

MUSIC CITY DENTAL CONFERENCE

EXHIBITOR & SPONSORSHIP 2025 PROSPECTUS



MAY 1-3, 2025
RENAISSANCE NASHVILLE HOTEL



General Overview

The [Music City Dental Conference](#) (MCDC) is Tennessee's largest dental meeting, drawing professionals from across the country & beyond. Whether you seek to raise your brand awareness, generate new leads or network with attendees on-site, MCDC provides a range of exhibitor and sponsorship opportunities for achieving visibility and engagement with dental professionals and key decision-makers.

LOCATION

Renaissance Nashville Hotel
611 Commerce Street, Nashville, TN 37203

DATES

December 29, 2024

- Early bird booth rate ends

EXHIBIT HALL HOURS

May 1, 2025

- 5:00 p.m. – 7:00 p.m. – Check-in & Installation

May 2, 2025

- 6:30 a.m. – 7:30 a.m. – Check-in & Installation
- 7:30 a.m. – 5:30 p.m. – Open to Attendees

May 3, 2025

- 7:30 a.m. – 2:00 p.m. – Exhibit Hall Open
- 2:00 p.m. – 5:00 p.m. – Exhibit Hall Breakdown

NOTE: Exhibit removal is allowed only during designated breakdown hours.

Administrative Information

Tennessee Dental Association
660 Bakers Bridge Avenue Suite 300
Franklin, TN 37067
615-628-0208 (main)
615-628-0214 (fax)
mcdc@tndental.org

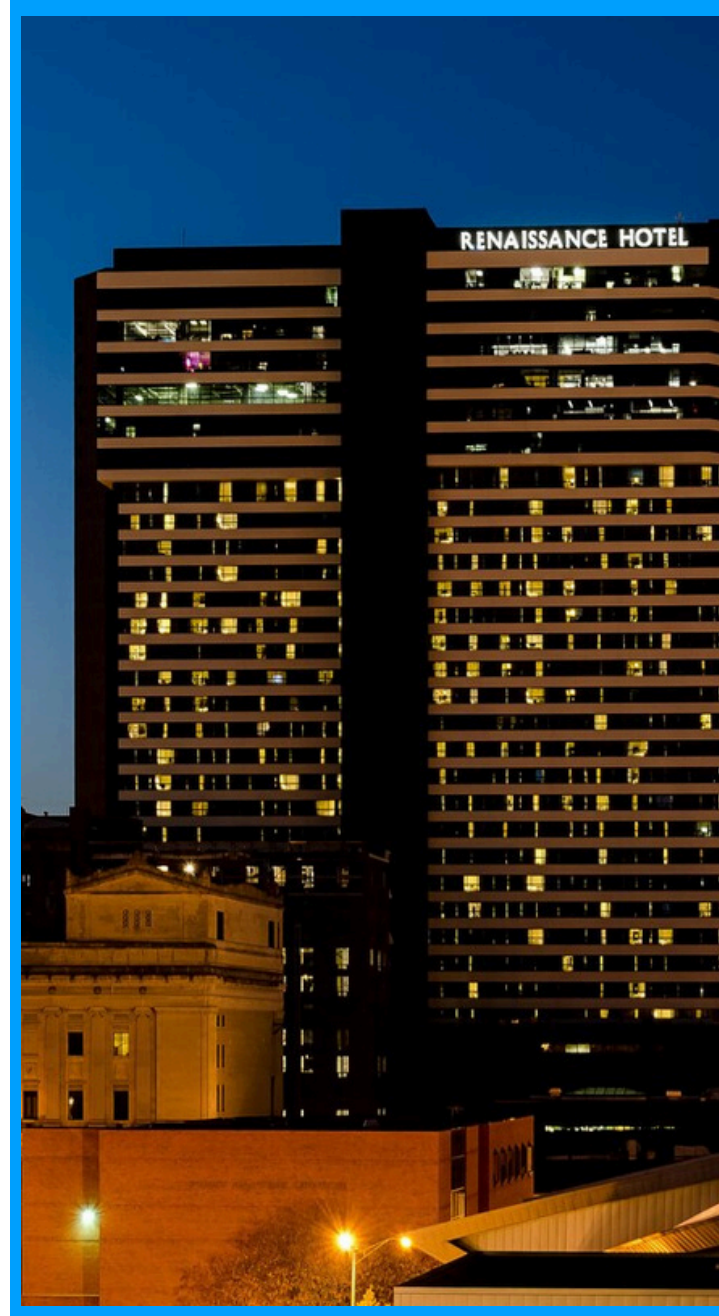


Exhibit Hall Map

The exhibit hall at MCDC is central to registration, courses, and events. The map below illustrates standard and premium booth locations and layout. **Secure your space today before prices go up on December 30th!**

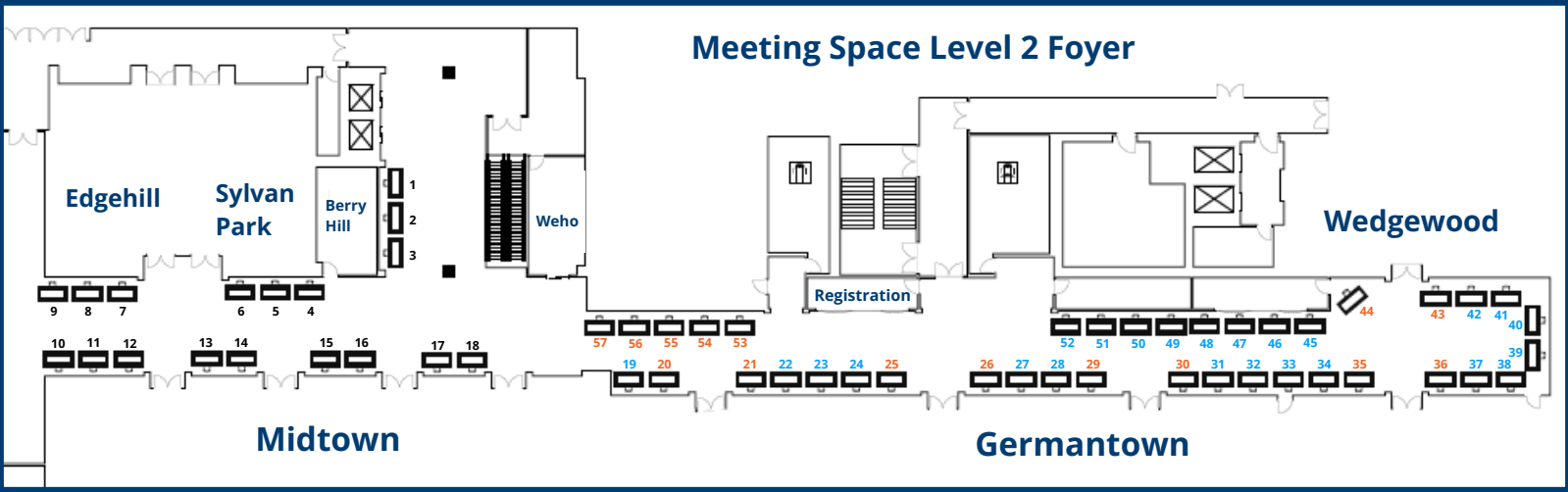
EXHIBIT BOOTH DETAILS	BOOTH FEES	DEADLINES
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- 1 standard 6-foot table & 2 chairs
- 1 tabletop booth sign (featuring your company name)
- 2 complimentary exhibitor passes per booth (Full access to the exhibition area but not the general program including meals).

- **Early Bird:** \$995 (Standard) | \$1,145 (Premium)
- **Standard:** \$1,145 (Standard) | \$1,295 (Premium)

December 29, 2024
Based on availability

NOTE: Floor is carpeted. No allowance will be given for supplies not utilized.



Notes:

While we aim to accommodate exhibitor booth preferences, final placement will be determined by the Music City Dental Conference to create the most advantageous arrangement of exhibits. Please note that sponsor booths, color coded in orange, are exclusively available to MCDC sponsors.
*Sponsor booths are based on availability.



Traffic Builders & EXHIBITOR INCENTIVES



Location Advantage

Stand out to attendees by securing a strategically located exhibit designed to maximize visibility and traffic flow.



Make Connections

From the opening reception to refreshment breaks in the Exhibit Hall, our events provide valuable opportunities to connect with MCDC attendees. Lead Retrieval available through our registration provider, Eleventh & Gather.



Attendee Engagement

The Exhibit Hall Passport Game drives attendee engagement, encouraging them to check in at exhibit booths throughout the event. Be part of the excitement by donating a prize—a fantastic way to gain exposure and build name recognition with potential clients. Submit your [Exhibit Hall Passport Game prize form](#) by **April 1st, 2025**, to participate.



Leverage Our Network

Access the TDA member-dentist mailing list and kickstart your pre-show promotional efforts by reaching a targeted audience. Mailing lists or labels are available at no additional charge if ordered by January 31, 2025.



Exhibit Hall Guidelines

This section provides an overview of essential booth setup guidelines, including space dimensions, display restrictions, and other requirements for a successful [MCDC Exhibit Hall](#).

Booth Setup

The MCDC Exhibit Hall offers **tabletop** exhibits. Each booth includes a standard 6-foot table, two chairs, and a small sign displaying the booth number and company name. The floor is carpeted, and electricity is available if ordered in advance.

Exhibit booths must remain in their original location, and only the provided chairs and 6-foot table may be used. Additional tables, including cocktail rounds provided for attendees, are not permitted for use by exhibitors. Refer to the photos below for examples of correctly configured booths.

Security & Departure Procedures

MCDC staff will not store exhibitor equipment. Exhibitors are responsible for storing and securing their own equipment and valuables.

Do not dismantle your booth prior to 2:00 p.m. on Saturday, May 3.

Display Restrictions

All items must be contained within your tabletop and the space directly behind your table. If you exceed your allotted space, you will be asked to remove excess items. Ensure there are no tripping hazards, and do not encroach on neighboring booths with banners, signs, or other materials. If you are instructed to remove an item and it is reinstalled later, you will be asked to dismantle your exhibit and leave the conference.

Exhibitor Rules & Regulations

Exhibitors are required to follow the guidelines outlined in the MCDC Exhibitor Rules and Regulations and must adhere to the MCDC 2025 Code of Conduct. Click the button below to review all MCDC policies.

[VIEW POLICIES](#)





Beyond Your Booth

EXPLORE SPONSORSHIP TIERS

Our sponsorship tiers offer a range of benefits to showcase your brand at the Music City Dental Conference, including exhibit booth deals, prominent event signage, and social media promotions. Choose a tier that aligns with your marketing goals to maximize your impact.

\$2,500 Silver

- Silver billing on all signs and publications
- Social media post recognizing all sponsors at each level on Facebook and Instagram
- Sponsor ribbon for name badge
- Mailing list of attendees/postal addresses
- Listed on all event signs and publications including:
 - MCDC website
 - TDA News digital newsletter
 - Music City Dental Conference App
 - Conference events via screens and signs
- Premium sponsor exhibit booth (*based on availability*)

\$5,000 Gold

All the benefits of Silver plus:

- Gold billing on all signs and publications
- 2 company representatives registered for President's Reception (\$180 value)
- Company and logo featured in a TDA weekly e-News bulletin
- Company and logo featured individually in a TDA social media post
- Premium sponsor exhibit booth (*based on availability*)

\$7,500 Platinum

All the benefits of Gold plus:

- Platinum billing on all signs and publications
- Complimentary half-page ad in event marketing (deadline must be met)
- Required visit in Exhibit Hall Passport Game
- Premium sponsor exhibit booth (*based on availability*)

\$10,000 Diamond

All the benefits of Platinum plus:

- Diamond billing on all signs and publications
- Featured on the home page of the Music City Dental Conference website
- Opportunity to provide an attendee welcome gift/give-away
- Premium sponsor exhibit booth (*based on availability*)



Shine Brighter, Reach Further

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Elevate your brand at the Music City Dental Conference by exploring our diverse sponsorship opportunities. Support key elements of the event, such as our esteemed speakers, the essential MCDC mobile app, or the attendee conference tote bag. Each sponsorship opportunity provides significant visibility and positions your brand prominently among dental professionals.

Mobile App Sponsor

\$3,000 | only 1 available

The mobile app is the essential tool for navigating the conference, offering attendees instant access to key event details like the attendee list, agenda, floor plan, and event listings. As a sponsor, your logo will be frequently visible to all users throughout the event. This sponsorship includes:

- Featured on app home screen banner
- One (1) push notification featuring a welcome message and your company name.
- Social media post recognizing Mobile app sponsor
- Featured on QR code cards.
- Acknowledged as sponsor in pre-meeting marketing.

Tote Bag Sponsor

\$5,000 | only 1 available

Your logo will be featured on conference bags given to attendees at badge pickup. These bags offer lasting visibility for your company. Don't miss this high-impact sponsorship opportunity!

Speaker Sponsor

Contact the TDA for rates & availability

As a Speaker Sponsor, you support knowledge-sharing and demonstrate your commitment to the dental community. This sponsorship includes:

- Recognition in pre-meeting publications
- Company name displayed on course signage
- Individual recognition by room host during course introduction
- Access to a mailing list of attendees/postal addresses
- Sponsor ribbon for name badge
- Social media spotlight recognizing company and speaker



Elevate the Experience

SPONSOR KEY CONFERENCE MOMENTS

Enhance the Music City Dental Conference by sponsoring some of the event's most engaging moments. From energizing beverage breaks and delightful breakfasts to celebrating excellence at the awards luncheon, these sponsorship opportunities offer prime visibility and engagement with attendees.

Welcome Reception Sponsor

\$10,000 | 1 available

Join TDA President Dr. Stuart Hudsmith for the MCDC Welcome Reception, featuring live music and a celebration of his tenure as TDA President! Your sponsorship puts your brand at the heart of this conference kickoff and includes:

- Company name recognition in one MCDC app (1) push notification announcing the start of the event.
- Company logo included on event signage
- Social media recognition
- Acknowledgement in pre-meeting marketing

Rise & Shine Breakfast Sponsor

\$3,000 | 4 available: 2 Friday, 2 Saturday

Kickstart the day with a nutritious breakfast. Your sponsorship will provide the energy attendees need to make the most of the event and includes:

- Tabletop signage at breakfast buffets
- Social media recognition on Facebook and Instagram
- Sponsor mention in pre-meeting marketing

Awards Luncheon Sponsor

\$2,000 | 3 available

Showcase your support as we honor outstanding achievements in the dental community. This sponsorship opportunity includes:

- 2 company representatives registered for lunch.
- Recognition as Awards Lunch sponsor during luncheon
- Company name and logo displayed on holding screen and printed program
- Acknowledgement in pre-meeting marketing

Bubbly Break Sponsor

\$2,500 | 4 available: 2 Friday, 2 Saturday

Help keep attendees engaged in between courses by sponsoring a refreshing beverage station! As a sponsor, you'll receive:

- Easel signage featuring your logo at the beverage station.
- A mention on Facebook and Instagram
- Recognition in pre-meeting materials



**RISE &
SHINE!**



Exhibitor & Sponsor Online Registration

Quickly secure your spot at the Music City Dental Conference with our new online registration process. Explore exhibitor and sponsorship options, select your preferences, and complete your registration all in one place—no paperwork required.

REGISTER NOW

Booth Selection

Select your preferred booth locations during registration. For the latest availability, check the regularly updated Exhibit Hall floorplan on the Music City Dental Conference website. [Click here](#) to view the current map. Booth assignments will be emailed to you within 10 business days.

Speaker Sponsorships

Contact the TDA office for rates and availability of speaker sponsorship opportunities. We're here to help you find the perfect fit for your goals. Get in touch with us through the contact information below.

Get In Touch



mcddc@tndental.org



615-628-0208



Terms & Conditions

GENERAL RESTRICTIONS

The Association reserves the right, without recourse, to restrict or prohibit any exhibit which, in its opinion, is not suitable or in keeping with the character of the exhibition. No live or prerecorded music is permitted. Aisle space may not be used for exhibit purposes, for display of signs, for solicitation of business, or for distribution of cards, circulars, or samples. The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitors. No signs or other articles may be posted, nailed, or otherwise attached to any of the pillars, walls, doors, or other parts of the building. Each exhibit space is designed for one organization. Subletting of space is prohibited. Solicitation by non-exhibitors is strictly prohibited in any form in the Renaissance Hotel.

REPRESENTATIVES

All representatives of exhibiting organizations must be registered two weeks in advance of the meeting. There will be no onsite registration. Exhibiting companies will be allowed two representatives in the exhibit area at any given time. All representatives must have a badge and wear it at all times. Badges will grant access to the exhibit hall floor only. For security purposes, no one will be admitted in the exhibit hall without a name badge. Representatives will be given badges when they check in upon arrival at the Meeting. Exhibit booths must have a representative present in the booth during all hours the exhibit hall is open. No individual will be issued a badge unless he/she is a representative of the company in which name the space is leased.

ARRANGEMENT OF EXHIBITS

Exhibitors are required to finalize all booth preparations by set time (see page 2). After this hour, no installation work will be permitted without special authorization by the TDA. **Dismantling, removing, and/or packing of exhibits cannot begin earlier than noon on Saturday, May 3, 2025.** The exhibitor agrees to arrange his/her exhibits so as not to obstruct or interfere in any way with the general view or the view of the exhibits or other exhibitors, or the free passage of spectators.

CANCELLATION OF EXHIBIT SPACE

No refund will be made for cancellations. In the event the exhibition must be cancelled, postponed, or relocated because of fire, strike, government regulations, casualties, acts of God or other causes beyond the reasonable control of the Association, the Exhibitor waives any and all claims for damages. The Exhibitor agrees that the sole liability of the Association will be to return each Exhibitor's rental payment.

ELECTRICAL & OTHER CONVENTION NEEDS

Information and instructions to order electrical needs from the Renaissance Hotel will be emailed upon receiving acknowledgement on exhibit booth application. Electricity request orders will be made on a first come, first served basis. Please acknowledge on Exhibit Application if your company anticipates requiring electrical capabilities.

SALES WITH DELIVERY

Sales with delivery on the premises and sales for future delivery of products are permitted. A Tennessee Sales Tax Number is required by the state for making sales at the time of the show. For information concerning a sales tax number, contact the Tennessee Department of Revenue at 615-253-0600. Exhibitors shall be subject to eviction without refund if procedures are objectionable.

HOTEL STORAGE

Information and instructions will be emailed once booth assignments have been made. Shipments are to arrive **no more than three (3) days before the event**. Shipments received earlier than three days prior will be assessed a \$25 per day storage fee. The hotel cannot accept C.O.D. shipments. The hotel charges per box/container for receiving, storage, handling and outbound shipping.

CONDUCT

The TDA reserves the right to restrict all exhibits which, because of noise, odor, food, drink, or other objectionable features, interfere with the orderly procedure of the exhibition; also to prohibit any display or procedure which in its judgment runs counter to the general character of the exhibition. The solicitation of customers in the aisles will serve as grounds for expulsion from the exhibition.

SECURITY

The Association will provide perimeter guard service on Thursday and Friday night 7:00 p.m. - 7:00 a.m. the following morning, but will not indemnify exhibitors against loss at any time. Please secure equipment and valuables.

LIABILITY

It is understood and agreed that the Renaissance Nashville Hotel and the Tennessee Dental Association shall have no liability for injury to any person or for any loss of, or damage to, goods or property of exhibitors prior to, after, or during the time of the exhibit; and that the exhibitor expressly releases the Tennessee Dental Association and the Renaissance Nashville Hotel from every such liability and agrees to indemnify them against all claims for any such injury, loss or damage which may be caused, or contributed to, by the exhibitor.

It is understood that consignment of goods is entirely at the risk of the exhibitor. The exhibitor should note that neither the Renaissance Nashville Hotel nor the Tennessee Dental Association carry fire or theft insurance covering the exhibitor's property.

These rules and regulations are to be construed as part of all space contracts. The management reserves the right to interpret them as well as to make final decisions on all points the rules and regulations do not cover.

FULL CONFERENCE POLICIES & GUIDELINES

[VIEW POLICIES](#)

The logo features a large blue 'C' with an orange musical note inside it.

MUSIC CITY DENTAL CONFERENCE

PRESENTED BY



Tennessee

DENTAL ASSOCIATION

