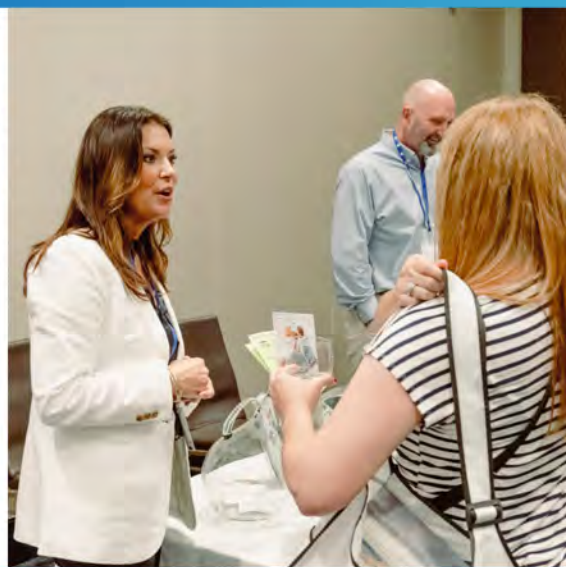


Exhibitor & Sponsorship
PROSPECTUS

**20
24**



RENAISSANCE NASHVILLE HOTEL
611 COMMERCE STREET
NASHVILLE, TN 37203
May 30 - June 1, 2024

EXHIBIT HALL
Thursday, May 30, Friday, May 31 &
Saturday, June 1



General Overview

The Music City Dental Conference (MCDC) is Tennessee's largest dental meeting, drawing professionals from across the state & 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 & DEADLINES

December 29, 2023

- Early bird booth rate ends

May 30, 2024

- 2:00 p.m. – 5:00 p.m. – Exhibit Hall Check-in & Move-in
- 5:00–7:00 p.m. – Exhibit Hall Open

May 31, 2024

- 6:30 a.m. – Exhibit Hall Check-in & Move-in
- 7:30 a.m. – 5:00 p.m. – Exhibit Hall Open

June 1, 2024

- 8:00 a.m. – 12:00 p.m. – Exhibit Hall Open
- 12:00 – 2:00 p.m. – Exhibit Hall Breakdown

NOTE: Exhibit removal is allowed only during designated move-out hours.

ADMINISTRATIVE INFORMATION

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

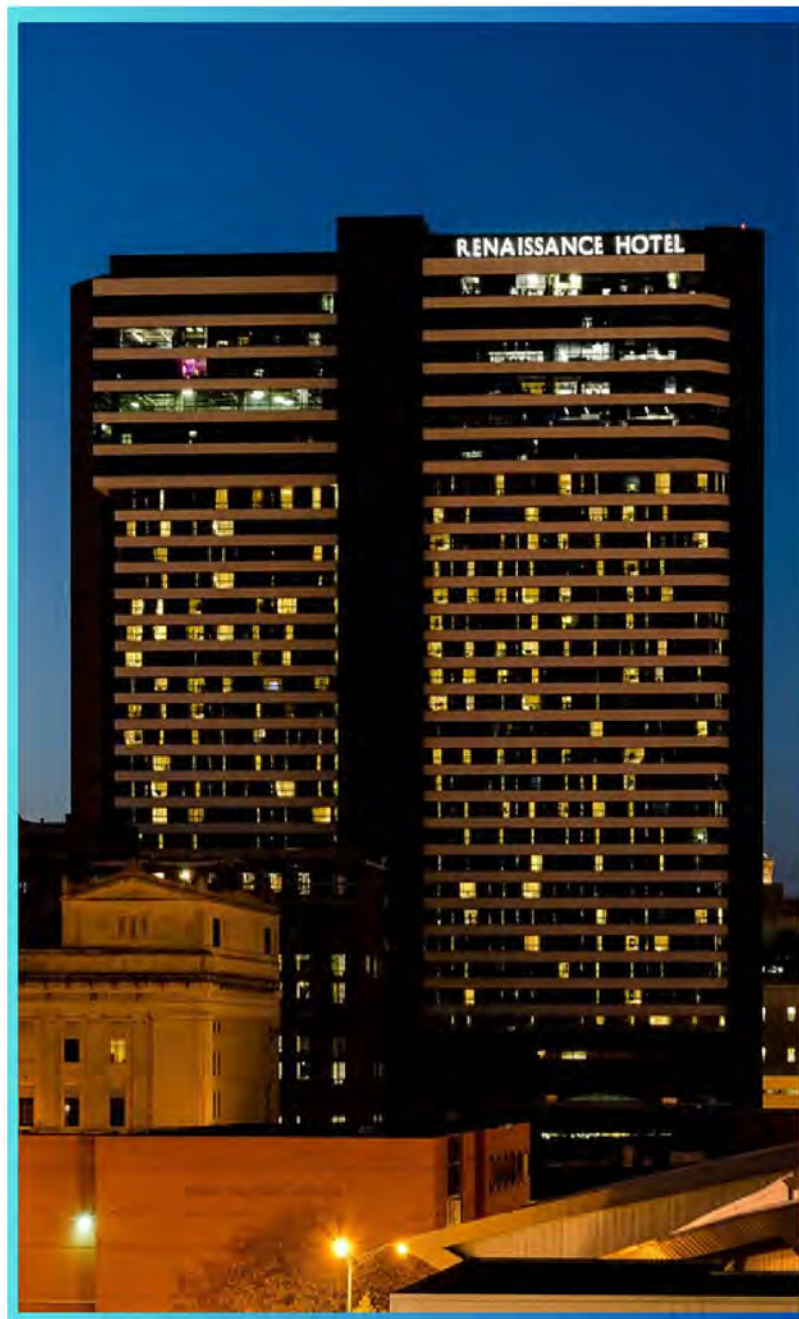


Exhibit Hall Map [↓ DOWNLOAD](#)

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

EXHIBIT BOOTH DETAILS

- 1 standard 6-foot table & 2 chairs
- 1 sign (your company name)
- 2 complimentary exhibitor passes per booth (Full access to the exhibition area but not the general program).

BOOTH FEES

- **Early Bird:** \$995 (Standard) | \$1,095 (Premium)
- **Standard:** \$1,045 (Standard) | \$1,145 (Premium)

DEADLINES

- December 29, 2023
- Based on availability

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

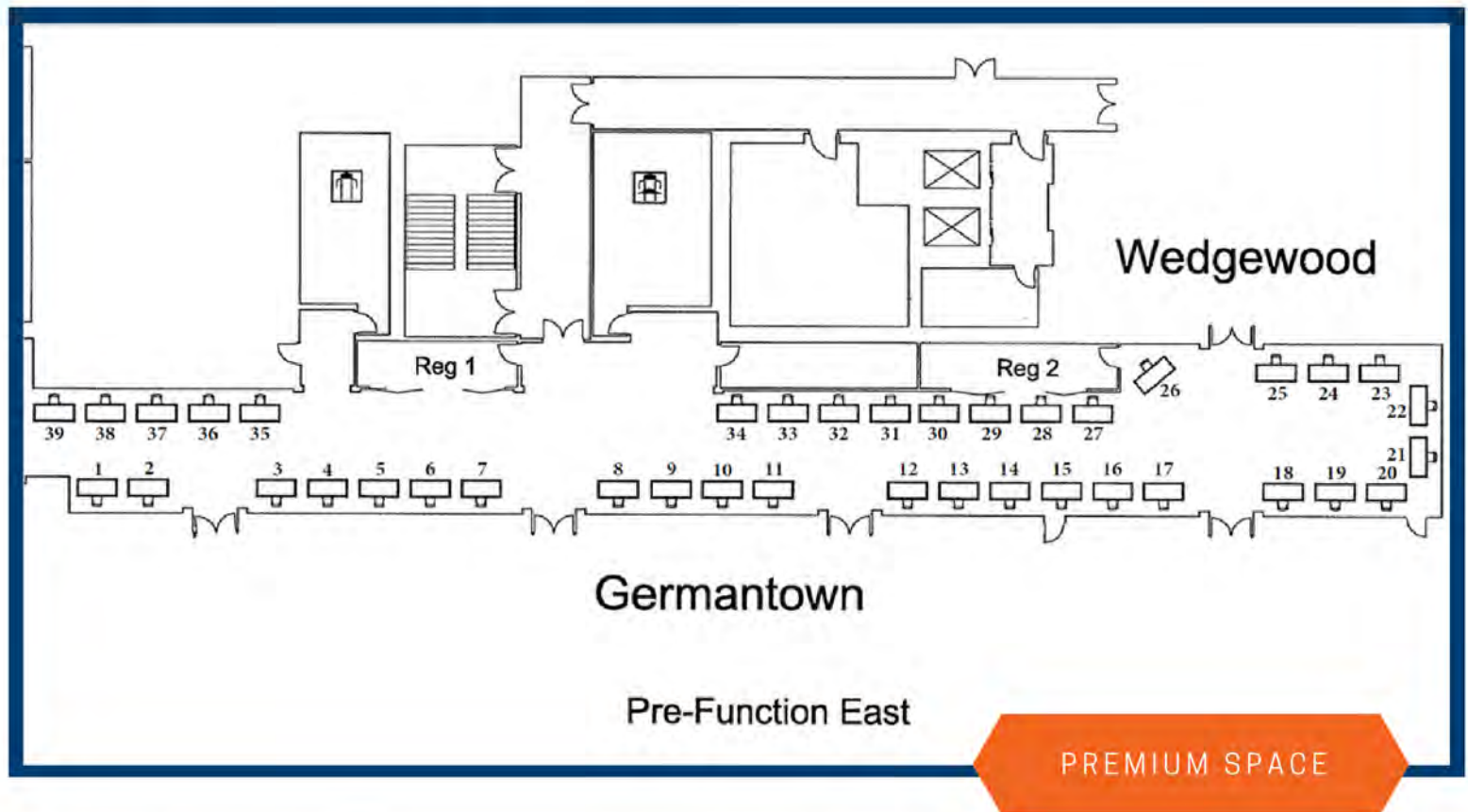
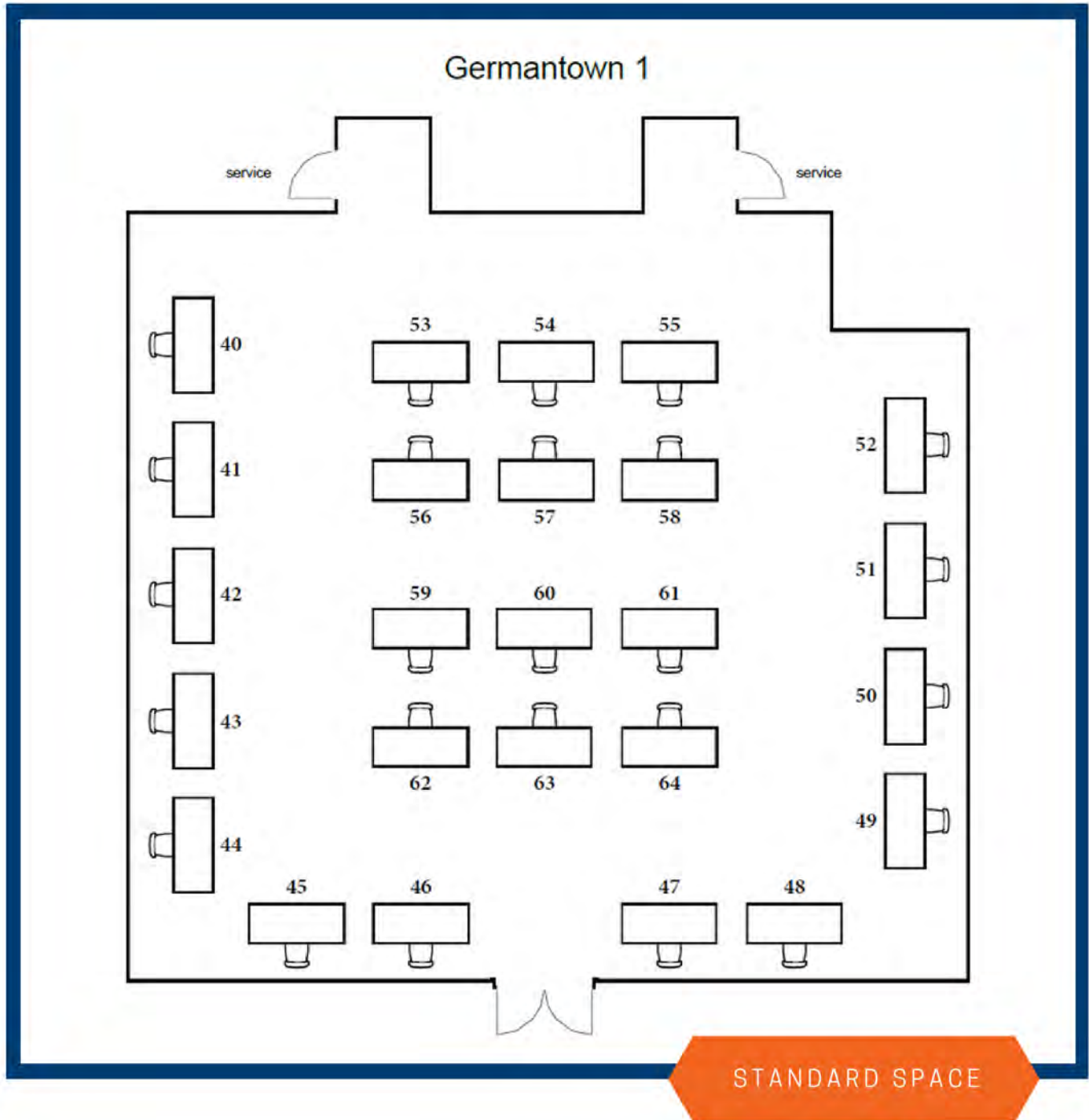


Exhibit Hall Map



Traffic Builders

& EXHIBITOR INCENTIVES

- Exhibits centrally located to increase traffic flow.
- Exhibit Hall Passport to encourage engagement.
- Happy Hour in the Exhibit Hall.
- Breakfast in Exhibit Hall on Friday & Saturday mornings.
- TDA member-dentist mailing list or labels for your pre-show promotion at no additional charge (if ordered by January 31, 2024).
- Lead Retrieval available through Eleventh & Gather.
- Door prize drawings and shopper incentives.



Exhibit Application

MUSIC CITY DENTAL CONFERENCE
RENAISSANCE NASHVILLE HOTEL
NASHVILLE, TENNESSEE
MAY 30 - JUNE 1, 2024

Do not write in this space

Date Received: _____

Amount Received: _____

Booth(s) Assigned: _____

The TDA is authorized to reserve space in exhibit area for use by the undersigned. Please note, tables are assigned on a first come, first served basis.

EXHIBIT FEES

Early Bird Fee (Deadline Dec. 29, 2023):
\$995 - Standard booth | \$1,095 - Premium

Standard Fee (Based on availability):
\$1,045 - Standard | \$1,145 - Premium

Representative(s) attending
(Add'l. reps. are a \$50 fee):

Rep. 1 _____

Rep. 2 _____

COMPANY INFORMATION

Company Name _____

Primary Contact _____

Title _____

Street Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

ADDITIONAL INFORMATION

I need power/electricity at my booth (required). YES NO

I will donate a prize for the Exhibit Hall Passport (optional). YES NO

My top three booth choices are (optional):
Please note, requests are not guaranteed.

DESCRIPTION OF PRODUCT OR SERVICE (Required)

Please list the products or services you plan to exhibit in detail and underline any that will be featured.

PAYMENT INFORMATION

Checks should be made payable to the Tennessee Dental Association; Credit card payments by **MasterCard or Visa only**.

Credit Card Number _____ Expiration Date _____

Name on Card _____ Security Code _____

Amount to be charged _____ Signature of Cardholder _____

- I have enclosed a check payable to the Tennessee Dental Association.
- I give the TDA permission to charge the above Credit Card for the exhibit fee.
- I have read and agree to abide by all the terms and conditions set forth by the TDA.

Signature _____

**SUBMIT YOUR APPLICATION
AND PAYMENT TO:**

Tennessee Dental Association
660 Bakers Bridge Ave. Ste. 300, Franklin, TN 37067
medc@tndental.org • 615-628-0214 (fax)

Beyond Your Booth

EXPLORE SPONSORSHIP TIERS

\$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:
 - TDA website
 - TDA newsletter
 - Registration website
 - Music City Dental Conference App
 - Conference events via screens and signs
- Option to add a standard exhibit booth for \$995 (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 Tuesday email
- Company and logo featured individually in a TDA social media post
- Complimentary standard 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

\$10,000 Diamond

All the benefits of Platinum plus:

- Diamond billing on all signs and publications
- Upgrade to premium exhibit booth space (based on availability)
- Featured on the home page of the Music City Dental Conference website
- One (1) push notification to attendees in Music City Dental Conference mobile app
- Opportunity to provide an attendee welcome gift/give-away



Shine Brighter, Reach Further

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Speaker Sponsor

Contact the TDA for rates & availability

When you choose to be a Speaker Sponsor, you're not just supporting knowledge-sharing; you're taking center stage in the dental community. Your support will empower industry leaders to share their expertise. With this sponsorship, you'll receive:

- 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

Awards Luncheon Sponsor

\$3,000 | 3 available

Your support will shine during this event, and your company will be prominently acknowledged. Join us in celebrating excellence and let your brand be part of this memorable occasion. This 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 as sponsor in pre-meeting marketing

Tote Bag Sponsor

\$5,000 | only 1 available

Your company logo will proudly grace these bags, distributed to attendees when they collect their badges. These customized conference bags have a long-lasting impact, ensuring your brand remains visible well beyond the event. Don't miss out on this high-profile sponsorship opportunity!

Continental Breakfast Sponsor

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

Join us in ensuring attendees have the energy and motivation they need to make the most of their day at MCDC. With this sponsorship, you'll receive:

- Tabletop signage on continental breakfast buffets
- Combined social media post recognizing sponsors on Facebook & Instagram
- Acknowledgement as sponsor in pre-meeting marketing

Mobile App Sponsor

\$3,000 | only 1 available

The mobile app sponsorship is a prime opportunity for companies seeking increased visibility. The app provides attendees with quick access to key event details like the attendee list, agenda, floor plan, and event listings. As a sponsor, your logo gains prominent placement on the splash screen, ensuring excellent exposure. This opportunity includes:

- Featured in rotating banner and one (1) push notification
 - First choice of time slot for push notifications
- Social media post recognizing Mobile app sponsor
- Featured on QR code cards.
- Acknowledged as sponsor in pre-meeting marketing.



Sponsorship Agreement

MUSIC CITY DENTAL CONFERENCE
RENAISSANCE NASHVILLE HOTEL
NASHVILLE, TENNESSEE
MAY 30 - JUNE 1, 2024

SPONSORSHIP LEVEL

- | | |
|---|--|
| <input type="checkbox"/> Diamond (\$10,000) | <input type="checkbox"/> Tote Bag (\$5,000 Limit 1) |
| <input type="checkbox"/> Platinum (\$7,500) | <input type="checkbox"/> Mobile App (\$3,000 Limit: 1) |
| <input type="checkbox"/> Gold (\$5,000) | <input type="checkbox"/> Awards Luncheon (\$3,000 Limit: 3) |
| <input type="checkbox"/> Silver (\$2,500) | <input type="checkbox"/> Continental Breakfast (\$2,500 Limit 4) |

COMPANY INFORMATION

Company Name _____
Primary Contact _____ Title _____
Street Address _____
City _____ State _____ Zip _____
Primary Contact Email _____ Phone _____ Ext. _____

PAYMENT INFORMATION

Checks should be made payable to the Tennessee Dental Association; Credit card payments by **MasterCard or Visa only**.

Credit Card Number _____ Expiration Date _____
Name on Card _____ Security Code _____
Amount to be charged _____ Signature of Cardholder _____

It is understood and agreed by both the sponsor and provider that:

1. No formal endorsement shall be stated or implied by the provider for any service as a result of this sponsorship.
2. The provider shall have total control over all aspects of the seminars, including how many, location, presenters, etc.
3. The seminar materials prepared for use in the activities are the property of the provider and/or the speakers, which have all rights to these materials and their copyrights.

Signature _____	Signature _____
Sponsor (name & title) _____	Provider (name & title) _____
Date _____	Date _____

Guidelines Regarding Sponsor and Conflict of Interest

The Tennessee Dental Association, in planning continuing education programming for MCDC, will adhere to the following policies:

1. Program topic selection will be based on perceived needs for professional information and not for the purpose of endorsing specific commercial drugs, materials, products, treatments, or services.
2. Funds received from sponsors in support of the meeting shall be unrestricted, and the Tennessee Dental Association shall retain exclusive rights regarding the management of the meeting, selection of presenters, instructional materials, program content and format.
3. Sponsors shall be acknowledged in promotional materials, pending receipt of agreement and publication date of materials.
4. Speaker sponsors shall be limited to: a.the payment of reasonable honoraria; b.reimbursement of presenters' out of pocket expenses; and c.the payment of the cost of modest meals or social events held as part of an educational activity.
5. Presenters shall be instructed to avoid recommending or mentioning any specific product by its trade name, using generic terms whenever possible. When reference is made to a specific product by its trade name, reference shall also be made to competitive products.
6. Speakers will be required to disclose to TDA any potential bias to commercial companies.

The Tennessee Dental Association shall:

1. Be responsible for a contract directly with any continuing education speaker to assure educational requirements are met.
2. Be responsible for the content, quality, and scientific integrity of all CE activities.
3. Assure that presentations give a balanced view of all therapeutic options.
4. Assure that commercial exhibits do not influence planning or interfere with the presentation or CE activities.
5. Be responsible for making ultimate decisions regarding funding arrangements.
6. Assure that social events do not compete with, nor take precedence over, the educational events.
7. Have a policy on conflict of interest and assure that all CE activities conform to this policy.

**SUBMIT YOUR APPLICATION
AND PAYMENT TO:**

Tennessee Dental Association
660 Bakers Bridge Ave. Ste. 300, Franklin, TN 37067
mcdc@tndental.org • 615-628-0214 (fax)

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, June 1, 2024.** 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.



Save the date

MUSIC CITY DENTAL CONFERENCE

LEARN. GROW. CONNECT.

Renaissance Nashville Hotel
May 1-3, 2025

