2020 EXHIBITOR AND SPONSOR PROSPECTUS

CONFERENCE
JUNE 2-7, 2020

EXHIBIT SHOW
JUNE 4-5, 2020

PERDIDO BEACH RESORT,
ORANGE BEACH, ALABAMA
The Gulf Coast Dental Conference (GCDC) would like to invite you to participate in our annual Exhibit Show, June 2-7, 2020, at Perdido Beach Resort in Orange Beach, Alabama. The GCDC is a regional continuing education event attracting dentists from all over the Southeast and beyond! Over 2,000 attendees will gather in Orange Beach, Alabama, ready to get to know you and your company!

The 2020 GCDC leadership has worked hard to provide an excellent venue in which to showcase your products and services to dentists from all over the Southeast. We have new state-of-the-art exhibit facilities and many new and exciting traffic-building incentives! Plus, an evening reception and breakfast open house will maximize both networking and relationship-building activities.

Please note the Corporate Sponsorship opportunities available to you! These sponsorships are claimed quickly, so contact us soon to take advantage of this one-of-a-kind business development and marketing opportunity! In order to take full advantage of all promotional advertising, please secure your sponsorship as soon as possible.

Please read the brochure information thoroughly before completing your application. Applications should be returned by mail or online with your $500 deposit by December 14, 2019. You may also register online at GulfCoastDentalConference.org.

We look forward to partnering with you to make this year’s Gulf Coast Dental Conference our most memorable conference ever.

Sincerely,

Dr. Rodney M. Marshall, President
Dr. Paul Diaz, 2020 General Chair

TRAFFIC BUILDERS AND INCENTIVES

“Sip, Spend & Save” Reception
THURSDAY, JUNE 4
The Thursday afternoon “Sip, Spend & Save” Reception will be June 4 from 4:30 until 6:00 pm. Our exhibitors will be the focus of attention at this reception where we will serve complimentary beer, wine and light hors d’oeuvres. We will invite our attendees to relax, enjoy refreshments and win door prizes galore while they visit your booth! Notify us of your reception specials so we can advertise them for you. (exhibits@GulfCoastDentalConference.org)

“Muffins & Mimosas” Breakfast Open House
FRIDAY, JUNE 5
We will invite our attendees to join you for mimosas, a light breakfast and door prizes galore, Friday, June 5 from 8:00 until 9:00 am. Host an “Open House” at your booth! Notify us of your “Open House” specials so we can advertise them for you. (exhibits@GulfCoastDentalConference.org)

Mega Shopper Drawing for attendees who make purchases of $2,500 or more!
FRIDAY, JUNE 5
Each participating exhibitor will receive “Mega Shopper” forms to complete for attendees who buy during the show. Just tear off the bottom of the form and give it to the dentist or attendee for any purchases they make totaling $2,500 or more. “Mega Shoppers” will be the only attendees eligible for this drawing!

Free 2021 GCDC Registration to Dentists spending $5,000 or more!
All dentists who spend a total of at least $5,000 with our exhibitors during the show will receive free GCDC registration in 2021. Simply provide the dentist with a receipt from your booth and instruct them to email their receipt to us (exhibits@GulfCoastDentalConference.org). Each dentist will be responsible for submitting their receipt for a voucher for free 2021 registration.

Dentist Door Prize Drawings!
Cash and gift prizes both days Thursday, June 4 and Friday, June 5!

Exhibitor Door Prize Drawings!
Special gifts just for our participating exhibitors both days! Thursday, June 4 and Friday, June 5!

Plus additional signage and recognition for Corporate Sponsors!

CONTACT US
exhibits@GulfCoastDentalConference.org
EXHIBIT APPLICATION AND CONTRACT

Register at GulfCoastDentalConference.org or by mail with this form

EXHIBIT SHOW – JUNE 4 – 5, 2020 • PERDIDO BEACH RESORT • ORANGE BEACH, ALABAMA

Please type or print:

Company Name ___________________________________________________________________________________________________________________________

Contact Person ___________________________________________ Title _______________________________________________

Contact Person’s Cell Phone and Email (for pre-show and day-of announcements) ________________________________________________________________

Mailing Address ___________________________________________ City __________________________ State _________________ Zip __________________

Telephone ____________________________________________ Ext. __________________________ Fax ______________________________________________

Email ______________________________________________________________________________________________________________________________

Total number of booths desired ______________

If available, these are our booth choices: 1st Choice _________ 2nd Choice _____________ 3rd Choice ____________ 4th Choice ______________

If possible, we do not wish to be located across from or next to the following companies __________________________________________________

Companies we wish to be next to ______________________________________________________________________________________________________

Briefly describe the equipment, products or services to be featured ________________________________________________________________

Whom may we thank for referring you? ____________________________________________________________________________________________________

Method of Payment: ☐ Check ☐ Visa ☐ MC ☐ Amex

Card Number ______________________________________________________________   Security Code ________________   Exp. Date   __________________

Authorized Signature ___________________________________________________________________________________ Date _________________________________

1. ___________________________________________________________________________________

2. ___________________________________________________________________________________

3. ___________________________________________________________________________________

4. ___________________________________________________________________________________

5. ___________________________________________________________________________________

6. ___________________________________________________________________________________

REGISTRATION INFORMATION

BOOTH PERSONNEL INFORMATION

A. Exhibit personnel not pre-registered by April 30, 2020, must register on-site.
B. On-site registrants must bring current photo I.D. and company identification. Badges will be provided in these names only.
C. Name badges for advance registration (PLEASE PRINT OR TYPE):

1. ______________________________________________________________
2. ______________________________________________________________
3. ______________________________________________________________

RETURN APPLICATION TO: Gulf Coast Dental Conference
836 Washington Avenue, Montgomery, AL 36104
800.489.2532 or 334.265.1684 • 334.262.6218 Fax
exhibits@GulfCoastDentalConference.org

GCDC Office Use Only
Reservation for exhibit space is hereby accepted and your deposit in the amount of $________ has been received.

By ___________________________________________ Date _________________________________

A. All companies applying for exhibit space must complete and submit an original Application and Contract for Exhibit Space. Applications not properly completed, not signed or that fail to include the initial deposit in full will be returned unprocessed.
B. Whenever possible, space will be allocated according to the exhibitor’s choice, but the final arrangement will be determined by the Gulf Coast Dental Conference in a way to produce the most advantageous grouping of exhibits.
C. A minimum deposit of $500 per booth made payable to the GCDC is enclosed. We also agree to remit the remaining balance in full on or before February 18, 2020. Any booth purchased after this date will be charged full price and will not be able to make a deposit.
D. We agree to abide by all provisions, rules and regulations as published within the 2020 Prospectus that the undersigned applicant agrees are part of this contract for exhibit space.
Corporate Sponsorship Application and Contract

All companies/organizations contracting sponsorship must complete and submit an original Corporate Sponsorship Contract.

Date of Contract ________________________________

Please indicate your Sponsorship level of choice: (Details on page 8)

☐ Diamond – $10,000
☐ Platinum – $7,500
☐ Gold – $5,000
☐ Silver – $2,500
☐ Bronze – $1,000
☐ GCDC Friends – $500

We would like to reserve the following add-on sponsorship: (Details on page 7)

☐ President’s Party Grand Sponsor – $5,000
☐ President’s Party Keg Sponsor – $2,500
☐ Registration Gift Bags – $3,000
☐ Social Event Sponsor – $5,000
☐ Lanyards – Cost plus $1,000

☐ Key Cards – Cost plus $500
☐ Pens – Cost plus $500
☐ Notepads – Cost plus $500
☐ Registration Promotional Inserts – Cost plus $500

Please type or print:

Company Name __________________________________________________________________________________________________________________________

Contact Person _____________________________________________________________ Title _________________________________________________________

Office Phone __________________________________ Mobile Phone _____________________________ Email _________________________________________

Mailing Address __________________________________ City _______________________________ State _______ Zip _______________

Company Representative(s) who will be onsite at the conference __________________________________________________________________________

____________________________________________________________________________________________________________________________________________

Method of Payment:  ☐ Check  ☐ Visa  ☐ MC  ☐ Amex

Card Number ________________________________ Security Code ______________ Exp. Date ______________

Authorized Signature ______________________________________________________________ Date ______________________________

We agree to remit the balance in full on or before February 18, 2020.

Authorized Signature ___________________________________________ Print Name ________________________________

RETURN VIA MAIL OR EMAIL:  Gulf Coast Dental Conference
836 Washington Avenue, Montgomery, AL 36104
800.489.2532 or 334.265.1684 • 334.262.6218 Fax
exhibits@GulfCoastDentalConference.org
EXHIBITING

General Information

Application
Register online at GulfCoastDentalConference.org or complete the enclosed application and return with a $500 deposit per booth by December 14, 2019 to Gulf Coast Dental Conference, c/o Alabama Dental Association, 836 Washington Avenue, Montgomery, AL 36104. The complete rental fee balance must be received by ALDA by February 18, 2020. Register online at GulfCoastDentalConference.org beginning November 4, 2019.

Booth Assignment
 Whenever possible, booth space is assigned in accordance with the Exhibitor’s preference. However, Corporate Sponsors and former Exhibitors of long-standing who request space comparable to what they have had in previous years receive priority. After this assignment, the order of receipt of the application and deposit is considered and will be assigned on a first-come, first-assigned basis. All applications will be assigned in a fair and equitable manner.

While we request a preference, no assurance can be given that the preferred booth will be available when the Exhibitor’s assignment occurs. Every effort will be made to assign a booth closest to one of the preferred choices. Confirmation of assignment will be forwarded to the exhibiting company by April 30, 2020.

Rules and Regulations

1. Booth Specifications
Standard booth equipment consists of draperies assembled with aluminum attachments, backs 8’ high, side rail dividers 36” high, 30” draped table and a wastebasket. These are included in the booth fee. All other items, including an identification sign, may be rented from Wave Audio Visual Productions. Order forms will be mailed to Exhibitors in advance of the meeting.

2. Booth Assignment
The GCDC reserves the right to relocate booth assignments in order to develop balance against congestion, to avoid confusion in firm names, to solve competition conditions or for similar reasons.

3. Registration of Booth Personnel
All booth personnel must wear official badges supplied by the Conference. Advance registration badges will be issued only to employees of exhibiting companies who are registered by the firm’s contact person. Registration is allowed as follows: four persons per booth and multiples thereof, with a maximum of 6 persons. Beyond these limits there will be an administrative fee of $50 per person. Exhibit employees must show proof of employment by contracted companies when requesting badges onsite (including replacement badges). Only persons legitimately staffing exhibit booths will be issued badges.

4. Regulations and Standards
A. Solicitation by non-registered Exhibitors is strictly prohibited. Firms and representatives not assigned exhibit space are prohibited from soliciting business in any form in the Exhibit Hall.
B. Subletting space is prohibited. An Exhibitor may not assign, sublet or apportion the whole or any part of space allotted. An Exhibitor may not exhibit therein any goods other than those manufactured or distributed by the Exhibitor in the regular course of business. An Exhibitor may not permit any representative of any firm not exhibiting to solicit business or take orders in the space allotted. All business activities of the Exhibitor must be confined to the booth space.
C. Loud speaking sound displays are not permitted, or other exhibits or devices which prove objectionable to other Exhibitors because of noise, odor or other disagreeable features. Smoking is prohibited.

5. Observance of Exhibit Hours
Times set aside for installation and dismantling of exhibits must be strictly observed. No exhibit may be dismantled before the specified time, nor any part of the exhibit or the equipment be removed once it has been set up, except with the permission of the Exhibit Chair. Failure to comply with this regulation may affect future exhibiting privileges.

Exhibitor Lounge
The Exhibitor Lounge (adjacent to the Exhibit Hall) will be stocked with complimentary coffee and lemonade Thursday and Friday beginning at 8:00 a.m. Complimentary box lunches will be available to Exhibitors on Friday in the Exhibitor Lounge. All Exhibitors must present a ticket and display name badge to attend the lunch. Throughout the show, the Exhibit Hall Refreshment Center will serve our traditional keg beer, lemonade and popcorn.

Recreational & Social Events
All Exhibitors are invited and encouraged to participate in the recreational and social events of the Conference. Purchase tickets at Onsite Registration – located on the lobby level of Perdido Beach Resort. Attending these functions provides Exhibitors an opportunity to meet with dentists on a more relaxed basis. The Gulf Coast Dental Conference registration brochure will be mailed to Exhibitors upon confirmed registration.

Liability Insurance
As part of the application, exhibitors must provide the GCDC with an original certificate of insurance showing the applicable insurance coverage in effect through June 6, 2020 evidencing all the coverages, with minimal limits, additional insured and hold harmless in waiver of subrogation language and other provisions prescribed in the accompanying certificate of insurance.

6. Failure to Occupy Space
Any exhibit space that is not set and occupied by Noon on Thursday, June 4, 2020, will be forfeited by the Exhibitor unless arrangements for delayed occupancy have been made in writing and approved in writing. No refund of exhibit booth fees will be made in the event of forfeiture.

7. Liability and Security
The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising from personal injury, injury or damage to exhibit displays, equipment and other property brought upon the premises of the hotel. The Exhibitor shall indemnify and hold harmless the Gulf Coast Dental Conference, the Alabama Dental Association, Wave Audio Visual Productions, Perdido Beach Resort, its agents and employees from any and all losses, damages and claims. The GCDC will not insure or indemnify Exhibitors against theft or loss of any kind. The GCDC will provide perimeter guard service throughout the meeting and proper identifying badges must be worn to enter the Exhibit Show. However, this is an open booth show and the primary responsibility for the safeguarding of exhibits and merchandise belongs to the Exhibitor. We recommend that the Exhibitor or his/her representative remain with their merchandise and products to prevent theft, pilferage or mysterious disappearance. To assure maximum security protection for the open exhibits and merchandise, all exhibit personnel must leave the Exhibit Hall within one hour after the show closes each day.

8. Cancellation
Booth cancellations received in writing by March 2, 2020, will receive a refund, less a $100 administrative charge. Cancellations received after March 2 will not be eligible for a refund. 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 Gulf Coast Dental Conference, the Exhibitor waives any and all damages and claims for damages. The Exhibitor agrees that the sole liability of the Gulf Coast Dental Conference will be to return each Exhibitor’s rental payment.

9. Amendment to the Rules
Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of the Gulf Coast Dental Conference.

These Rules and Regulations have been formulated in the best interest of all Exhibitors. The cooperation of all Exhibitors is required.
Exhibitor Schedule

**THURSDAY, JUNE 4**
8:00 am - Noon ............... Exhibitor Registration/Booth Set-Up
Noon - 6:00 pm ............... Exhibit Show
4:30 - 6:00 pm ............... Sip, Spend & Save Reception

**FRIDAY, JUNE 5**
8:00 am - 3:00 pm .......... Exhibit Show
8:00 - 9:00 am ............... Muffins & Mimosas Breakfast
Open House

Booth Dimensions
8 x 8 ................ 17-18, 21-44, 50-55, 61
10 x 8 ............. 1-4, 6-12, 14-16, 45-49, 56-60, 62-63
All other booths are 8x8

Booths may be dismantled after 2:00 pm on Friday, June 5. Exhibitors should remain until 3:00 pm for attendee door prizes.

**THURSDAY, JUNE 4 DRAWINGS**
1st Drawing in Exhibit Hall ....................................................... 12:30 pm
2nd Drawing in Exhibit Hall ...................................................... 2:30 pm

**FRIDAY, JUNE 5 DRAWINGS**
1st Drawing in Exhibit Hall ....................................................... 10:30 am
2nd Drawing in Exhibit Hall ...................................................... 12:30 pm
3rd Drawing in Exhibit Hall ...................................................... 2:30 pm

Warehousing/Shipping Information

Wave Audio Visual Productions will handle all trade show material and/or freight. Packages (boxes, crates, pallets, etc.) will be accepted no more than five (5) business days prior to the event date.

Packages should be labeled and sent directly to:

Wave Audio Visual Productions
c/o Perdido Beach Resort 27200 Perdido Beach Blvd.
Orange Beach, AL 36561
ATTN: Your Name (or responsible party)
Box # of Service Contractor

Wave Audio Visual Productions serves as the service contractor for the Gulf Coast Dental Conference. Exhibiting companies will receive an Exhibitor Kit with complete information regarding booth furnishings, shipments and other pertinent information approximately six (6) weeks prior to the show.

The Alabama Dental Association reserves the right to rearrange the floor plan if necessary without prior notice to the exhibitor.
ADD-ON SPONSORSHIP OPPORTUNITIES

Social Event Sponsorships

**PRESIDENT’S PARTY GRAND SPONSOR – $5,000**
Be the Grand Sponsor of our 2020 President’s Party! This sponsorship helps with the cost of the band, other entertainment and a spectacular fireworks show!
- Bring four company representatives to mingle and network with our attendees and enjoy a delicious dinner. You provide the stadium cups for the dinner beverages and we’ll take care of the rest.
- Your signage and logos will be prominently displayed as the Grand Sponsor of the Party!

**PRESIDENT’S PARTY KEG BEER SPONSOR – $2,500**
Sponsor the complimentary keg beer bar at our 2020 President’s Party! This sponsorship covers the cost of the keg beer bar. You provide the stadium cups for the beer and other cocktails and we’ll take care of the rest. Bring two company representatives to mingle and network with our attendees and enjoy a delicious dinner. Your signage and logos will be prominently displayed as the Keg Beer Sponsor of the Party!

**WEDNESDAY NIGHT SOCIAL EVENT – $5,000**
Would you like a chance to spend some one-on-one time with our attendees in a relaxed atmosphere? Display your name on our registration website, the attendee brochure and at the meeting as the sponsor of this event! This event will be free to our attendees thanks to your sponsorship. This will ensure it is packed to capacity! Great food, beverages and fun!

Registration Sponsorships

**REGISTRATION GIFT BAGS – $3,000**
Sponsor the registration gift bags given to all attendees! Display your company name and logo for every attendee to see! This bag is our most popular registration item! Ship your bags with your company logo directly to the resort and we will take care of the rest!

**KEY CARDS – Cost plus $500**
This is a very popular and budget friendly promotional item. Every hotel guest will see your company name and know that you are a proud supporter of the conference. We will provide you the details to work with the resort on ordering this great promotional item. Your company name will beat you to the convention and pre-market for you!

**LANYARDS – Cost plus $1,000**
Display your company name and logo brightly around the neck of each attendee! Order and ship the lanyards to us and we’ll take care of the rest!

**PENS – Cost plus $500**
Place your name in the hands of conference attendees. Your pens will be placed in the lecture rooms and business meetings as well as in the registration area and entrance to the Exhibit Show.

**NOTEPADS – Cost plus $500**
Notepads are distributed in each registration bag for all attendees! This is a prime opportunity for you to get your company name in front of attendees.

**REGISTRATION BAG PROMOTIONAL INSERTS – Cost plus $300**
This key placement is great for coupons and samples. You produce and ship the product to the resort and we will take care of the rest.

**PROMOTIONAL INSERTS – Cost plus $500**
Include your 8 x 11 flyer for all attendees to see in their registration bags!
SPONSORSHIP OPPORTUNITIES

- Reach dentists and dental professionals from all over the Southeast at this regional conference.
- Increase your company profile with current and future customers – more exposure for your $$$. 
- Six levels of sponsorship to meet your needs and your budget.

**DIAMOND – $10,000**
- Diamond limited to one sponsor in each business category (i.e. one supply company, one bank, etc.)
- Free prime exhibit space ($1,200 value)
- Top Diamond Sponsorship billing on all signs and publications including Website and email newsletter.
- Introduction/recognition at one large clinical and at ALDA Annual Session General Assembly
- Free dedicated email newsletter profiling company sent to all attendees and ALDA membership (pre-meeting)
- Free website advertisement for 1 year (March 1-March 1) ($1,000 value)
- Up to six free tickets to sponsored functions (Special Events, President’s Party) ($600 value)
- Diamond Sponsor Identification at Exhibit Booth
- Three Break Sponsorships in Lecture Foyer
- VIP Welcome Gift

**GOLD – $5,000**
- Free prime exhibit space ($1,200 value)
- Gold Level sponsorship billing on all signs and publications including Website and email newsletter
- Introduction/ Recognition at one large clinical
- Free dedicated email newsletter profiling company sent to all attendees and ALDA membership (pre-meeting)
- Free website advertisement for 3 months pre and post meeting (March 1 – June 1) ($400 value)
- Up to three free tickets to sponsored functions (Special Events, President’s Party) ($400 value)
- Corporate Sponsor identification at Exhibit Booth
- Break Sponsor identification in Lecture Foyer
- VIP Welcome Gift

**SILVER – $2,500**
- Silver Level sponsorship billing on all signs and publications including Website and email newsletter
- Free website advertisement for 1-month pre-meeting (May 1 – June 1) ($300 value)
- Up to two free tickets to sponsored functions (Special Events, President’s Party) ($200 value)
- Corporate Sponsor identification at Exhibit Booth
- Break Sponsor identification in Lecture Foyer

**PLATINUM – $7,500**
- Platinum limited to one sponsor in each business category (i.e. one supply company, one bank, etc.)
- Free prime exhibit space ($1,200 value)
- Platinum sponsorship billing on all signs and publications including Website and email newsletter.
- Introduction/ Recognition at one large clinical and at ALDA Annual Session General Assembly
- Free dedicated email newsletter profiling company sent to all attendees and ALDA membership (pre-meeting)
- Free website advertisement for 6 months (March 1 – September 1) ($600 value)
- Up to four free tickets to sponsored functions (Special Events, President’s Party) ($400 value)
- Diamond Sponsor Identification at Exhibit Booth
- Three Break Sponsorships in Lecture Foyer
- VIP Welcome Gift

**BRONZE – $1,000**
- Bronze Level sponsorship billing on all signs and publications including Website and email newsletter
- One free ticket to one sponsored function (President’s Party) ($50 value)
- Corporate Sponsor identification at Exhibit Booth
- Break Sponsor identification in Lecture Foyer

**FRIENDS – $500**
- Friends Level sponsorship billing on all signs and publications including Website and email newsletter
- Break Sponsor identification in Lecture Foyer
- Corporate Sponsor identification at Exhibit Booth

Complimentary ads will be displayed on GulfCoastDentalConference.org