



2025 EXHIBITOR INFORMATION



NEW LOCATION



YANKEE[®]

MULTI-SITE SUMMIT

JANUARY 30 - 31, 2025

Boston Convention & Exhibition Center

The Yankee Multi-Site Summit is back again in 2025! We have incorporated lots of changes for a better experience for our exhibitors and attendees. The Summit will be relocated to the main Exhibit Show Floor, in Hall B2. This will allow for collaboration with the larger DSO's that are currently exhibiting on the show floor as well as allowing doctors who are interested in practice expansion to learn about this space. In addition, we are cutting back on the amount of course hours to allow for maximum time spent with exhibitors. The Thursday content will focus on 10+ practices, and Friday content will focus on those with less than five.

There will be a small food court area provided for you to sit and chat with customers or you can purchase a mini-conference room for one-on-one private meetings. You can select a table if you are looking to explore the DSO space, or if established in this space, rent a full booth.



WHEN: January 30 - 31st, 2025

WHERE: Boston Convention &
Exhibition Center
Exhibit Hall B2 - NEW LOCATION!

HOURS: 9:30 - 4:00

For any questions regarding this event, please contact:

Shannon McCarthy 508.449.6054 • smccarthy@massdental.org

Morgana Wehbe 508.449.6031 • mwehbe@massdental.org

***Space is limited! Don't miss out on this unique opportunity!
Sponsorship opportunities are also available!***

IMPORTANT DATES: 2024 – 2025

Please note dates are subject to change.

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

JUNE

June 28

Deadline for booth cancellation with a full refund; space canceled 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 canceled 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 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/Multi-Site Summit 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/Multi-Site Summit 2025
Exhibiting Company Name
Booth # _____
C/O Freeman
Boston Convention & Exhibition Center
415 Summer Street
Cypher Street Entrance
Boston, MA 02210

Return Shipping Friday, January 31

All freight carriers must be checked in by 4:30 pm. All outbound material handling forms must be turned in to the service contractor no later than 4:30 pm.

MOVE-IN

If you are exhibiting on the main Exhibit Show Floor, you can move your boxes yourself or hire Freeman at an additional cost.

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

Friday, January 31 4:00 – 5:30 pm

Exhibitors may not start moving out prior to 4:00 pm.



JANUARY 30 - 31, 2025
Boston Convention & Exhibition Center

MULTI-SITE SUMMIT

This unique two-day event is intended for: multi-site owners, DSO executives, leadership teams and clinical staff, key industry partners, and dental entrepreneurs.

APPLICATION FOR YANKEE MULTI-SITE SUMMIT EXHIBIT SPACE

Thursday, January 30 and Friday, January 31 • 9:30 am - 4:00 pm

All applications are subject to approval. Submission of application does not guarantee a booth assignment. The company name below will appear in Yankee Dental Congress communications as shown on this form. Please use appropriate capitalization. Complete a separate contract for each company or division. **Contracts will not be processed without the payment. Full payment is required for all contracts.** Space will be on a first come/first serve basis.

Company Name _____

Publication Name (if different from above) _____

Address _____ City/State/Zip _____

Telephone _____ Website _____

Email completed form to:

exhibits@massdental.org

Or mail with payment to:

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

Exhibit Contact

Name _____ Contact Title _____

Telephone _____ Email _____

Type of Booth*:

___ Table Top Exhibit (No bannerstands or pop-up booths. Tablecloth only.) **\$2,850**

___ 10x10 Booth with Pop Up Booth Display **\$3,850**

___ Mini conference rooms 10x10 (4 chairs, small round table and waste basket) **\$850 per day**

___ Sponsorship(s) _____ \$ _____

List booth preferences below:

1st choice _____

2nd choice _____

3rd choice _____

Booths do not include electrical, furnishings, and other accessories. These items may be rented through the official service vendors, or provided by the exhibitor.

Please see floor plan for options.

Companies with contracted booth space on the Exhibit Show Floor may take 20% off multi-site table/booth options.

Companies are highlighted in all communications once fully contracted.

Communications

Yankee Multi-Site Summit will be featured in the Yankee Dental Congress Program Book, Digital Buyer's guide, on the Yankee Dental Congress website/mobile app, and email/direct mail advertising to prospective attendees. Additional marketing services may be purchased upon request after sign-up.

Method of Payment

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.

We have read and will abide by the Rules & Regulations published within the 2025 Multi-Site 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 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 the 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, Digital Buyer's Guide listing, and mobile app. Code information received after December 18, 2023 may not appear in the Digital Buyer's 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)

- O**
- 1230 Operating room supplies & equipment
 - 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

SPONSORSHIP OPPORTUNITIES

MORNING COFFEE 9:30-10:30 AM \$3,000 (per day)

Provide a free cup of coffee for attendees coming to the Multi-Site Summit. Includes company logo on signage next to coffee bar.

AFTERNOON TABLE SNACK \$2,500 (per day)

Provide attendees with an afternoon pick-me-up! 8.5" x 11" signage on each table will display your company's logo.

LEVY BUCKS FOR LUNCH VOUCHER \$10 (per voucher)

Give out lunch vouchers at your table/booth for attendees to use at the Multi-Site Summit food court.

WI-FI \$7,500

Your company name and logo will be displayed on the landing page. Custom password available as well. This Wi-Fi information will be shared with all Multi-Site attendees. 8.5" x 11" signage on each table will display your company's logo.

BRANDED NOTEBOOK \$2,450

Your company logo will be on the front cover of these notebooks. They will be placed on each table at the start of the event.

GRAND ENTRANCE SWAG

Welcome attendees to the Summit with a gift from your company. Attendees will receive their gift as they enter the Yankee Multi-Site Summit. Options include:

- \$3,000 Branded Reusable Coffee Cups
- \$1,000 Convention Bags
- \$3,000 Branded T-shirts

PHOTO OPP \$2,500

Include your logo on a fun Yankee photo wall for attendees to take a picture and post on social media. Include a hashtag!

MULTI-SITE WELCOME WALL \$1,650

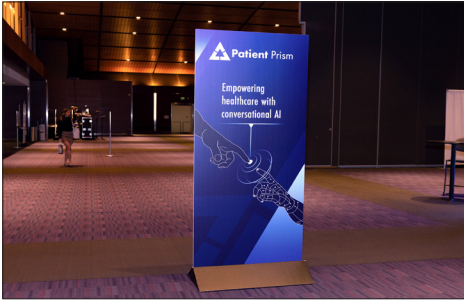
Welcome attendees as they enter the Multi-Site Summit with two 38" w x 87" h free standing double-sided signs with your company advertisement.

ON-SITE SIGNAGE

- Stand Alone Sign (Set of 2) \$1,650**
38" w x 87" h free standing double-sided sign with your company advertisement in exhibit hall.
- Floor Graphics \$3,500**
Attendees heading into the Yankee Multi-Site Summit will pass this great sponsorship! Graphics (8' w x 8' h) are located on the floor going into hall B2.
- Multi-Site Entrance Unit \$5,200**
Welcome guests with your logo/ad on our full unit which includes the 2 outermost panels 38.75" w x 64" h.
- Table Top Graphics \$2,350**
Get your message across by advertising graphics on table tops inside the Multi-Site lunch area (10) 30" w x 15" h.
- Two Plexiglass Signs (1 Sided) \$1,200**
Attendees will see your logo as they walk into the speaking portion of the event. Graphics are 34" w x 35" h.
 - 1 for \$900
 - 2 for \$1,800
 - 4 for \$3,600

Company logo included in all marketing communications (email blasts, social media, direct mail, and displayed on the Yankee Dental Congress website). Company recognition on slides between sessions.

SPONSORSHIP OPPORTUNITIES



Free Standing Signs



Floor Graphics



Multi-Site Entrance Unit



Table Top Signs



Coffee Cart

Company Name: _____

Contact Name: _____

Phone: _____ Email: _____

Method of Payment Amount Due: _____

Full Payment

Full payment is required for all contracts.

Check Enclosed Payable to:
Massachusetts Dental Society, Exhibits Department

Credit card: Mastercard, Visa or AMEX

Name on Card: _____

Card # _____ Exp Date _____ CVC _____

Signature Required: _____ Date: _____

 Apply Online @ YankeeDentalCongress.com

 Email: smccarthy@massdental.org



Mail completed form with payment to:
Massachusetts Dental Society Yankee Exhibits
Two Willow Street, Southborough, MA 01745

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

Friday, January 31, at 4:00 PM. 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.

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 exhibits@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 canceled 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, carpet, and booths 300 sf and under will receive a 7" x 44" exhibitor ID sign at no expense.

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

YANKEE MULTI-SITE SUMMIT 2025 | RULES & REGULATIONS

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.

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

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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.

Complimentary booth vacuum on first night only.

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.

YANKEE MULTI-SITE SUMMIT 2025 FLOOR PLAN

