2018 Annual Session
Fiesta
Celebrate Oral Health!

Exhibitor Prospectus
Exhibit Dates, June 7-8, 2018
The NMDA Annual Session, and Scientific Exhibition, **Fiesta: Celebrating Oral Health** will be held at the Albuquerque Convention Center June 7-9, 2018. Exhibit Dates, June 7-8, 2018. Dr. Rick Munoz and Dr. David Manzanares have put together some fantastic speakers for the entire dental team.

**VISIT NEW MEXICO** TO EXPERIENCE THE OTHER MILE HIGH DENTAL CONFERENCE

ALBUQUERQUE: Higher in altitude than Denver, the Annual Session in Albuquerque is the other mile high dental conference. The endless sunny days are perfect for shopping in Old Town or taking a tour of our instantly recognizable movie and television filming locations. Learn something new about the city’s rich multicultural heritage at the National Hispanic Cultural Center, the Indian Pueblo Cultural Center or the National Atomic Museum. Or, take a scenic trip 10,000 feet up to Sandia Peak on the longest tram in the United States. Albuquerque truly has something for everyone.

SANTA FE: Just an hour north of Albuquerque, “the city different” is one of the world’s top resort destinations. Attracting adventurers for centuries, Santa Fe’s fine dining, luxury hotels and renowned arts, museum attractions consistently top national and international “best of” lists.
Fiesta: Celebrating Oral Health Dates
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**IMPORTANT DATES**

**June 30, 2017**  Booth space on a first-come, first-served basis. (See floor plan)

**April/May 2018**  Final booth payments due – Booth must be paid in full by March 31
Flyers or promotional material due to NMDA office for badge registration packets (see sponsorship information for details) Booths contracted after March 31st need to be paid in full with the completion of your Exhibitor Contract.

**April, 2018**  Program art due - Additional company name listings in program due.

**May 1, 2018**  Reps names due – The names of your representatives who will be attending and man ning your booth must be submitted by May 1.

**June 6, 2018**  Exhibitor Move-in - Hall 4 – 8:00 a.m.- 4:00 p.m.
Convention & Hotel Information

Albuquerque Convention Center June 7-9, 2018

Centrally located in beautiful downtown Albuquerque, 401 2nd St. NW, Albuquerque NM 87102 505-768-4575. Adjacent to many high quality hotels, restaurants and shops. We are in Hall 4.

Hotel Information

The Hyatt Regency Albuquerque | 330 Tijeras NW | Albuquerque, NM 87102 is our event hotel. Call 505-842-1234 or 1-888-591-1234 before May 10 and mention the NMDA 109th Annual Session for the special rate of $129.00. The Experience a delightful stay at Hyatt Regency Albuquerque. their renowned services, amenities and downtown location make it the ideal choice for both business travelers and vacationers. Stroll along Albuquerque’s avenues to explore the shops and art galleries of our inviting city. Enjoy a leisurely walk to your event at the Albuquerque Convention Center just a short distance from our hotel.

Event Statistics

Our attendees includes the whole dental team; dentists, dental assistants, hygienist, business staff, technicians, students, residents and guests. These attendees play an essential role in getting your product or service to the dental office and ultimately to the consumer.

The NMDA Session has been developed to attract the clinician, educator, researcher, student and the entire dental team.

We invite you to join us and choose from exhibiting, sponsorships, advertising and promotional opportunities to maximize your company’s visibility.

We thank you for your partnership!

Program Ad Information

The Official Program of the 2018 NMDA Annual Session, Fiesta: Celebrate Oral Health

Ad Spaces Go Fast - Reserve Your Spot Today!

Use your advertisement to list your manufacturers or other NMDA Annual Session only specials!! If you purchase an ad, your company name will be listed in the Program and included in our phone app along with your booth number as always. We will add the line: see ad on pg __.

Ads must be submitted as a high resolution image file, pdf., jpg., tif., or eps. for placement in a InDesign file with all PC fonts embedded or outlined. Contact: David Gambill at LLM Publications Inc. Ph: 503-445-2231 Fx: 503-655-0778 Email: davidg@llm.com

Additional Marketing Opportunities

NM Dental Journal: Mailed quarterly to all NMDA members, full color glossy official NMDA dental publication. Publication Dates: Winter, Spring, Summer and Fall.

NM Dental Association Directory: Annual resource tool used by NMDA members statewide. Publication Date: September.
**Event Sponsor**

$2000. You can choose to sponsor any of the following events, The President’s Dinner, Eat & Learn Breakfast and Team Luncheon. The Event Sponsor will be the sole sponsor of the particular event chosen held during the NMDA Annual Session. The sponsor’s name and/or logo will appear on all event signage and in all event printed materials. The sponsor will also be permitted to place marketing materials on tables throughout the room where the event occurs.

**Lanyard Sponsor**

$3,000. The lanyard sponsor will be the sole sponsor of the lanyards. All attendees receive a lanyard for their badges in their registration packet. The sponsor’s name will appear on the lanyard.

**Lead Retrieval**

$280.00 If you as a vendor would like to have access to a lead retrieval service.

- No fee for an exhibitor to register on Expo Pass.
- No fee for an exhibitor to add up to 5 users (including the initial user) for the Event.
- If an exhibitor adds more than 5 users (including the initial user) for the Event, each additional user will be added at the price of $50 per user. You can register for this service at Expo Pass.

**Speaker Sponsorship**

Contact Dr. Rick Munoz (505-275-0910) or Dr. David Manzanares (505-565-0609) for details on speaker sponsorship.

**Tote Bag Sponsor**

$3,000. The Tote Bag sponsor’s name and logo will appear on the front side of the tote bag given to each attendee with their Continuing Education Form. The Tote Bag sponsor can also supply a one page flyer or marketing item weighing less than 1 oz. (ex: magnet, pen, etc.) to be included in badge registration packets sent to all attendees (qty. of pieces needed ~ 1900, must be supplied to NMDA by March 1st).

**Badge Registration-Packet Advertising**

$300 - A one-page flyer or marketing item weighing less than 1 oz. (ex: magnet, pen, etc.) will be placed in badge registration packets sent to attendees (qty. of pieces needed 1500, must be supplied to NMDA by March 1st, 2018).

**The Price is Right**

We are looking for name brand products with a write up to use on Thursday & Friday in the Exhibit Hall as we ask contestants to “Come on Down” to the Price is Right game. If you would like to participate please call Nancy Arenas at 505.294.1368 or email narenas@nmdentals.org.

**Event Program Advertisements**

Contact: David Gambill at LLM Publications Inc. Ph: 503-445-2231 Fax: 503-655-0778 Email: davidg@llm.com to advertise in the Official Program.
Space Availability: All booths will be rented on a first-come, first-served basis according to the date on which the request is received in the NMDA Business Office (see address - bottom of page).

ADVANCE SHIPPING ADDRESS

**Ship to:** Exhibitor Name and Booth #  
NMDA Annual Session - Fiesta: Celebrate Oral Health c/o CSS  
1921 Bellamah, NW  
Albuquerque, New Mexico 87104

**Label all merchandise:** "Hold for New Mexico Dental Association meeting, Booth No.—-." All transportation charges must be prepaid. Each exhibitor should send shipping instructions to shipping company, such as when crate/crates will arrive, the destination to which merchandise will be returned and mailing address for invoice. Convention Services of the Southwest will deliver merchandise to the Convention Center, as well as pick it up when the Convention is over and then ship merchandise back to home base location.

**Booth Specs:** Booth Specifications: All booths are 10’x 10’. Prices are indicated on application form. See floor plan for exact locations. Maximum height of exhibit booths (except along wall) is 8 feet. Sidewalls or divider drape railings are 40 inches. Booths will be draped back and side with flame-proof cloth. An 8 ft. table, two chairs, identification signs with company name and identification badges for exhibitors will be provided.

**NOTE for ALL exhibitors:**

Electricity must be ordered from SMG - Albuquerque Convention Center. See next page for instruction on ordering additional supplies. CSS will provide an Exhibitor Kit with all ordering information and pricing in April.

**Program Listing:** All exhibitors, with space reservations made by March 1st, will receive company name listing in the official Program. Additional name listings may be purchased for $10 per name or manufacturer. If more than 9 additional listings are required, the purchase of a half page advertisement in the program may be more beneficial. If an ad is purchased, your name would be listed in the program along with your booth number and a referral to see ad on pg -- .

**Payments:** Credit cards accepted: Visa, MC, Discover & Amex. Make checks payable to New Mexico Dental Association.

Mail or fax completed application and payment to:

NMDA, 9201 Montgomery, Ste 601  
Albuquerque, NM 87111  
Phone (505) 294-1368, Fax (505) 294-9958  
Balance due March 1, 2018.
Installing Exhibits: The Exhibit Hall will be available for the arrangements of exhibits Wednesday, June 6th at 9am -4pm. All exhibits must be set up before 7:00 AM on Thursday. Exhibitor will be responsible for setting up exhibit. Setup technicians and movers will be on hand for hire from Wednesday 9am until 4:00 PM.

Exhibit Application: Each exhibitor must make application for exhibit booth space. Fifty percent of the total cost must be paid with the application for space and the balance before March 1st. Space not fully paid by March 1st may be forfeited, and the Annual Session Chairman will have the right to dispose of exhibit privileges and space without liability on his part or on the part of the New Mexico Dental Association. No refund of any payment will be made after assignment of space is accepted by purchaser and application signed. If acquiring a booth after March 1st full payment with contract is expected.

Subletting: There shall be no subletting of space. No exhibitor shall assign, sublet or apportion the whole or any part of the space allotted, nor exhibit therein, nor permit any other party to exhibit therein, any goods other than those manufactured or handled by the exhibitor in the regular course of business, nor permit any representative of any firm not exhibiting to solicit business or take orders in his space without the written consent of the Chairman of the Exhibits.

Orders: Orders may be taken for future delivery. No goods are to be sold for delivery on the floor.

Exhibit Hours: Exhibits will be open to attendees on both Thursday and Friday from 8:00 AM until 5:00 p.m (subject to change). Exhibits are expected to be open both Thursday and Friday at all times during exhibit hours or penalties may be incurred. Exhibitors known to tear down booths early on Fridays will not have booth priority.

Character of Exhibits: The New Mexico Dental Association reserves the right to decline or prohibit any exhibitor part of an exhibit or proposed exhibit which is not suitable or in accordance with the ethics of the dental profession. The Association reserves the right to bar any exhibitor. This reservation concerns person’s conduct, printed matter, souvenirs and catalogues.

Decorating, Electricity & Rental Equipment Service: An exhibitor kit containing booth accessory info and electricity orders will be sent out approx. 5 weeks prior to the event. All booth accessories must be ordered from Convention Services of the Southwest. All electrical wiring and outlets must be ordered in advance from SMG - Albuquerque Convention Center. All audio visual equipment must be ordered from NMDA’s preferred Audio/Visual vendor. Forms for all three vendors will be contained in the exhibitor kit.

Space Limits, Decorations, Etc.: Signs or decorations must not exceed 8 feet in height. Each exhibitor must confine himself to the allotted space. Interference with the light or space of other exhibitors will not be allowed. Exhibitors will be required to arrange displays so as not to obstruct the general view or conceal other exhibits. Aisle space must not be used for exhibit purposes. All signs, banners and advertising matter shall be subject to the approval of the Chairman of Exhibits. No partitions other than those provided by the Association will be permitted.

Security: The exhibit hall will be locked each evening. Special identification will be required for entrance. The Association will not guarantee exhibitors against loss of any kind, nor will the Association assume financial responsibility for any loss suffered by exhibitors. The Association will provide a night guard for the Convention area. The Convention Center’s roving security guard secures the loading dock. This guard is on duty 24 hours a day, each day of the convention. The exhibit hall will be locked at the close of business each day and re-opened before 8AM each morning.

Care of Building: Exhibitors will be held responsible for any damage done to the building, equipment or decorations by them or their employees. The rules of the Convention Center management must be observed and obeyed.

Responsibility: Neither the New Mexico Dental Association nor SMG - Albuquerque Convention Center shall be held responsible for the safety of exhibits against robbery, fire, accident or any destructive cause, nor for accidents to exhibitors or their employees.
Here are the most commonly asked questions. If your question is not addressed below please feel free to contact N. Arenas 505-294-1368 or narenas@nmdental.org who will be happy to assist you.

**Where can I get a copy of the exhibit booth contract?**

Go to our website www.nmdental.org, on the left hand side you will see a picture for the Annual Session. Click on that image and it will take you the exhibitors’ prospectus. Print out a copy.

**When is the exhibitor contract due?**

As soon as you have decided you want to participate you should send in your application with 1/2 of the payment to reserve your booth. Remember booths are sold on first come first serve basis.

**How should I submit my exhibitor contract?**

You can send your contract by mail, fax 505-294-9958 or email to narenas@nmdental.org.

**What is included with our booth space?**

Booths are 10’x 10’. Booths will be draped back and side with flame-proof cloth. An 8 ft. table, two chairs, identification signs with company name and identification badges for exhibitors are provided.

**How are exhibit booth assigned?**

An exhibitor can retain the same booth for the next year if the application is received at the NMDA offices by June 30th. After June 30th booths are assigned on a first come first served basis.

**How do I register my booth personnel?**

Page two of the exhibitor contract has a booth representative form to be filled out by you. Note that only (3) representatives are allowed per booth at any given time. Your booth personnel names must be received at the NMDA offices by May 1st. Additional badges cost $25.00 each.

**How do I order exhibitor services?**

Please note that in April you will receive an exhibitor kit that will be sent by CSS with all the instructions on how to order your exhibitor services.

**Where do I ship my exhibit?**

Please label all merchandise/exhibit as follows, “Hold for New Mexico Dental Association meeting. Booth No.----.” All transportation charges must be prepaid. Each exhibitor should send shipping instructions to shipping company, such as when crate/crates will arrive, the destination to which merchandise will be returned and mailing address for invoice. Convention Services of the Southwest will deliver merchandise to the Convention Center, as well as pick it up when the Convention is over and then ship merchandise back to home base location.

**How do I get an ad on the program?**

Ads must be submitted for PC format as a high resolution image file, pdf., jpg., tif., or eps. for placement in a InDesign file with all PC fonts embedded or outlined. Artwork is due by March 1st, to LLM Publications in order to be included. Please call David Gambill at LLM Publications Inc. Ph: 503-445-2231 Fx: 503-655-0778 Email: davidg@llm.com if you have any questions regarding these specifications.
2018 EXHIBITOR SPACE CONTRACT
NMDA Annual Session,
**Fiesta: Celebrate Oral Health**
June 7-8, 2018

New Mexico Dental Association, Ste 601, 9201 Montgomery NE,
Albuquerque, NM 87111, Phone (505) 294-1368, FAX (505) 294-9958

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Date          Contact Name          Title
---           -------------------          ---

Firm Name

Street Address          City
-------------------      ---

State          Zip          Phone          Ext.
---            ---            --------        ---

Fax          Email

---            ---

Booth Selection: Please make four selections: Booth Space will be assigned according to date that request is received.

First Choice Space         No. ____________
Second Choice Space        No. ____________
Third Choice Space         No. ____________
Fourth Choice Space        No. ____________

Program Advertisement:
To insert an ad in our Official Program - Contact: David Gambill at LLM Publications Inc. Ph: 503-445-2231
Fx: 503-655-0778 Email: davidg@llm.com

Registration Badge Packets: (call for availability)   $300

The Price is Right:   (Product)

Lead Retrieval $280.00

Payment Information:
Payment for 50% of total booth cost, or payment in full, must accompany this application. If your space choice is not available, we will contact you with other booth availability options. **The booth payment is expected with vendor contract.**

Authorized Signature          Printed Name:
------------------              ------------------

Due:            Check #:         V/MC/AMEX #              Exp.
-----             ------            ---------          ---

Card Holder Signature          Name on Card
------------------              ------------------
Please circle your category(ies)
Laboratory    Dental Supplies/Instruments/Equipment     Drugs      Practice Management Services      Uniforms
Other (specify) _________________

Booth Representative Information:
Please fill out in full. Only these representatives will be allowed to register in your company name. Only three representatives per booth. **Additional Badges for representatives cost $25.00 each.** If you have more than 2 booths, please continue list on separate sheet.

**First Booth**
1. Name ________________________________________________________________
   Street Address ___________________________________ City __________________ State ______
   Zip _______ Phone ___________________ Fax ___________________ Email ___________________

2. Name ________________________________________________________________
   Street Address ___________________________________ City __________________ State ______
   Zip _______ Phone ___________________ Fax ___________________ Email ___________________

3. Name ________________________________________________________________
   Street Address ___________________________________ City __________________ State ______
   Zip _______ Phone ___________________ Fax ___________________ Email ___________________

**Second Booth**
1. Name ________________________________________________________________
   Street Address ___________________________________ City __________________ State ______
   Zip _______ Phone ___________________ Fax ___________________ Email ___________________

2. Name ________________________________________________________________
   Street Address ___________________________________ City __________________ State ______
   Zip _______ Phone ___________________ Fax ___________________ Email ___________________

3. Name ________________________________________________________________
   Street Address ___________________________________ City __________________ State ______
   Zip _______ Phone ___________________ Fax ___________________ Email ___________________

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2018 Fiesta NMDA: Celebrate Oral Health

June 7-8, 2018

Booths 102-109; Booths 200 & 201; and Booths 702-720 Pricing: $650.00*
Booth 100; Booths 202-221; and Booths 602-621 Pricing: $750.00*
Booths 300-521 Pricing: $850.00*

*All corners are an additional $80.00.
Mark Your Calendar!

2018 NMDA Annual Session
Albuquerque Convention Center

Exhibit Dates: June 7-8, 2018

2019 NMDA Annual Session
Albuquerque Convention Center

Exhibit Dates: June 6-7, 2019

Like us on FB

New Mexico Dental Association
9201 Montgomery NE - Suite 601 - Albuquerque NM 87111
p: 505-294-1368  F: 505-294-9958
email: narenas@nmdental.org
visit our website: www.nmdental.org