



YANKEE®
Dental Congress

January 30 - February 1, 2025

BOSTON CONVENTION & EXHIBITION CENTER

EXHIBITOR PROSPECTUS



*Celebrating
Excellence*



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!

table of contents

3	Important Dates/Shipping/ Move-In & Move-out	Advertising	
4 – 5	General Information	12	Floor Plan
6	Certificate of Insurance	13	2024 Exhibitor List
7	Booth Construction	14 - 22	Sponsorship and Advertising Opportunities
8 – 10	Rules & Regulations	23	Application for Sponsorships and Advertising
11	Publications/Print/Digital	24	Contact Information

IMPORTANT DATES: 2024 – 2025

Please note dates are subject to change.

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

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

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.

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

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 Conference 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 exhibits@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.



Specialties Represented

**2024
Attendance
Figures:
19,084**

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 5 for deadlines.

See page 11 for advertising opportunities.



ISLAND BOOTHS

Islands will be charged as follows: the 10' x 10' booths (including 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.



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



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)	
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.	
INSURED 1 YOUR COMPANY		INSURERS AFFORDING COVERAGE INSURER A: THE CHUBB INSURER B: INSURER C: INSURER D: INSURER E:	NAIC#
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 ADD'L LT# INSD	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YYYY) / POLICY EXPIRATION DATE (MM/DD/YYYY)
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMSMADE <input checked="" type="checkbox"/> OCCUR 35373401	3	2 \$1,000,000 7/01/24 7/01/25
GEN'L AGGREGATE LIMIT APPLIES PER <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC **REQUIRED DATES MUST COVER THE EXPO**			
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 <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMSMADE DEDUCTIBLE \$ RETENTION \$		EACH OCCURRENCE \$ AGGREGATE \$	
WORKERS COMPENSATION AND EMPLOYERS LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? If yes, describe in SPECIAL PROVISIONS below OTHER		E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$	
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		CANCELLATION	
5 MASSACHUSETTS DENTAL SOCIETY Yankee EXHIBITS TWO WILLOW STREET SOUTHBOROUGH, MA 01745		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: <i>[Signature]</i>	
ACORD25 (2001/08) © ACORD CORPORATION 1988			

Send completed COIs to exhibits@massdental.org

- Your company must be listed as the insured.
- 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.
- 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.
- All insurance shall name as additional insured the Massachusetts Dental Society, the Massachusetts Convention Center Authority, and Freeman.
- The certificate holder must be listed as follows:

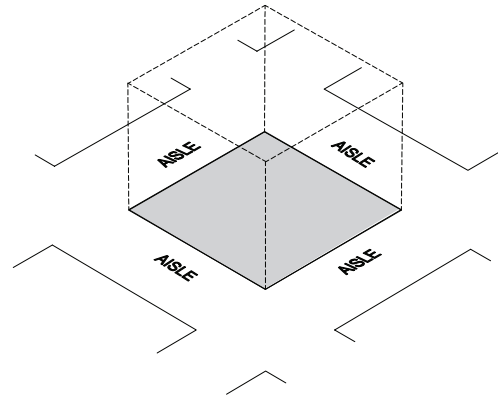
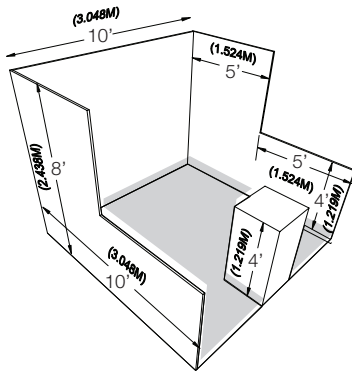
**Massachusetts Dental Society
 Yankee Exhibits
 Two Willow Street
 Southborough, MA 01745**

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.

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.



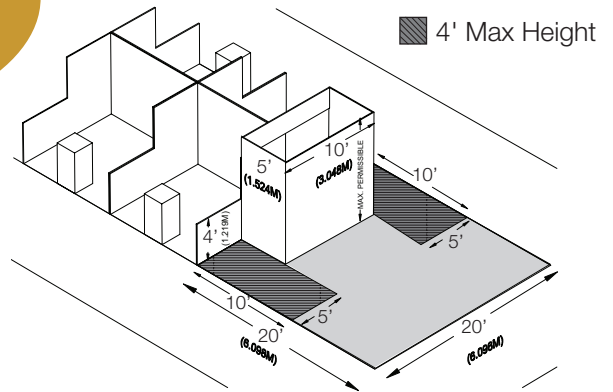
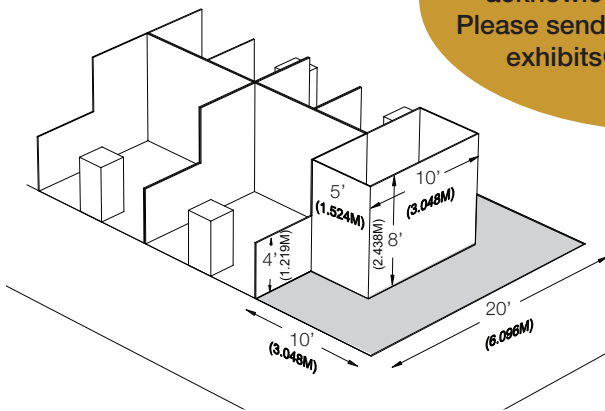
Standard/Linear Booth

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.

YANKEE DENTAL CONGRESS 2025 | RULES & REGULATIONS

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,

YANKEE DENTAL CONGRESS 2025 | RULES & REGULATIONS

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 CO₂ 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 | 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

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.

DIGITAL | ADVERTISING

Registration Confirmation

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.

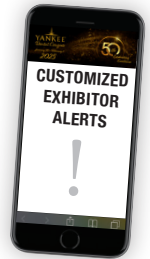
\$3,800

**Exclusive!
 Only 1 spot available**

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

EMAIL SPONSORSHIP OPPORTUNITIES

Yankee provides attendees with all of the news that's happening at Yankee. Keep your name in front of Yankee customers with a sponsorship ad that contains a link to your website. Average open rate of Yankee e-Newsletters is 70% with average click through rates of 33%.

Attendee e-Newsletters

600 w x 100 h pixel (static) bottom graphic (two available per newsletter).

\$1,400

Ad Due Date

November 6, 2024
 December 4, 2024
 December 27, 2024
 January 3, 2025
 January 10, 2025

Publish Date

November 13, 2024
 December 11, 2024
 January 1, 2025
 January 8, 2025
 January 15, 2025

*Dates subject to change.

Premium On-Site e-Newsletters

600 w x 100 h pixel (static) bottom graphic (two available per newsletter).

\$2,100

Ad Due Date

January 17, 2025
 January 17, 2025
 January 17, 2025

Publish Date

January 30, 2025
 January 31, 2025
 February 1, 2025



FLOOR PLAN

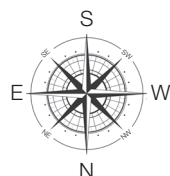
Please refer to yankeedental.com/exhibits for the most up-to-date floor plan.



Booth Pricing

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

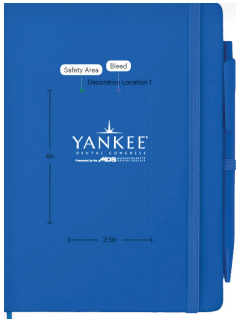
* discounted booth locations are subject to change



YANKEE DENTAL CONGRESS 2024 EXHIBITORS

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

ON-SITE | SPECIALTY PRODUCTS & PROMOTIONS



Lecture Notebooks

Attendees continually request this popular item. Notebooks with sponsor's name & logo will be distributed from the Welcome Center in the North Lobby.

\$1,700 for 600

ATTENDEE FAVORITE

Convention Pens

Your company's pens will be distributed from the Welcome Center in the North Lobby.

\$1,500

(Sponsor must supply 17,000 pens)



Convention Bags

What better way to get your message out than with a give-away that attendees can take home with them when the show is over. Bags will be distributed from the Exhibit Floor and the Welcome Center.

(Sponsor must supply 12,000 bags)

SOLD

ATTENDEE FAVORITE



NEW! Badge Holders

This year we are offering a larger badge and a QR code with attendees itinerary. Place your ad on the back of the 4x5 badge.

\$15,000



Hand Sanitizer

Help attendees keep their hands clean! Provide attendees with small pocket size hand sanitizers with your company's logo. Sanitizers will be displayed at Registration and the exhibit floor welcome center.

\$4,950 for 2,000 bottles



NEW! Badge Flare

Attendees can select their ribbons to show their interests or mood for the day. Flair Wall will include your company name and logo.

\$2,950



NEW! Yankee 50th Commemorative T-Shirts

Your company's co-branded t-shirts will be distributed from the exhibit floor information center each morning. Promotion of this sponsorship will be included in the digital buyers guide, Yankee Website, and the Mobile App. Deadline for artwork is November 29, 2024.

500 t-shirts per day \$4,900 (3 days available)



Lanyards

Attendees wear these to hold their badge. Approximately 12,000 lanyards will be distributed.

(Sponsor must supply lanyards)

SOLD



Water Bottles

Hydration is important! Your company's branded water bottles will be distributed from the exhibit floor welcome center each morning (or until supplies last). Promotion of this sponsorship will be included in the digital buyers guide, Yankee Website, and the Mobile App.

Deadline for artwork is November 29, 2024.
\$7,400 for 1,000 bottles

ON-SITE | SPECIALTY PRODUCTS & PROMOTIONS



Coffee Stations

Two locations off the North Lobby!

Your company's logo and message will be on display for attendees to see as they wait in line for coffee. One 37" w x 87" h sign will be displayed at each Northeast and Northwest location.

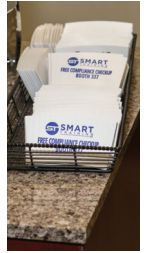
\$3,200

Java Jackets

Let attendees know about your presence by putting your company logo and booth number on hot beverage sleeves available at venues throughout the BCEC.

\$1,750

(Sponsor must supply java jackets)



Floor Graphics

Eye-catching adhesive graphics with your company advertisement can be placed on the floor in various high-traffic locations leading exhibitors to your booth.

Pricing varies, by size.

Tabletop Graphics

What better way to get your message across than advertising on table top graphics in the food courts! These 30" w x 15" h graphics will be applied to table tops in the Exhibits Hall food court areas located on the East & West sides.

10 for \$1,650 30 for \$3,775
20 for \$3,025 50 for \$4,850



Wi-Fi

A custom password will be available to all attendees. This Wi-Fi information will be shared in the program book, digital buyers guide & mobile app, for all Yankee attendees to see.

\$12,500 (for full duration of meeting)



Sam Adams Living Statue Photo Op

Company logo included in all marketing communications (email blasts, social media, direct mail, and displayed on the Yankee Dental Congress website). Sam Adams will have a custom sign with your company's logo.

\$3,500 (One Day Only)



Photo Ops!

Multiple areas available! Last year attendees uploaded over 900 photos to social media sites from photos taken at Yankee. Sponsorship includes company logo on a Yankee photo wall prop. Add a custom hashtag to strengthen your brand.

\$2,800



Hotel Key Cards

Your advertisement will be printed on attendee room keys to reach doctors and dental office staff as they check in for their stay. Additional hotels may be added for an additional fee.

\$4,800 | Westin Waterfront

\$7,500 | Seaport and Omni

\$9,700 | Marriott Copley, Aloft, Element, Renaissance and Residence Inn

ON-SITE | SPECIALTY PRODUCTS & PROMOTIONS



Attendee Lounge

It's a long day on the show floor, attendees need a place to sit and relax. Be the company to brand this space. Space comes with furnishings and a 38" x 96" meter board.

\$6,500 (Contact us for pricing if you wish to add food, beverages and any additional furnishings)



Charging Station

Two locations on the Exhibit Show Floor. Your company logo and message will be promoted as attendees charge their electronic devices. Includes 10 x 10 space, two charging tables with table top graphics, and two stools.

\$8,750

Self Registration Screen Savers

Welcome attendees to Yankee with your logo & custom message. Your company logo as a screensaver on the twelve self registration computers in the North Lobby.

\$2,500



Westin Lobby Digital Wall

Display your companies logo, show specials or advertisements on this dynamic video wall that greets Yankee attendees as they come and go at the Westin hotel. Measurements: 33' x 19'.

All content must be 3840 x 2160 pixels*

\$6,900 per day
\$19,500 for 3 days



Westin Lobby Bar Sponsorship

Every year attendees gather at the end of the day in the lounge space in the Lobby of the Westin Hotel. What better way to advertise your products than with 4 double sided signs. This highly visible space is the key to pushing attendees to learn about your products/services.

\$3,950



Between Escalators on the Exhibit Show Floor

Sponsor the central location of exhibit floor activities. Attendees utilize info counter for all show promotions, including gift card giveaways.

Sponsorships available:

Sponsorship 1: Four 38" w x 96" h meter boards | Four tabletop graphics
\$7,450

Sponsorship 2: Casino Tables: This year attendees will try their luck at Roulette and Blackjack. Prize sponsorships include: Levy Bucks that will provide free lunch to 100 attendees. Sponsorship includes company name on ticket & on-site signage (3 sponsor opportunities available).

\$1,000 (minimum order)

Sponsorship 3: Sponsor the casino money handed out to attendees at the registration and information counter. Your logo and booth number printed on "play money."

\$4,450



ON-SITE | SPECIALTY PRODUCTS & PROMOTIONS



Student Debate/Reception

Invitations are mailed to 2,500 students at Boston University, Harvard University, Tufts University, University of Connecticut, and University of New England with your company logo. E-blasts are sent in November, December, and January and will include your company logo. On-site, the sponsor's logos are listed in the debate program and company representatives may greet students and distribute samples and literature.

\$7,500



North Lobby Registration Kick Panels

Stand apart from other companies and be one of the first brands that attendees spot. Your company's logo included on Registration counter kick panels. Sponsor four kick panels and provide hand outs to be distributed at attendee registration.

\$4,500 for four 72" w x 23" h kick panels



Information Counter Kick Panels

These east and west corridor, and North Lobby Information counters are attendees first stop once they arrive on-site. Sponsor the three 72" w x 23" h kick panels and supply brochures for the counters.

\$4,500



Hydration Station

Located in the North Lobby. Attendees can stop by the North Lobby Welcome Center to pick up their water bottle, then grab water on their way to a course or the show floor at the hydration station. Sponsorship includes: (4) water gallons and a custom 38" w x 87" h stand alone sign. (Open all 3 show days).

\$3,500



Hot Chocolate Bar

Nothing better on a cold day than a cup of hot chocolate! The bar will be located on the East side.

Sponsorship includes the station for 1 hour each morning from 7:00 – 8:00 am (or while supplies last). This sponsorship will be highlighted in the Program book, website, on-site guide and include a meter board. Select which day (Thursday, Friday or Saturday)

\$4,950

ON-SITE ADVERTISING | SIGNAGE



Rescue Saturday

What better way to make your mark of Yankee's 50th anniversary than to partner with "Sweet Paws Rescue" and sponsoring a puppy adoption center! Sponsorship to include: two 38" w x 87" h stand alone signs. Also includes mention in Yankee program book, digital buyers guide, social media and mobile app.

\$3,250



Boston Cream Pies

Individually boxed Boston cream pies available from 2:00pm-3:00pm on Saturday. Sponsorship to include stand alone sign, social media and mobile app alert letting attendees know it's available, with your company's information.

\$5,200



Best of Boston's Chowder

Blast from the past, a Yankee attendee favorite! Boston hotels will be going head to head for the "Yankee's Best Clam Chowder" title. Sponsorship to include signage, and company mention in all printed marketing materials and social media. A custom mobile app with your company logo will let attendees know the time & location.

\$7,250



Exhibit Floor Escalator Banners

Be right in front of attendees as they enter the Show Floor from the North Lobby with double sided banners.

\$15,200 for set



Premium Position!



Stair Decals

Show stopper! What better way to showcase your company's brand than with the two staircases running from the North Lobby down to the exhibit hall floor. Graphics are 65" w x 6.75" h and double sided.

\$8,600 for two staircases



ON-SITE ADVERTISING | SIGNAGE



Clinician & Volunteer Lounge Inside/Outside Panels

This is a premier location for your advertising. 450 speakers and 900 Yankee volunteers use this room each day. Your customized message runs over (3) panels of wall and the kickpanel of the entrance counter.

All volunteers/clinicians head to this lounge for meals during the three days. Brochures/samples can be placed on tables.

\$3,850



Exhibit Hall Entrance Signs

Attendees will see these clings numerous times as they enter the Exhibit Show Floor from the two North Lobby entrances. Two 64" w x 91.5" h window clings to highlight your company's show specials.

\$3,200 per set of two



Column Wraps

Highlight your company or product with a personalized graphic on a column in a prime traffic location, these two columns are located on either side of registration in the North Lobby. Dimensions: 75" w x 215" h column wraps.

\$6,000 per set of two



Rest Room Samples, Door Graphics, & Stand Alones

Eight sets of rest rooms are the perfect location for you to give out samples and display graphics on doors. Attendees won't miss your message! Graphics include a 38" x 87" stand alone sign in front of each restroom and door graphics for each stall door.

Pricing varies, call for details

ON-SITE ADVERTISING | SIGNAGE



Stand Alone Signage

A. \$1,100 per set of two | Lecture Corridors

Two 38" w x 87" h free standing double-sided signs with your company advertisement. Attendees will see these signs as they travel to and from courses.

B. \$1,500 per set of two | BCEC Skybridge

Two 38" w x 87" h double sided signs will highlight your company's ad. Attendees will see these signs as they use the skybridge to travel to courses. (limit 4 sponsors).

C. \$2,100 per set of two | Westin Skybridge

Attendees will see these signs as they travel back and forth between the convention center and the Westin Hotel. (limited to two sponsors)

D. \$3,600 per set of two | Center Aisle of Exhibit Floor

Attendees will see these signs as they walk on the main aisle of the Exhibit Floor. (limited to six sponsors)



East and West Corridor Directional Banners

Located on the east and west side of Level 1. These 10' w x 3' h double sided banners are hung along the classroom corridors. The perfect location for your company's advertisement, while attendees head to courses.

(3 banners on the east side of level 1 and 3 banners on the west side of level 1, level 2 is available for an additional fee.)

\$7,200 for 3 banners

\$13,200 for 6 banners



Main Entrance Banner

Banner hangs at the main entrance to the exhibits and can be seen from registration as attendees pick up their badges. 10' w x 30' h double sided.

\$9,550 per banner

SOLD



BCEC Video Wall

This 60' Video Wall is located in the North Lobby above the main welcome center. Your promotional ad will run for 10 minutes each hour. You can even see the ad from the Seaport Hotel!

\$8,900 (limited to four sponsors)

*Additional costs may be incurred for assistance with creating video.

ON-SITE ADVERTISING | SIGNAGE



Media Tower

Attendees are greeted at the BCEC with a 80' tall media tower, which provides presence with full motion video. Your ad will run 10 minutes each hour. The tower is visible for a half mile in many directions.

\$7,000 per day (limited to two sponsors)

\$15,000 for three days



Window Graphics

One 173" w x 120" h graphic available on the East or West side of Level 1 or 2 of the BCEC. Window graphics are single sided.

\$3,600 for set



North Lobby Directional Banner

Attendees must walk past these locations to get to classrooms and registration. Two double sided 8' w x 5' h directional banners located in front of the coffee stations.

\$6,000 for set



Floor Graphic

All attendees heading to the exhibit hall floor will pass this great sponsorship on the landing at top of escalators. Two available. 16' w x 13' h.

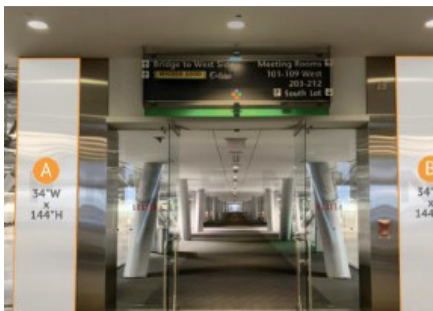
\$6,500 | \$11,000 for both



North Lobby Directional Hanging Sign

Coming in from the Summer Street entrance of the BCEC. These two double sided 94" w x 36" h signs located on the east & west side of the North Lobby will be the first signs attendees will view heading to registration & the Exhibit Show Floor.

\$3,000



Wall Graphic

Attendee's use the BCEC Skybridge to go back and forth to courses or to get to the West side food court. This is a great location for your ad! Two 34" w x 144" h decals located on the East or West side of the building at the entrance to the skybridge.

\$3,600 for East or West

\$6,800 for both

ON-SITE ADVERTISING | SIGNAGE



East/West Meeting Corridor Hanging Sign

Coming from the East or West side of the North Lobby this will be the first directional hanging sign that attendees see. Signs are available on the East or West side of Level 1. Dimensions: 94"x36" double sided hanging sign.

\$2,300 each
\$4,200 for both

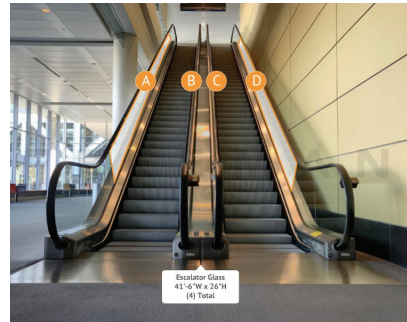


NEW! Level 2 Escalator Banner

Double sided 94" w x 20" h Location: Level 2 North East Side

Coming from the Westin hotel. Attendees will view this banner heading to registration or courses.

\$1,800



NEW! Level 2 Escalator Siderail Graphics

Four sets of escalator graphics 41' w x 26' h. There are four opportunities. Pricing is per set of two.

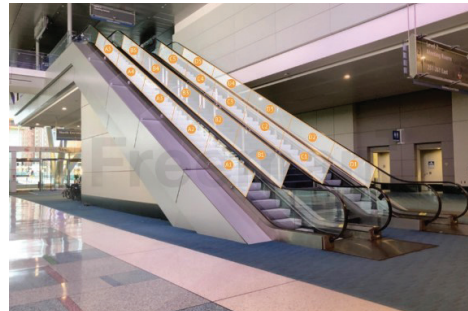
Single Sided \$4,700
Double Sided \$7,000



Escalator Runner Graphics

Your company's message will be highlighted running up and down on two sets of escalators in the North Lobby going up to Level 2. Four 21 w x 109" h decals on either side of escalators.

\$7,750 for set

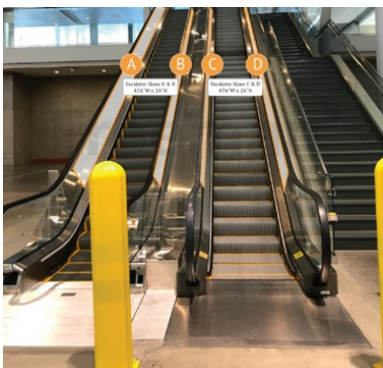


North Lobby Escalator Siderail Graphics

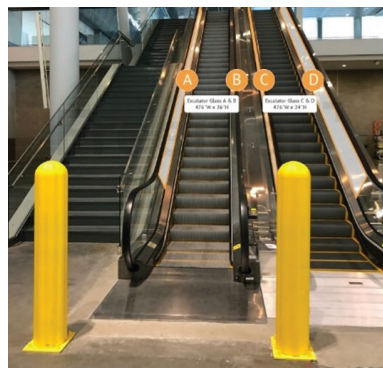
Quantity: Four sets of escalator graphics - 501.25" w x 26" h.

Location: North Lobby escalators. There are four opportunities. Pricing is per set of two.

Single-sided: \$4,700
Double-sided \$7,000



East



West

Exhibits Hall East and West Escalator Graphics

Whether entering the exhibit hall or heading over to classes, exhibitors utilize these main escalators for the entire duration of the Yankee. Available on the northeast or northwest side of Exhibit Hall A from the North Lobby. Four 476" w x 24" h escalator graphics per set of escalators.

\$8,850 each (east or west set)
\$16,000 for both



Directional Escalator Banners

Two 7.5' w x 15' h vertical banners, double sided, hang over the escalators to level two from the North Lobby. Attendees can see these as they are traveling to courses on Level 2.

\$8,500 for set

APPLICATION FOR SPONSORSHIPS AND ADVERTISING

All applications are subject to approval.

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.

Company Name _____

Publication Name (if different from above) _____

Address _____ City/State/Zip _____

Telephone _____ Website _____

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

Marketing/Sponsorship Contact

Name _____ Contact Title _____

Telephone _____ Email _____

Sponsorship/Advertising Opportunities

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total	\$ _____

* Purchase of said sponsorship(s) gives you first right or refusal for Yankee 2025.

Method of Payment

Full Payment is required for all contracts

Amount Due: _____

Check enclosed payable to:
 Massachusetts Dental Society Exhibits Department

Credit card: Mastercard, Visa or AMEX

Card# _____ Exp. Date _____

Card Holder Name: _____

By providing this credit card information, I authorize the Massachusetts Dental Society to charge the above credit card.

Reach out to snadeau@massdental.org or 508.449.6032 to set up a credit card payment over the phone, or to discuss a payment plan. For your security, please do not email credit card information.

SIGNATURE REQUIRED _____

DATE _____



YANKEE[®]
Dental Congress

January 30 - February 1, 2025

BOSTON CONVENTION & EXHIBITION CENTER

CONTACT INFORMATION

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508.449.6052

- Sponsorship Packages
- Advertising Opportunities
- Scientific Sponsorships
- Multi-Site Summit

Susan Celidonio

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- Booth Assignments
- Meeting Operations/Hanging Signs/
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- Yankee Vendors/Contractors

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- Exhibit Booth Sales
- Sponsorship & Advertising Sales
- Classroom Sponsorships

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- Exhibit Booth Sales
- Sponsorship & Advertising Sales
- Classroom Sponsorships

Contract booth space at yankeedental.com/exhibits