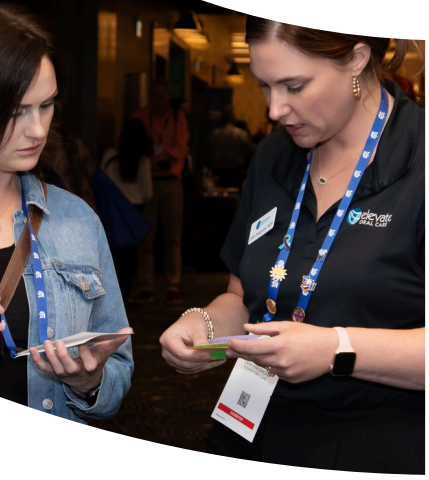








MUSIC CITY DENTAL CONFERENCE

APRIL 29 - MAY 1 2027

EXHIBITOR & SPONSORSHIP

2027 PROSPECTUS

Tennessee DENTAL ASSOCIATION

MUSIC CITY DENTAL CONFERENCE
LEARN. GROW. CONNECT.

General Overview

The Music City Dental Conference (MCDC) is Tennessee's largest dental meeting, drawing professionals from across the country and beyond. Attendance by dentists at the 2026 conference grew by 6 percent compared to the previous year, emphasizing MCDC's growing reach. MCDC provides a range of exhibitor and sponsorship opportunities for achieving visibility and engagement with dental professionals and key decision-makers.

LOCATION

Embassy Suites Nashville Downtown
708 Demonbreun Street, Nashville, TN 37203



DATES

December 29, 2026

- Early bird booth rate ends

EXHIBIT HALL HOURS

April 29, 2027

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

April 30, 2027

- **7:00 a.m. – 8:00 a.m.** – Check-in & Installation
- **8:00 a.m. – 5:00 p.m.** – Open to Attendees

May 1, 2027

- **8:00 a.m. – 12:00 p.m.** – Exhibit Hall Open
- **12:00 p.m. – 3:00 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 Details

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

EXHIBIT BOOTH DETAILS

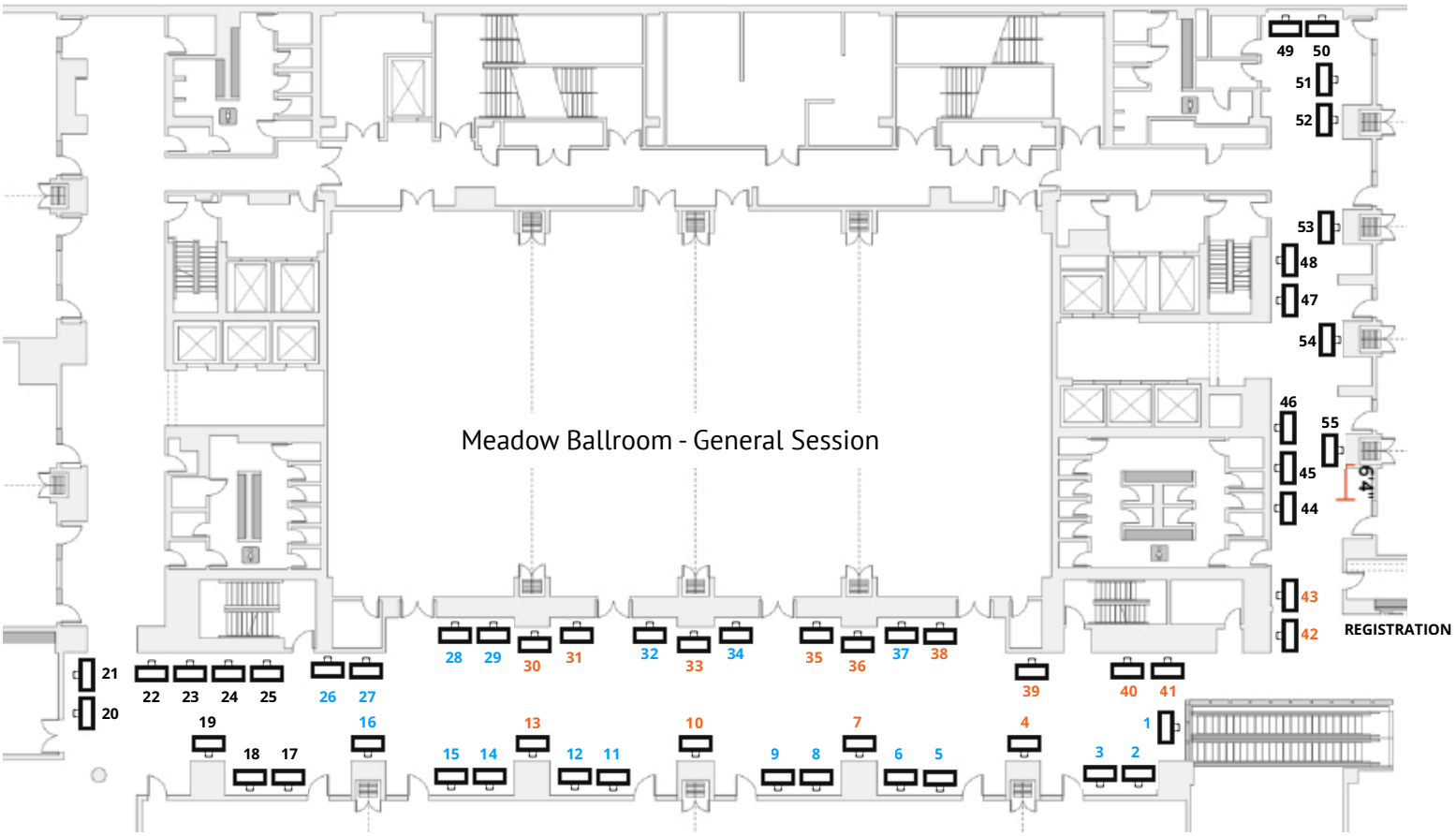
- 1 standard 6-foot table & 2 chairs
- 1 tabletop booth sign (featuring your company name)
- 2 complimentary exhibitor passes per booth (Full access to the exhibition area but not the general program including meals).

BOOTH FEES

- **Early Bird**: $1,095 (Standard) | $1,245 (Premium) — December 29, 2026
- **Standard**: $1,245 (Standard) | $1,395 (Premium) — Based on availability

DEADLINES

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. Sponsor booths, color coded in orange, are exclusively available to MCDC sponsors and are based on availability.



Booth Color Key
Standard Booth = **Black**
Premium Booth = **Blue**
Sponsor Booth = **Orange**

DOWNLOAD

Traffic Builders
& EXHIBITOR INCENTIVES

MAKE CONNECTIONS

Build relationships in the Exhibit Hall. Join conference attendees for a dedicated **networking lunch on Friday, April 30, from 11:30 AM to 12:45 PM.** A complimentary boxed lunch, delivered to your booth, is included for up to two registered booth personnel per exhibit booth.



LOCATION ADVANTAGE

Our exhibit booth placements are designed to maximize visibility and traffic flow, helping you stand out to attendees.



ATTENDEE ENGAGEMENT

The Exhibit Hall Passport Game encourages attendees to check in with booths across the show floor for a chance at winning exciting prizes.

Companies that donate a prize receive dedicated recognition across multiple channels, including pre-show marketing, a social media post highlighting contributors, and a listing of company names and prizes in the MCDC app's Exhibit Hall Passport section.



NOTE: Submit the Exhibit Hall Passport Game prize form by **March 19, 2027**, to participate.

CAPTURE LEADS

Lead retrieval is available through our registration provider, Eleventh & Gather. Attendee lists are not available for purchase, but you can market directly to our members by purchasing ad space in TDA print and email publications. View available options in the 2027 Media Kit.



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 hotel furnishings 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 12:00 p.m. on Saturday, May 1.

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 2027 Code of Conduct. Click the button below to review all MCDC policies.

VIEW POLICIES








Q-Optics
Built for You.
Backed for Life.
We Start with YOU
Posture Perfected
Partners for








DENTAL CONFERENCE
THANK YOU
SPONSORS




YOU DESER
RIGHT PRO


MC
DC



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
- 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
- Company and logo featured on an MCDC Sponsor Showcase poster across from registration desk
  - Poster dimensions: 40.75"w x 58.25"h
- 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
- Keynote session recognition from the podium
- 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
- 2 company representatives registered for President's Reception
- Opportunity to provide an attendee welcome gift/give-away
- Premium sponsor exhibit booth (*based on availability*)



MUSIC CITY DENTAL CONFERENCE
LEARN. GROW. CONNECT.

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.

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
- Sponsor ribbon for name badge
- Social media spotlight recognizing company and speaker

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 + cost of bags | 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!

Lanyard Sponsor

$5,000 + cost of lanyard | only 1 available

Put your brand front and center with the lanyard sponsorship. Your logo will be prominently displayed on the lanyards every attendee receives with their badge, ensuring constant visibility throughout the conference.



Elevate the Experience

SPONSOR KEY CONFERENCE MOMENTS

Enhance the Music City Dental Conference by sponsoring some of the event's most engaging moments.

Welcome Reception Sponsor

$7,500 | 1 available

Join us for the MCDC Boot Scootin' Bash welcome reception with live entertainment, great food, and refreshing drinks! As a sponsor, your brand will be front and center at this high-energy 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

Networking Lunch Sponsor

$2,500 | 4 available: Friday, April 30

Gain maximum brand visibility when MCDC attendees come together for lunch. Sponsoring the Friday Networking Lunch includes

- Tabletop and easel signage at lunch stations
- Social media recognition on Facebook and Instagram
- Sponsor mention in pre-meeting marketing

Green Room Charging Lounge Sponsor

$2,000 | 1 available

Located in a dedicated alcove off the exhibit floor, this comfortable space gives attendees a place to sit and recharge devices. Your sponsorship includes:

- Dedicated digital display featuring your logo on the main alcove screen
- Logo placement on entryway and table-top signage
- Sponsor mention in pre-meeting marketing

Awards Luncheon Sponsor

$1,500 | 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

Student Poster Session Sponsor

$2,500 | 2 available

Shine a spotlight on the next generation of dental professionals by sponsoring the student research poster session and reception. Your support puts your brand right in the middle of the room as attendees mingle and chat directly with students about their research while giving your brand visibility through:

- Easel signage featuring your logo in the event space
- Social media recognition on Facebook and Instagram
- Recognition in pre-meeting materials



EXHIBITOR & SPONSOR ONLINE REGISTRATION

Quickly secure your spot at the Music City Dental Conference with our 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

mcdc@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 Embassy Suites Nashville Downtown. The Association reserves the right to remove, without recourse, an exhibitor that does not keep with the character of the event and/or misrepresented the company's products in the application process. The Association is not obligated to refund any fees associated with the evicted exhibit. No guarantee of sales, foot traffic, or commercial outcomes is made by the Tennessee Dental Association.

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 12:00 p.m. on Saturday, May 1, 2027.** 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 Embassy Suites Nashville Downtown 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

Individual packages may be shipped to the hotel no earlier than 3 business days prior to the event. Storage and delivery fees will be emailed with the shipping instructions closer to the meeting dates.

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 Embassy Suites Nashville Downtown 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 Embassy Suites Nashville Downtown 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 Embassy Suites Nashville Downtown 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

MUSIC CITY DENTAL CONFERENCE

PRESENTED BY

Tennessee
DENTAL ASSOCIATION

