Dear Valued ISDA Supporter,

You are the bloodline to our Idaho dentists, feeding them with the necessary tools, equipment, software, & support, so that they, in turn, can provide the best possible care to their patients. Your expertise in your product ultimately helps propel dentistry in Idaho forward. Supporting the ISDA and the dentists of Idaho is noticed and appreciated – thank you.

With that, we invite you to the 2021 ISDA Annual Session in Boise, to collaborate closely with the dental teams of Idaho to be their best! The attendee draw in Boise, combined with the world class speakers, create a perfect opportunity to get your brand in front of our attendees. We are confident that the experience in the exhibit hall will be engaging and worthwhile for both dental supporters and attendees.

You will notice that the conference has been changed to a 1 day format for 2021. This was done to accommodate minimal dental office closures and to let us go virtual if needed. We think that with a more focused single day affair, we can all ease back into post-COVID normalcy.

For very minimal costs, your brand can be exponentially exposed to our attendees by being an ISDA Supporter/Sponsor. There are support levels for courses, events, and general other opportunities. More information can be found on page 4. Be a supporter today!

The Exhibit Hall in the Boise Centre has downsized - RESERVE TODAY!

A contract for exhibit space can be found at www.theisda.org/events/annual-session/exhibit-hall. We encourage you to complete the application as soon as possible to take full advantage of exposure with our members. Booth space is limited and has previously sold out well in advance of the deadlines. ISDA Endorsed and Business Affiliates are offered space prior to our general list of vendors. Remaining spaces are then reserved on a first come, first served basis.

We look forward to hosting your company at the 2021 ISDA Annual Session in Boise.

Sincerely,

Jill Shelton Wagers, DMD
ISDA Annual Session Program Chair

* Exhibit Hall layout may be expanded/adjusted to account for social distancing as needed. The ISDA will notify affected booths.
ANNUAL SESSION 2021

Key Facts at a Glance

Location
Boise Centre West
Boise, Idaho

Key networking events
Networking Lunch  Friday June 11, 11:30 am
President’s Celebration  Friday June 11, 6:00 pm

Fees
Paid in full  Before 1/31/21  After 1/31/21
Exhibit Hall Booth:  $550  $600

Booth Dimensions
8 ft x 10 ft w/ 3’ high side drapes

Booths include
6’ skirted table
2 chairs
Identification sign
2 lunches for Friday
2 attendee badges
Contact Venue Event Services for additional needs

Dates
Early pay discount ends January 31, 2021
Last day for partial refund Feb 28, 2021
Room block expires May 17, 2021
Move in June 10, 2021, 3:00 pm
Move out June 11, 2021, 10:00 pm

Exhibit Hall hours
Friday June 11  7:30 am - 10:00 pm
*7:30-9 am is optional. We ask that you be ready for morning breaks by 9 am. Coffee service will begin at 7:30 am in conjunction with registration.

The ISDA reserves the right to make minor adjustments to the exhibit hall schedule. Any changes will be communicated prior to the show.

Lodging
Specify yourself with the Idaho State Dental Association to receive our group rates. Make your reservations by May 17, 2021!
After this date, rates and room availability will vary.

The Grove Hotel
208-489-2222

Home 2 Suites
208-336-8277

Equipment and Official Service Contractor:
Venue Event Services
PO Box 2234
Eagle, ID 83616
Phone: (208) 830-4803
www.venueidaho.com

ISDA Contact Information
Jessica Oliver
1220 W Hays
Boise, ID 83702
Phone: (208) 515-7543
jessica@theisda.org

Application for Exhibit Space can be found at www.theisda.org/events/annual-session/exhibit-hall
Joining the dentists of Idaho at the ISDA Annual Session is a fantastic way to get your brand exposure. We appreciate those that have sponsored previously and look forward to continuing to maximize your relationships with our attendees.

Have an idea for sponsorship that isn’t listed below? Please contact the ISDA about creating a sponsorship package specific to your marketing needs.

General Sponsorship Opportunities

• **ANNUAL SESSION PARTNER:**
  All sponsorship levels available

• **SPEAKERS:**
  All sponsorship levels available

• **ATTENDEE LANYARDS:**
  1 Gold sponsorship available

• **ATTENDEE BAGS:**
  1 Gold sponsorship available

Event Sponsorship Opportunities

• **PRESIDENT’S CELEBRATION**

• **NEW DENTIST BREAKFAST**

• **ISDA MEMBER LUNCH**

• **BREAKS**

*All sponsorship levels available for each event sponsorship opportunity.

**Sponsorship Levels**

**Platinum level benefits ($6,000):**

**BASE PACKAGE PLUS –**

• Complimentary full page ad in Annual Session Program Guide*

• Complimentary half page ad in Annual Session Registration Book*

**Gold level benefits ($4,000):**

**BASE PACKAGE PLUS –**

• Complimentary half page ad in Annual Session Program Guide*

• Complimentary quarter page ad in Annual Session Registration Book*

**Base Sponsor Benefits ($2,500):**

• Booth space in the Exhibit Hall*

• Company logo on the ISDA Annual Session Website with a link to your company website

• Recognition in all Annual Session communications *

• Official signage at the Annual Session Registration and in the Exhibit Hall

• Complimentary insert in attendee bags

• Right to use “Official 2021 ISDA Sponsor” in company marketing

• Special recognition in the ISDA 2021 Summer Newsletter

* Booth space and inclusion in communications are limited to availability and production schedules at the time your sponsorship is committed.
SPONSORSHIP

Event Sponsorship Opportunities

PRESIDENT’S CELEBRATION:
This is the capstone event of the ISDA Annual Session and the social event of the summer! Held on Friday evening in the Exhibit Hall, attendees enjoy heavy appetizers, awards, and dancing as they celebrate with our outgoing ISDA President. Sponsors receive recognition both during the welcome / introduction and on relevant signage and promotional material. All sponsorship levels available.

NEW DENTIST BREAKFAST:
A sell-out every year, this is a forum designed for those in practice ten years or less and addresses topics of interest specific to our newest practitioners. Sponsorship gives you an opportunity to interact with up-and-coming dentists and includes recognition both during the welcome / introduction and on relevant signage and promotional material. Sponsorship also includes two complimentary breakfast tickets for gold level sponsors, and four for platinum level sponsors. All sponsorship levels available.

ISDA MEMBER LUNCH:
This ISDA holds its annual business meeting and officer elections during the member lunch and again, this is historically a sellout event. Sponsors for this lunch receive recognition both during the welcome / introduction and on relevant signage and promotional material. All sponsorship levels available.

BREAKS:
Coffee and pastries are always a hot commodity at the session! Served in the Exhibit hall, it’s a great way to get recognition for your company and increase booth traffic. Sponsors receive recognition during the announcements and on relevant signage and promotional material. All sponsorship levels available.

ANNUAL SESSION PARTNER:
Annual Session Partners show their commitment to the dentists of Idaho and the ISDA. Your support allows the ISDA to put on a high quality event that elevates the entire industry. Sponsors receive recognition in session announcements and on relevant signage and promotional material. All sponsorship levels available.

ATTENDEE LANYARDS:
Looking to keep your name front and center for each attendee no matter where they are? Sponsoring the lanyards is an excellent opportunity. Sponsor’s logo will appear on each lanyard. 1 Gold sponsorship available.

General Sponsorship Opportunities

ATTENDEE BAGS:
Show your support for the ISDA and the annual session through the bags given to each attendee at registration. Sponsor’s logo will appear on each bag. 1 Gold sponsorship available.

SPEAKERS:
Supporting a speaker associates your brand with a specific message, technique, or practice, and allows the ISDA to bring in high profile speakers that increase the session attendance and reach for your brand. Sponsors receive recognition during the speaker introduction and on relevant signage and promotional material. All sponsorship levels available.
Application for Space

Complete the Contract for Exhibit Space on www.theisda.org/events/annual-session/exhibit-hall to reserve exhibit space.

All companies applying for exhibit space must complete and submit a Contract for Exhibit Space. Please review the entire prospectus and keep it in your files as a reference as you prepare to participate in the ISDA Annual Session. Processing of the applicant’s rental fee shall not be construed as final confirmation of acceptance. All applicant contact information will be forwarded to the exhibit hall service contractor.

Exhibit Space Assignment

The exhibit applicant’s specification of a preference for a certain booth(s) on the application/contract is designed only to provide show-management with the general area where the exhibitor would like to be located. There is no assurance that an exhibitor will be assigned any of the selections requested. However, every effort will be made to assign a booth(s) closest to the preferred choices. The order of receipt of the application is considered and booths will be assigned on a first-come, first-served basis.

Mailing Lists

Mailing lists of the Idaho State Dental Association Annual Session attendees will be included with the cost of booth space. The mailing list will be provided two weeks prior to the conference and will include the business addresses of dentists, hygienists, and office staff.

Program Book Advertising Rates

The official ISDA Program is provided to all attendees of the ISDA Annual Session.

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<th>Size</th>
<th>Price</th>
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<td>3.5” x 8.75”</td>
<td>$675</td>
</tr>
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<td>Inside Cover Back</td>
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Registration of Exhibit Personnel

All exhibit personnel must be registered with the ISDA and must wear official name badges supplied by the ISDA. Please arrive on-site Thursday to pick up badges. Badges will be pre-printed only for personnel of exhibiting companies who are registered in advance. All badges will be distributed on-site and only to the individual whose name appears on the badge. Badges will not be mailed before the meeting. The printing of on-site badges will be completed as time permits. Only those staffing exhibit booths will be issued name badges.

Staffing your booth

The booth is designed to accommodate 2 staff at any given time. Exhibiting companies may rotate booth staff at no additional cost. You are encouraged, though not required, to staff your booth during the hours the hall is open. Coffee and refreshments will be available in the hall at various times during these hours, and attendee traffic is possible at any time.

Material Handling Information/Rate Schedule

Advanced Shipments: For a fee, Venue Event Services will receive crated shipments at their warehouse and will provide 30 days storage prior to the show, delivery to booth, storage of empty packing materials, and return of outbound shipment from booth to loading dock. Uncrated or loose display shipments will not be received at the warehouse.

Venue Event Services will contact all exhibitors via email prior to the convention to provide information on ordering exhibit booth supplies.
1. Location, Date and Hours of Exhibits: See Page 3.

2. Exhibit Space Rental Fee: The rental fee for exhibit space is set forth in the contract for Exhibit Space and includes standard drapery equipment, a draped table, two plastic side chairs and an identification sign.

3. Payment Terms: Payment in full for exhibit booth(s) is required to reserve booth space. The full payment must be received with application of contract or the contract will be considered null and void. Checks will be deposited when received for convenience and security. All payments will be promptly reimbursed if this contract is rejected by the ISDA. Make checks payable to ISDA and mail to: 1220 W. Hays Street, Boise, ID 83702.

4. Assignment of Exhibit Location: ISDA will make every effort to comply with requests for assignment of exhibit space based upon policies established by ISDA. Exhibit space will be assigned on a first payment first reservation basis.

5. Location of Exhibits: The Exposition will be held in the Boise Centre West. All measurements and exhibit space layouts shown on the floor plan are as accurate as possible. ISDA reserves the right to make modifications and change exhibit space assignments as necessary or to adjust the floor plan at any time to meet the needs of ISDA, exhibitors, and the exhibits.

6. Exhibitor Registration: Exhibitor registration is included in the rental fee for the exhibiting company and their representatives. See page 6, “Registration of Exhibit Personnel” for details.

7. Exhibit Space and Service Information: Exhibitors agree to be bound by all rules and regulations as may be established from time to time by ISDA and set forth in the exhibitor bulletins as updated and amended. ISDA will furnish exhibitors with all services customarily required within a reasonable time prior to the commencement of the convention. Complete shipping instructions and information regarding furniture rental, electrical work, telephone installation, plumbing, labor for erecting and dismantling exhibits, drayage, etc., will be forwarded to exhibitors in advance. ISDA assumes no responsibility or liability for any of the foregoing services performed or materials delivered and exhibitor agrees to hold ISDA harmless from any liability therefrom.

8. Move In and Move Out Times: Exhibitors may install beginning June 10, 2021 at 3:00 p.m. Exhibits must be in place by 8:00 p.m., June 10, 2021. Dismantling must not begin until 10:00 p.m., June 11, 2021 and all exhibits must be removed by 11:59 p.m., June 11, 2021. Materials not removed by this time will be removed and put into storage at exhibitor’s expense. Exact hours of installation and dismantling are subject to change at the discretion of ISDA.

9. Cancellation:
   (a) In the event the exhibitor cancels all, or part, of exhibit space contracted hereunder, the following provisions shall apply: (I) If written notice of cancellation is received by ISDA prior to March 1, 2021, exhibitor shall pay a cancellation fee equal to one-third of the canceled exhibit space rental fee. (II) If written notice is received by ISDA on or after March 1, 2021, the exhibitor shall pay a cancellation fee equal to the full rental fee of the canceled exhibit space. (III) Whenever the cancellation fee payable hereunder shall exceed the total of payments already made to ISDA, exhibitor shall promptly pay to ISDA the balance of such fee. All payments made to ISDA under this Contract for Exhibit Space shall be deemed fully earned and non-refundable when made in consideration of expenses incurred by ISDA and ISDA’s lost or deferred opportunity to provide exhibit space to others, and all cancellation fees that may become due hereunder are acknowledged by the exhibitor to constitute liquidated damages.

   (b) If exhibit space is not occupied by the exhibitor by 8:00 p.m., June 10, 2021, exhibitor shall be deemed to have canceled the exhibit space contracted for, and ISDA shall have the right to use such space as it deems appropriate.

   (c) If the exhibitor does not make full payment when due under the terms of this contract, ISDA may terminate this contract and the exhibitor shall be responsible for full payment due to ISDA.

   (d) Exhibitor shall be responsible for payment of the total exhibit space rental fee whether the convention is canceled, delayed, or relocated, in whole or in part, as a result of riot, strike, civil disorder, act of war, act of God, or any other cause of any kind whatsoever not within ISDA's control.

10. Use of Space:
   (a) All demonstrations and other promotional activities must be relevant to the exhibitors’ products and shall not be made primarily to attract or amuse. Sufficient space must be provided within the exhibit booth to contain persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisle or aisles near his booth free of congestion due to his demonstration or other promotion.

   (b) No exhibitor shall assign, sublet or share the space allotted. Exhibitors must show only goods manufactured or dealt by them in the regular course of their business. Distribution of circulars or promotion material may be made only within the booth assigned to the exhibitor presenting such material.

   (c) Exhibitors must finish the back portion of their exhibit so it will not be objectionable to adjacent exhibitors. Management reserves the right to have such finishing done, billing the exhibitor for charges incurred. No built-up exhibits or other company name or advertising is allowed except as specifically described below. In booths around the perimeter of the exhibition center, backgrounds on the booth backline may extend up to but not exceed 8 feet in height. Sidewalls may not be higher than 8 feet from the booth backing one-half the depth of the booth and from that point to the aisle to a maximum of 36 inches. Exhibitors may not hang items from the ceilings.

11. Restrictions in Operation of Exhibits: The management reserves the right to restrict exhibits which, because of noise, method, operation, materials, violation of these regulations, or for any reason, become objectionable, and also to prohibit or to evict any exhibit which, in the opinion of the management, may detract from the general character of the exhibit as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character which the management determines is objectionable to the exhibit. In the event of such restriction or eviction, the ISDA is not liable for any refunds or rentals or other exhibit expenses.

**DISTRIBUTION OF FOOD AND/OR BEVERAGE BY AN EXHIBITOR IS PROHIBITED IN THE EXHIBIT HALL.**

12. Taxes, Licenses and Applicable Laws: Exhibitor shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at the convention. Exhibitor shall be responsible for obtaining...
any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any government authority in connection with their activities at the convention. Exhibitor is responsible for abiding by and observing all laws, rules, regulations of the state, county, city and departments thereof.

13. Liability: Neither ISDA nor its agents or representatives will be responsible for any injury, loss or damage that may occur to the exhibitor or to the exhibitor’s employees or property from any cause whatsoever. Under no circumstances will ISDA be liable for lost profits or other incidental or consequential damages. Exhibitor shall obtain, at its own expense, adequate insurance against any such injury, loss or damage. ISDA shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other cause beyond its control. Anyone visiting, viewing or otherwise participating in the exhibitor’s exhibit is deemed to be the invitee or licensee of the exhibitor, rather than the invitee or licensee of ISDA. ISDA shall not be liable for any injury whatsoever to property of the exhibitor or to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the exhibitor. Exhibitor agrees to abide by existing agreements and regulations covering the use of services or labor in the conference and exhibit facility. The exhibitor assumes full responsibility and liability for the acts or omissions of its agents, employees or independent contractors, whether acting within or without the scope of their authority and agrees to save harmless ISDA and the exhibit hall from responsibility or liability resulting directly or indirectly, which arise from such acts or omissions. There is no other agreement or warranty between the exhibitor and ISDA except as set forth in this document. The rights of ISDA under this contract shall not be deemed waived except as specifically stated in writing and signed by master convention committee or convention manager.

14. Security and Insurance: The exhibitor is solely and fully responsible for its own exhibit materials and should insure its exhibits against loss or damage from any cause whatsoever. Exhibit hall doors will be locked at night. All property of an exhibitor is understood to remain in its care, custody, and control in transit to and from within the confines of the exhibit hall. Security for exhibits located outside the Hotel/Resort may not be available.

15. Care of Building and Equipment: Exhibitors or agents must not injure or deface the walls or floors of the building, the exhibit spaces, or the equipment of the exhibit spaces. When such damage appears, the exhibitor is liable to the owner of the property so damaged. All materials used in decoration must be flame proofed. Electrical wiring must conform to the National Electrical Safety Codes and all other applicable rules, regulations, fire laws, and other laws of the city in which the exposition is located, and of any other government authority maintaining jurisdiction over the said exposition facility, which affect the installation, conduct and disassembly of the exhibit. Combustible materials or explosives are not permitted in the exhibit hall. The exhibitor shall also comply with all reasonable requests of officials of the exhibit hall and ISDA with respect to the installation, conduct, and disassembly of its exhibit.

16. Violations of Contract, Rules or Regulations: Exhibitor expressly agrees to permit ISDA to close an exhibit at any time for failure of exhibitor or any of its officers, agents, employees, or other representatives to perform, meet or observe any terms or conditions set forth herein. Any disputes arising from or resulting from this contract shall be brought exclusively in the Circuit Court of Ada County, Idaho, and governed in all respects by the laws of the State of Idaho.

17. These regulations become a part of the contract between the exhibitor and the Idaho State Dental Association and have been formulated for the best interest of all concerned. All points not covered are subject to the decision of the Association.