankeedental.com/exhibits for the most up-to-date floor plan.

Booth Pricing

- 10 x 10 Corner **$4,800**
- 10 x 10 Inline **$4,300**
- Discount Booths* **$2,850**
- Conference Room Rental **$3,500**

*** discounted booth locations are subject to change**



YANKEE DENTAL CONGRESS 2024 EXHIBITORS

3Dio, Inc
42 North Dental
ACTEON North America
A-dec Inc.
Adit
Advanced Dental Brands
AIR TECHNIQUES
Alexander's Uniforms
Invisalign iTero
Allied Powers LLC
Almonte Fallago Group
ALPHAEON Credit
Alta Dental Solution
Alternative Dental Laboratory
Armardent Inc
AMD Lasers
American Academy of Dental Sleep Medicine
American Association of Dental Office Management
American Dental Assistants Assoc.
American Dental Association
Andau Medical
Archy
Argen Refining
Aseptico
AT&T
Augma Biomaterials
AutoRemind
Avidia Bank
Bank of America Practice Solutions
Bausch Articulating Papers, Inc.
Beacon Dental Health - A Dental365 Company
Bedi Dental Group
Benco Dental
Berxi
Best Instruments USA
Beyes Dental Canada Inc
Bioclear Matrix Systems
BioGaia Probiotics
Biolase
Birdeye
BISCO
BluDove
Blue & Green Inc
Blue Cross Blue Shield of Massachusetts, Inc
Boston University Henry M. Goldman School of Dental Medicine
BQ Ergonomics LLC
Brasseler USA
BSolve Dental
Calcivis
CareCredit
Careington
Carestream Dental
Carl Zeiss Meditec, Inc.
Caryns Corner
Cherry Payment Plans
Chirx, LLC
Choice Transitions, LLC
Christian Dental Society
Christian Medical & Dental Associations (CMDA)
Clear.Dental
Clix Therapy
Cloud Dentistry
Cobb Hill Construction
Colgate
Coltene/SciCAN
Crest + Oral-B
Criticare Technologies Inc.
Crown Uniform + Linen Service
Viking and Celebrity Cruises
Curaprox/Curaden
Curve Dental
Cyberdontics (USA) Inc
DANB and the DALE Foundation
Dandy Dental Labs
Dansereau Health Products
Dansko By Alexander's
Darby Dental Supply, LLC
DCI Edge
DCS Dental Claim Support
DDS Match New England
Delmore L.E.D Light Therapy
Delta Dental of MA
Dentagraphics
Archway Dental Partners
Dental Bio Care USA
Dental Dynamic Staffing
Dental Herb Company
Dental Intelligence
Dental IT Solutions
Dental Lifeline Network
Dental Products Report
Dental Protection Group
Dental Science Lab, LLC
Dental Tribune America
DentaQuest
DentistCare
Dentistry Today
Dentsply Sirona
Designs for Vision, Inc.
Design Your Monday
DEXIS
Diamond Elite Merchant Solutions
Digital Doc, LLC
Digital Healthcare Professionals
DNA Hairtools
Doctible
Doctor Multimedia
Doctors Disability Specialists
DoctorsInternet
Doral Refining Corp
Dove Dental Products
Dr. Dental
Dr. Marketing
Dr Fuji / ACIGI
Drug Enforcement Administration
DSX
Eastern Dentists Insurance Company
eClinicalWorks
Eden Ads
Edge
EdgeEndo
Elevate Oral Care
EMS Electro Medical Systems
Enova Illumination
Tooth Transformer
Eskow Law Group, LLC
Evolution Medical Devices LLC
Eye Candy
EZ Dental Billing
Fabletics Scrubs
Farmer's Body
Firegang Dental Marketing
Florida Probe Corp.
FOCUS Healthcare Realty
Crazy Awesome Socks
Formlabs
Massachusetts College of Pharmacy and Health Sciences
Fortune Management
Fotona
Four Quadrants Advisory
Franciscan Children's
Garfield Refining
Garrison Dental Solutions
GC America Inc.
GEHA Connection Dental Network
GentleWave/Sonendo
TAUB Products
Glidewell Dental
Go Hire Virtual
TempMee
Greater New York Dental Meeting
Great Expressions Dental Centers
Great Lakes Dental Technology
GrowthPlug
GuruNanda
H&H Company
Haleon
Happy Body
Happy Feet
Hawaiian Moon
HealthyStart/Ortho-Tain
Heartland Dental
Hemingway
Henry Schein Dental
Henry Schein One
Hiossen Implant
Hispanic International Mission
Hi-Tech PMR
Humana
Huntington Bank Practice Finance
Hunza Dental
iCoreConnect, Inc
Impladent LTD
Infinity Massage Chairs
Integrity Systems & Solutions
International Academy of Oral Medicine and Toxicology
International Medical Relief
ioTech International
Iranian American Dental Network (IADN)
Ivoclar Vivadent
J. MORITA USA, INC.
Jim Kasper Associates LLC
Karl Schumacher Dental, LLC
Kettenbach Dental
Key Construction
Komet USA
Kuraray Noritake
Lares Research
Large Practice Sales
LassoMD
Legally Mine
LGS Refining
Lips Inc.
LumaDent Inc.
Luminos Pro
M&T Bank
Mango Voice
Marcum LLP
Marvit Dental Solutions
Health Connector for Business
Massachusetts Hispanic Dental Association
Massachusetts Oncology Patients, Survivors, and Supporters (MOPSS)
Mb2 Dental
Medidenta/Prophy Magic
MediLoupes
MedSafe
MegaGen America
Meisinger USA
Merchant Lynx Services
Metropolitan District Dental Society
Microcopy
Midmark Corporation
Mktg.Doctor
Mr. Zianni's Custom Italian Suits
Myofunctional Research Co.
National Dental Healthcare REIT
National Dentex
Nature Dental Products
NE Handpiece & Sharpening Co's
Neon Canvas
New England Dental Group
NexHealth
Next Step Dental Consulting, LLC
Northeast Dental Counseling, LTD
NorthEast Technology
Northern Counties Health Care
North Square Capital
NSK America
Ooma, Inc
Optimal Practice Transitions, LLC
Oradox
OraPharma
Orascoptic
Orthosnap Corp
Overjet AI
Owandy Radiology, Inc.
Halyard
Patterson Dental
PDT, Inc. - Paradise Dental Technologies
Pearl, Inc.
Peerlogic
Pentucket Bank
Philips Sonicare and Zoom! Whitening
PhotoMed International
Pierce & Mandell, P.C.
PKF O?Connor Davies
PLANMECA/KaVo
Plum Dental Group
PNC Bank
Power Dental USA Inc.
Practice CFO
Preventech
Professional Sales Associates, Inc.
ProSites
Protomad Protective Cover
Provide
Providence Community Health Centers, Inc.
Pulpdent Corporation
PUL
PureLife Dental
Qodoro Global LLC
Q-Optics & Quality Aspirators Inc.
Quintessence Publishing Co., Inc.
quip
Ray America
RecallMax
Remedo
Remote Area Medical, Inc
RevBio
RevenueWell + PBHS
RGP Dental
Ritter Dental USA
Rose Micro Solutions
Rosen & Associates, LLP
Rosen Dental Transitions, LLP
Rosen Summit Dental Advisors, LLC
Safehold Special Risk, Inc.
saffron MedicTach
Sagan Harborside Sothebys International Realty
Salvin Dental Specialties, Inc.
VizualEyes
Schwartz & Schwartz, CPAs
Scratch Financial
Sempermed USA
Sheehan Phinney Bass & Green
Shofu Dental Corporation
Shu Dental Laboratory, Inc
SignaPay Medical
Siligent, LLC
SKLIP INC.
SKM Jewelers
Snap On Optics
Soaps Wholesale
Solmetex
Soluria
Solutionreach
Solventum
Spring Consulting Group
SprintRay Inc.
Stonybrook Water Company
StreamHealth
Stynt
Sunstar Americas Inc
SuperMouth, LLC
Surgically Clean Air, Inc.
SurgiTel
Synapse Dental
TD Bank
TEAM Technologies - Oral Care Solutions
Tend
The Gideons International
Tokuyama Dental America
Glove World/Top Quality Gloves
The Reputation Lab - My Review Concierge
Two Way Radio Center
U.S Bank
Air Force Recruiting Service
Ultradent Products, Inc.
Ultralight Optics Inc.
Navy Talent Acquisition Group New England
Universal Orthodontic Lab
Univet Optics North America
Unleash Marketing
Army Dental Recruiting
Vakker Dental Inc
Valumax International
Vatech America
VELMENI
Veradigm
Veterans Evaluation Services
Video Dental Concepts
ViziSites
VOCO America, Inc.
Volvo Car USA, LLC
W&H Impex
Walla International
Walmart Healthcare
Warantec Implants USA
Water Pik Inc.
Weave
Wellen Commercial
WellNext Group
Wells Fargo
Yomi by Neocis
Yourdent-USA
Zero Gravity
ZOLL Medical Corporation

YANKEE® Dental Congress
January 30 - February 1, 2025
BOSTON CONVENTION & EXHIBITION CENTER

50th Celebrating Excellence

APPLICATION FOR EXHIBIT SPACE

All applications are subject to approval. Submission of application does not guarantee a booth assignment. The company name as shown on this form will appear in all Yankee Dental Congress publications. Please use appropriate capitalization. Complete a separate contract for each company or division.
Contracts will not be final without deposit or payment.

APPLY ONLINE AT yankeedental.com

Or Mail Completed Form with Payment to:
Massachusetts Dental Society
Yankee Exhibits
Two Willow Street
Southborough, MA 01745

Or Email to:
exhibits@massdental.org

Company Name _____

Publication Name (if different from above) _____

Address _____ City/State/Zip _____

Telephone _____ Website _____

Exhibit Contact

Name _____ Contact Title _____

Telephone _____ Email _____

Marketing/Sponsorship Contact

Name _____ Contact Title _____

Telephone _____ Email _____

Special Requests Please list special requests for consideration in booth assignments (e.g., companies you do or do not wish to be located near). List specific company names, not products or services. Yankee cannot guarantee requests will be met, but will make every effort to accommodate them.

_____

*Booths do not include electrical, carpet, furnishings, and other accessories. These items may be rented through the official service vendors, or provided by the exhibitor. **Please note that carpet/flooring is mandatory.**

Quantity

____	10' x 10' inline	$4,300
____	10' x 10' corner	$4,800
____	10' x 10' aisle space	$2,350
____	10' x 10' discounted (orange booth)*	$2,850
____	20' x 20' Conference Room Rental	$3,500

____ Multi-Site Table $2,850 ____ Multi-Site Booth $3,850

*Companies with contracted space on the main Exhibit Show Floor can take 20% off table and booth prices for the Multi-Site.

Configuration & Space Request

Booth Dimensions _____

☐ Standard ☐ Corner ☐ End-Cap/Peninsula ☐ Island

List booth preferences below. If requesting an island or peninsula, list all booth numbers desired.

1st choice _____ 2nd choice _____

3rd choice _____ 4th choice _____

Multi-Site Space Request: 1st choice_____2nd choice_____

Booth choices must reflect the booth size, price and location selected.

Islands require a minimum of 4 corners and incur additional fees to create the space. See page 5 of the Exhibitor Prospectus for details. Rules governing booth construction are found on page 7 and must be followed. *See floor plan on yankeedental.com for location of booths.

Method of Payment

Amount Due: _____

Full payment is required for all contracts.

☐ **Check enclosed payable to:** Massachusetts Dental Society, Exhibits Department

☐ **Credit card:** Mastercard, Visa or AMEX

Card# _____ Exp. Date_____

Reach out to jbaumann@massdental.org to set up a credit card payment over the phone, or if you need to discuss a payment plan. For your security, please do not email credit card information.

Questions? exhibits@massdental.org • 508.449.6041 • 508.449.6040

We have read and will abide by the Rules & Regulations published within the 2025 Exhibitor Prospectus (including the Cancellation Policy) and agree they are part of this contract for exhibit space. Therefore, if we wish to cancel we will notify MDS in writing; if we do so by June 28, 2024 we receive a full refund, if we do so by September 9, 2024 we receive a 50% refund, but if we give notice after September 9, 2024 we receive no refund.

_____ _____
SIGNATURE REQUIRED DATE

Date Rec'd Contract _____ Payment_____

ID # _____ Priority Points _____

Order # _____ Booth Assignment_____

Please complete product code selection on next page.

PRODUCT & SERVICES INDEX

Product Code Listing

Select 1 to 6 product codes that best describe your company's product or service. Enter the numbers on the booth application/contract. This information is used for the website, On-Site Guide listing, and mobile app. Code information received after December 18, 2024 may not appear in the On-Site Guide, but will appear on the website and mobile app.

1. _____ 4. _____
2. _____ 5. _____
3. _____ 6. _____

A

0004 3D Printing
0005 Abrasives, disks/points/wheels
0008 Air Abrasion
0010 Air compressors
0013 Air Purification
0015 Alloys, precious & non-precious
0020 Amalgam separator
0025 Amalgamators
0030 Analgesia equipment & supplies
0035 Analgesics
0040 Anatomical models
0045 Anesthetics, local & accessories
0050 Antibacterial soaps & detergents
0060 Apex locators
0065 Articulators & accessories
0068 Artificial Intelligence
0070 Asepsis product
0075 Attachments
0080 Audio visual equipment & material
0085 Autoclaves
0090 Automated defibrillators (AEDs)

B

0100 Bleaching products
0105 Blood pressure instruments
0110 Bonding agents
0115 Bone grafting materials
0120 Books, professional/scientific
0125 Burs, all types
0130 Business equipment
0135 Business systems
0140 Business & financial services

C

0200 Cabinets
0203 CAD/CAM systems
0205 Cameras, extraoral
0210 Cameras, intraoral
0215 Casting, alloys
0225 Casting machines
0230 Cements, all types
0235 Chairs & accessories
0240 Chewing gum
0243 Claims Processing
0244 Collection Services
0245 Composite resin products
0250 Computer hardware
0255 Computer software
0257 Cone beam cat scan
0260 Continuing education & training
0265 Cosmetics
0270 Cotton products
0275 Crown and bridge materials

D

0300 Darkroom equipment & supplies
0303 Delivery Units
0305 Dental dealers
0310 Dental hygiene materials
0315 Dental laboratories
0317 Dental office design & construction
0318 Dental stem cell preservation
0320 Dentifrice
0325 Denture adhesives/adherents
0330 Denture base/reline & repair resins
0335 Denture cleaners
0340 Desensitizer
0345 Diagnostic equipment
0350 Dietary products
0353 Digital imaging
0355 Disinfecting solutions

D

0360 Disks & mandrels & strips
0370 Disposable products
0375 DSO

E

0400 Educational materials
0405 Electrosurgical equipment
0408 Email Services
0410 Emergency equipment
0415 Emergency kits (professional)
0420 Employment
0425 Endodontic instruments & supplies
0428 Equipment Leasing
0430 Equipment repair & maintenance
0435 Evacuators & evacuator systems
0440 Eyewear, protective

F

0500 Fiber optic illumination products
0510 Filling materials & accessories
0515 Floss
0520 Fluoride products
0525 Furnaces

G

0600 Gloves

H

0700 Handcare Products & Services
0705 Handpieces, operating & laboratory
0710 HIPAA compliance

I

0800 Implants and accessories
0805 Impression materials
0815 Infection control products
0825 Instruments, diamond
0830 Instruments, operating & accessories
0835 Insurance
0840 Intercommunications systems
0845 Interdental cleaners
0850 Internet services
0855 Investment services and planning

L

0900 Laboratory equipment
0905 Lasers
0910 Leasing companies
0915 Legal services
0920 Lights, curing
0925 Lights, operating
0930 Lights, other
0931 Lip Balm
0935 Loupes

M

1000 Market research
1005 Masks
1010 Medical devices
1015 Medical waste services
1020 Metal, recovery & refining
1025 Microscopes
1030 Mouth rinses

N

1100 Nutritional products

O

1200 Occlusal exam systems
1210 Office furniture and decor
1215 Office supplies
1220 Operating lights (extraoral)
1225 Operating lights (intraoral)
1230 Operating room supplies & equipment

O

1235 Optical aids
1240 Oral hygiene aids
1245 Oral irrigation devices
1255 Orthodontic/pedodontic materials
1258 OSHA Compliance Products/Services
1260 Oxygen and/or anesthesia equipment
1265 Other

P

1300 Paper products
1303 Patient education
1305 Patient financing services
1308 Payroll Services
1309 Pediatric Materials
1310 Periodontal diagnostic products
1315 Periodontal exam systems
1320 Periodontal instruments and supplies
1325 Pharmaceuticals (drugs)
1330 Photo. equipment, supplies, accessories
1335 Pit & fissure sealants
1340 Porcelain products and accessories
1345 Portable delivery systems
1350 Practice management
1355 Practice marketing
1360 Practice sales
1365 Preventive dentistry products
1368 Promotional Products
1370 Prophylaxis angles & kits
1375 Prosthetic & laboratory supplies
1385 Publications, professional/scientific

R

1400 Record keeping systems
1405 Restorative materials & accessories
1410 Recruiting
1415 Retirement programs

S

1500 Sealing/stain removal devices
1505 Snoring/sleep appliances
1510 Sterilizers & accessories
1520 Sterilizing & disinfecting solutions
1525 Stools, dental operating
1530 Stools, laboratory
1535 Surgical supplies
1540 Syringes, all types

T

1600 Teeth, artificial
1601 Teledentistry
1603 TMJ Products
1605 Toothbrushes, manual
1610 Toothbrushes, power
1615 Toys and novelties

U

1705 Ultrasonic equipment & supplies
1710 Uniforms & gowns
1715 Units & accessories
1720 Upholstery

W

1800 Wax, all types
1810 Website development/social media

X

1900 X-ray films, intra & extraoral
1905 X-ray machines & accessories
1910 X-rays processing equip. & accessories
1915 Xylitol

YANKEE®
Dental Congress

January 30 - February 1, 2025

BOSTON CONVENTION & EXHIBITION CENTER

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