

## Join Us, June 22-24 at the Lake

We're excited to invite you back to our popular **MDA Connect4Success Conference** you've come to love, hosted for the second year at **Margaritaville Lake Resort!** We hope you will join us this summer, **June 22-24, 2023.**

We invite you to exhibit and/or sponsor at our **CE event that has programs for every person in the dental office**, including a **New Dentist Recommended CE** track and programs specifically for the **Dental Team.** The Margaritaville Lake Resort has something for everyone, from nightlife options to family-friendly fun. We look to upgrade our attendees' experience and allow great interaction between sponsors and exhibitors and members in all stages of practice.

This year, we've enhanced our approach to the opportunities we can offer you. **We took your comments and suggestions from 2022 to make your experience better!** Changes include an exhibitor package with enhanced benefits; speaker/program educational grants if you prefer to only sponsor CE; and promotional opportunities paired with our meeting events. You get to mix and match and choose how you spend your marketing dollars! It's a great way to support organized dentistry and allows you to build goodwill, create publicity, complement other marketing programs, enhance your business or brand image, and improve customer relations.

It is our second year in our new location at Margaritaville, which allows all meals and receptions to be in the larger exhibit hall. This change, along with our exhibit schedule, gives you primetime interaction with all our attendees. **Your networking schedule includes these opportunities:**

- Thursday, 5:30p-7:30p: "Salt and Lime" Welcome Reception and Exhibits Preview
- Friday, 7:30a-4:30p: Exhibits Open All Day
- Friday, 8a-9a: Breakfast Club, vendor-presented CE (new)
- Friday, 12:15p-1:15p: Lunch Bunch, vendor-presented CE (new)
- Friday, 4:30p-6p: ReConnect Reception, Reimagined and Tropical Style
- Saturday, 8a-9a: Breakfast Club, vendor-presented CE (new)
- Saturday: NO EXHIBITS – Head home early or stay and enjoy the Lake of the Ozarks

Sponsors and exhibitors will receive recognition in materials provided on site to attendees and in MDA member communications—magazine, website, emails and social media.

The following pages give you all the details to become a 2023 Connect4Success exhibitor and/or sponsor. When you've decided your choice from available options, complete and return the registration form. All sponsorships and exhibit spaces are limited and offered on a first-come, first-served basis.

**Thank you for your support of the MDA. We look forward to seeing you in June!**



**Dr. Jon Copeland**  
Education Committee  
Co-Chair



**Dr. David Suchman**  
Education Committee  
Co-Chair



**Dr. Fallon Stiens**  
New Dentist  
Committee Chair



**Mandy Lewis**  
MDA Education Manager



# Schedule

## Thursday, June 22, 2023

- 5:30p-7:30p "Salt and Lime" Welcome Reception and Exhibits Preview  
7:30p-8:30p New Dentist Hangout *Sponsored by National Dentex Labs*

## Friday, June 23, 2023

- 8a-4:30p Registration/Exhibits Open  
8a-9a Breakfast Buffet  
8a-9a Breakfast Club (Vendor CE) *Sponsored by Compass Health Network*  
9a-Noon Morning CE (Dr. Sam Shamardi, Karen Baker, JoAn Majors)  
10:15a-11a Refreshment Break  
Noon-1:30p Lunch *Sponsored by MDIS*  
12:15p-1:15p Lunch Bunch (Vendor CE) *Sponsored by Dental Practice Professionals*  
1:30p-4:30p Afternoon CE (Dr. Sam Shamardi, Dr. Christopher Phelps, JoAn Majors)  
2:45p-3:30p Refreshment Break  
4:30p-6p ReConnect Reception *Sponsored by MDIS*

## Saturday, June 24, 2023

- 8a-9a Breakfast Bar  
8a-9a Breakfast Club (Vendor CE)  
9a-Noon Morning CE (Dr. Sam Shamardi, Dr. Christopher Phelps, JoAn Majors)  
10:15a-11a Refreshment Break

# Speakers & Courses

## Sam Shamardi, DMD

- ✓ Non-Surgical Options for Periodontal Management
- ✓ No More Crowning Around: Mastering Crown Lengthening
- ✓ Establish Your Foundation: Surgical Extractions with Simultaneous Bone Grafting

## Karen Baker, RPh, MS

- ✓ Dental Prescribing Predicaments: Controversy or Consensus?

## Christopher Phelps, DMD

- ✓ Seamlessly Transition from an In-Network Provider to the FFS Model of Tomorrow Utilizing Dental Membership Plans
- ✓ Lost Opportunity: Learn the Secrets of Answering and Scheduling More New Patient Phone Calls, How to Influence Them to Show for Their Appointment and Keep Them Coming Back for More

## JoAn Majors, RDA, CSP, CVP

- ✓ The Soft Side of Implant Dentistry: Driving Greater Connections and Case Acceptance with the Complete Tea Approach
- ✓ DiSC® Communication Workshop in Detail: Understanding and Valuing Individual Differences for the Best Outcomes in Patient Care
- ✓ The Cycle of 6, Soft Skills and Science: Lean Into Your Role in Tea Case Acceptance

# Good Time Gathering Descriptions

## Salt & Lime Welcome Reception and Exhibits Preview

For guests arriving Thursday evening, we invite them to join us from 5:30-7:30p in the Exhibit Hall for a “Salt and Lime” welcome reception and exhibits preview. They can enjoy drinks, snacks and sweet treats (for the kids and kids at heart—families welcome). Attendees can meet and greet one another while spending time with exhibitors before CE begins the next day. Exhibits are open Thursday evening and Friday only (exhibitors have told us they prefer no Saturday exhibits). To participate, you must have exhibit space set up completed no later than Thursday, June 22 at 5p (set up is from 3-5p). [Sponsorship Available](#)

## New Dentist Hangout

The MDA New Dentist Committee invites all new dentist attendees to drop by and hang out together Thursday, June 22 at 7:30p (immediately after Salt and Lime Reception). We'll have some light snacks and beverages and play a few games for prizes. This event is at Margaritaville's Frank and Lola's where there's shuffleboard and pool tables. [Sponsored by National Dentex](#)

## ReConnect Reception

End a great day of CE at the ReConnect Reception! This year we've moved it outside to JB's Deck, and it's Tropical Style so don't forget your Hawaiian shirt and flip flops! From 4:30-6p, attendees can relax while enjoying beverages and appetizers among the camaraderie of peers and exhibitors. All registrants receive a free drink ticket for the event. This is also where we'll announce the final Connect4Cash Foundation Raffle winners! [Sponsored by MDIS Can Koozie Sponsorship Still Available](#)

## Connect4Cash Foundation Raffle

In its sixth year, the Connect4Cash Raffle eliminates players until only one champion remains to claim the grand prize (usually around \$1500). Tickets are \$100 each, and any conference attendee can buy up to five. Exhibitors can create added company exposure and goodwill by donating a consolation prize(s) valued at \$100 (coupon toward product/service, gift basket, gift card, cool electronics, etc.). Variety is encouraged and multiple prizes are appreciated because more than 100 players will be eliminated, and we want as many as possible winning something for their effort. Your company name is displayed on the game board all day and the dentist will pick up the donated prize donated directly from your exhibit space. It's great fun for a great cause. [Mark your registration form to purchase a ticket or sponsor a prize.](#)

# Improvements for Exhibitors & Sponsors

- ✓ **Sponsor add-on options** for those exhibiting, creating more opportunities to engage and at different price levels.
- ✓ **New Vendor CE opportunities** to showcase to attendees that you're an expert in your industry: new Breakfast Club (two slots) and Lunch Bunch (one slot) vendor CE
- ✓ Tell attendees more about yourself with **sponsor introductions** and chance to speak briefly about your product and/or service.
- ✓ **Change in exhibit hall set up** for better flow to drive traffic throughout, as well as updated lighting and screens continually displaying vendor names.
- ✓ Friday **ReConnect Reception moved outside**, away from indoor exhibit area to encourage attendance, conversation and lingering a little longer, lakeside.
- ✓ **Two drink tickets** for each registered representative, for both Welcome and ReConnect receptions.
- ✓ All exhibitors are invited to **enjoy meals with attendees** – come out from your booth, choose your spot, and make connections (no more boxed lunches at your exhibit booth).
- ✓ **Easier unloading options** for vendors (loading dock, elevator access from garage), plus assigned golf cart to assist.

## Resort Information

**Margaritaville Lake Resort** is located at 494 Tan Tar A Drive, Osage Beach MO 65065 (off State Road KK). For reservations, call 800-826-8272 (state you are with the MDA) or [reserve online](#). **Reservation deadline is May 24, 2023.**

Guest rooms available have two beds and most have a patio or balcony. Room amenities include flat screen cable HDTV, refrigerator, high-speed Wi-Fi, coffee maker, hairdryer, alarm clock radio. Room rate is \$181 plus tax, per night. Other room types and sizes may be available; inquire with the resort directly. Check in 4pm, check out 11am. Extend your stay and the special group rate will apply two days before and after the official meeting dates, based on availability.

A resort fee of \$10 per room, per night is automatically added to each guest room account and includes the following resort services: In-room wireless high-speed internet, coffee service/refrigerator in room, shuttle service to and from The Oaks golf course, discounts for the Jolly Mon Indoor Waterpark and Tropic Island Cruise, and the use of Fins Up! Fitness center, indoor pool and hot tub, outdoor tennis and basketball courts, boat launch and trailer parking.

## General Information & Instructions

### CONTRACT & PAYMENT FOR SPACE

Exhibit space fee is \$950. All applications must be made on the enclosed form. Phone applications are not accepted. Payment in full must accompany applications. Exhibit space reservation should be sent as soon as possible. Exhibit space is limited and is available on a first-come, first-served basis. Payments will be refunded (less a \$100 handling charge) if cancellation is received on or before April 1, 2023. If received after this date, full payment will be retained by the MDA. The application for space is a contract for the right to use the space allotted. In the event of fire, strike or any other uncontrollable circumstances rendering the building unfit or unavailable for use, the contract will not be binding. Exhibit assignments are made in the order applications are received by the MDA. Consideration in the assignment of space will be the nature of the company and products to be displayed, and the amount of space available.

### EXHIBIT SCHEDULE

Thursday, June 22, 5:30-7:30p

Friday, June 23, 7:30a-6p

*To participate in Salt & Lime Welcome Reception and Exhibit Preview, you must register and have exhibit set up complete no later than Thursday, June 22 at 5p.*

### RESTRICTIONS IN USE OF SPACE

All demonstrations, interviews or other sales activities must be confined to the limits of the exhibit space. No exhibitor shall assign, sublet or share the whole or any part of the space allotted without the knowledge and consent of the management of Margaritaville Lake Resort. No exhibitor is permitted to show goods other than those manufactured or dealt in by the exhibitor in the regular course of business. Displays shall not be placed in such a manner as to interfere with other exhibits. Nothing shall be displayed at a height above the top of the standard exhibit back wall. Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business in any form in the exhibition area or anywhere at the meeting.

### SHIPPING INSTRUCTIONS

Shipments to Margaritaville Lake Resort should be scheduled for delivery between 8a-4p, Monday through Friday. Shipping labels must include name and date of

the convention, arrival and hold date, exhibiting company name and the complete address of Margaritaville Lake Resort, 494 Tan Tar A Drive, Osage Beach MO 65065. Packages should arrive no more than 2-3 days prior to guest arrival.

### SHIPPING ARRANGEMENTS

It is the responsibility of the exhibitor to arrange for exhibit materials to be shipped from Margaritaville Lake Resort at the completion of the convention. This includes:

- Packing the materials
- Affixing shipping labels to all packages
- Contacting shipping company to arrange for pickup

### RELOCATION OF EXHIBITS

The MDA reserves the right to alter the location of exhibitors or of booths as shown on the official floor plan, if deemed advisable in the best interest of the exposition. The MDA shall have the further right to prohibit, bar, prevent and remove any exhibit or proposed exhibit, or any part or portion thereof, which in the judgment of the MDA, is unsuitable or inappropriate for the exhibition or purposes of such exhibition and such right shall extend, but shall not be limited to, all equipment, materials, displays, installations and other items or things constituting part of, or used or distributed in connection with, any such exhibit.

### LIABILITY AND INSURANCE

The MDA and building management or any officers or staff members of the same are not responsible for the safety of the exhibitors, their agents or employees from theft, fire damage, accident or other causes, but will use reasonable care to protect the exhibitors from such loss. No responsibility is assumed for goods delivered to Margaritaville Lake Resort. Exhibitors wishing to insure their goods must do so at their expense.

### ADVERTISING

If you wish to advertise in MDA communications, contact Melissa Albertson at [melissa@modentalmail.org](mailto:melissa@modentalmail.org) or call the MDA office at 573-634-3436. All exhibitors registered by June 9, 2023 will be listed in the daily program guide given to registrants.

# Exhibit & Sponsor Opportunity Chart

## How to Read This Chart

You must first be an Exhibitor to have access to Gold or Silver Sponsor add-ons.

You can choose to be a Speaker/CE Sponsor and not be an Exhibitor. This is designed for companies who wish to support a speaker, but do not wish to attend C4S.

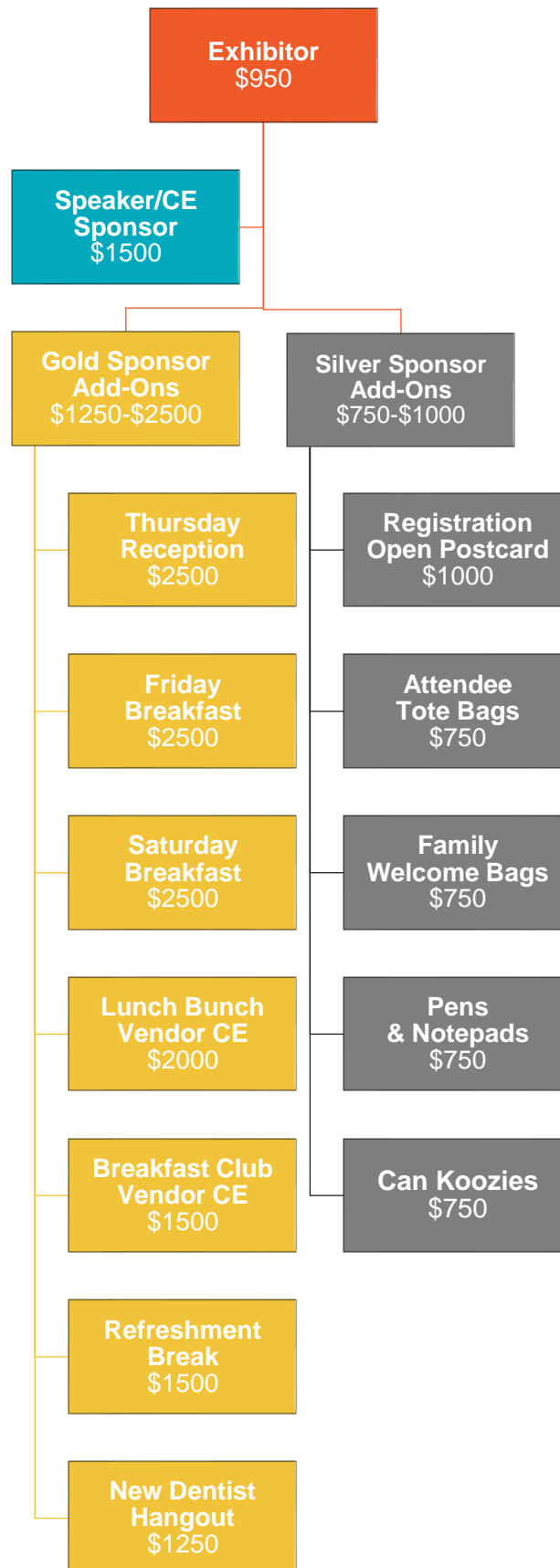
When completing the form, you will choose from these options and add the total amount of your selections.

An Exhibitor that selects any sponsor add-on will be listed as a Gold or Silver Sponsor, depending on the total value of item(s) selected.

See sponsor add-on descriptions on the next page.

Sponsor add-ons are limited and available first come, first served.

**Still have questions? Contact Mandy Lewis!**



# Exhibit/Sponsor Item Descriptions

Exhibitor Package	# Available 36	Cost \$950
<ul style="list-style-type: none"> <li>- Registration for 2 representatives (\$100/each additional rep – Max of 4)</li> <li>- 6 ft skirted table, 2 chairs, waste can (electricity available for additional fee)</li> <li>- All meals included (reps invited to sit with attendees)</li> <li>- Drink tickets for Thursday and Friday receptions – 2 for each representative</li> <li>- Social media graphic promoting attendance (for you to post to your social accounts)</li> <li>- Company logo and link to website on modental.org</li> <li>- Advance recognition in MDA communications (print/digital)</li> <li>- Onsite recognition in meeting program, exhibitor signage and exhibit hall screen display</li> <li>- Opportunity to buy tickets for and donate prizes to Connect4Cash Foundation Raffle</li> </ul>		

Speaker/CE Sponsor Package	# Available 4	Cost \$1500
<ul style="list-style-type: none"> <li>- Onsite recognition in meeting program, speaker/program signage, tent cards on classroom tables and opportunity to provide notepads/pens for sponsored program (Shamardi, Phelps, Baker, Majors). <i>No exhibit package included with this option.</i></li> </ul>		

## Gold Sponsor Package & Benefits

**Must be an Exhibitor and purchase a Gold Sponsor add-on to receive the following:**

- Company introduction and a few minutes to speak to attendees during meals/breaks
- Sponsorship notation on table tent cards and additional signage
- Advance Gold Sponsor recognition in MDA communications (print/digital)
- Onsite Gold Sponsor recognition in meeting program, signage and exhibit hall screen display
- Opportunity to provide promotional items for attendees (if specified in specific opportunity)

## Gold Sponsor Add-On Options

Salt & Lime Welcome Reception Thursday Evening # Available 1 – Cost \$2500	Breakfast Buffet Friday Morning # Available 1 – Cost \$2500	Breakfast Bar Saturday Morning # Available 1 – Cost \$2500
<ul style="list-style-type: none"> <li>- Welcome event on Thursday evening to kick off the meeting.</li> <li>- Sponsorship will be highlighted with quick introduction and a few minutes to speak to attendees during the event.</li> <li>- Placement of company logo/contact info displayed on exhibit hall screen, plus signage on each bar and table tent cards.</li> <li>- Opportunity to provide your logoed item for the reception (<i>provide 400+ your choice of imprinted drink cups and/or cocktail napkins</i>).</li> </ul>	<ul style="list-style-type: none"> <li>- Friday morning breakfast buffet in the exhibit hall.</li> <li>- Sponsorship includes a quick introduction and a few minutes to speak to attendees during the event.</li> <li>- Spotlighted placement of company logo/contact info displayed on the exhibit hall screen, plus signage on the breakfast buffet and on table tent cards.</li> <li>- Opportunity to provide your logoed item for the breakfast (<i>provide 300+ your choice of imprinted drink cups, coffee mugs, paper coffee cups/sleeves</i>).</li> </ul>	<ul style="list-style-type: none"> <li>- Saturday morning breakfast bar in the exhibit hall.</li> <li>- Sponsorship includes a quick introduction and a few minutes to speak to attendees during the event.</li> <li>- Spotlighted placement of your company's logo/contact info displayed on the exhibit hall screen, plus signage on the breakfast bar and on table tent cards.</li> <li>- Opportunity to provide your logoed item for the breakfast (<i>provide 300+ your choice of imprinted drink cups, coffee mugs, paper coffee cups/sleeves</i>).</li> </ul>

### Gold Sponsor Add-On Options (Continued)

<b>Lunch Bunch Friday Only <i>SPONSORSHIP FILLED</i></b>	<b>Breakfast Club Friday &amp; Saturday # Available 1 – Cost \$1500</b>	<b>Refreshment Break Friday &amp; Saturday # Available 3 – Cost \$1500</b>
<p><del>Opportunity to showcase to your expertise in your industry.</del></p> <ul style="list-style-type: none"> <li><del>— 1-hour CE program, Friday, 12:15-1:15p (1 CEU).</del></li> <li><del>— Company rep speaks about company product, service, industry trends, etc.</del></li> <li><del>— Private room for program, with in-room lunch set up provided.</del></li> <li><del>— Must provide your own LCD/screen or request from Margaritaville if needed.</del></li> <li><del>— Attendees required to preregister (<b>sponsor must return form by March 10</b>).</del></li> </ul>	<p>Opportunity to showcase to your expertise in your industry.</p> <ul style="list-style-type: none"> <li>- 45-minute CE program, Friday/ Saturday, 8-8:45a (.75 CEU).</li> <li>- Company rep speaks about company product, service, industry trends, etc.</li> <li>- Private room for program, with in-room lunch set up provided.</li> <li>- Must provide your own LCD/screen or request from Margaritaville if needed.</li> <li>- Attendees required to preregister (<b>sponsor must return form by March 10</b>).</li> </ul>	<p>Opportunity to sponsor refreshment break in exhibit hall.</p> <ul style="list-style-type: none"> <li>- Mid-morning and mid-afternoon Friday; mid-morning Saturday</li> <li>- Sponsorship highlighted with placement of your company's logo/contact info displayed on the exhibit hall screen and signage during the break.</li> <li>- Opportunity to provide your logoed item for the break (<i>provide 400+ your choice of imprinted drink cups and/or napkins</i>).</li> </ul>
<p><b>Thursday Evening New Dentist Hangout # Available 1 – Cost \$1250 <i>SPONSORSHIP FILLED</i></b></p>		
<p><del>Opportunity to attend and mingle with the New Dentist crowd at Frank &amp; Lola's onsite at Margaritaville. Your sponsorship will be highlighted with a quick introduction and a few minutes to speak to the attendees and hand out your company's logoed item. Your company logo/contact info will be displayed on the exhibit hall screen and event signage. <i>Please provide enough logoed items for 40+ attendees.</i></del></p>		

### Silver Sponsor Package & Benefits

***Must be an Exhibitor and purchase a Silver Sponsor add-on to receive the following:***

- Advance Gold Sponsor recognition in MDA communications (print/digital)
- Onsite Gold Sponsor recognition in meeting program, signage and exhibit hall screen display
- Opportunity to provide promotional items for attendees (if specified in specific opportunity)

### Silver Sponsor Package & Benefits Add-On Options

<b>Registration Open Postcard # Available 1 – Cost \$1000</b>	<b>Attendee Tote Bags # Available 1 – Cost \$750</b>
Add your company logo to our <i>Registration Is Now Open</i> postcard sent to more than 3,000 dental professionals and their teams. Invite them to visit your booth at the upcoming meeting. <b>3/6 Deadline</b>	Opportunity to provide your company's logoed tote bags that are given to all attendees at registrations. <i>Please provide 300+ imprinted tote bags of your choice.</i>
<b>Family Welcome Bags # Available 1 – Cost \$750</b>	
The MDA team welcomes families who are staying onsite with a fun goody bag with snacks, toys and more placed in their room. Your company will have an opportunity to provide some fun promotional items of your choice, along with your logoed bag for use and MDA will create a welcoming gift for our families in attendance. <i>Please provide enough for 20-25 bags.</i>	
<b>Pens &amp; Notepads # Available 1 – Cost \$750</b>	<b>ReConnect Reception Can Koozies # Available 1 – Cost \$750</b>
Opportunity to provide your company's pens and/or notepads, placed in all attendee tote bags. <i>Provide 300+ imprinted pens and/or notepads.</i>	Opportunity to provide your company's logoed koozies for ReConnect Reception attendees. <i>Provide 300+ imprinted slim and regular koozies.</i>

# Exhibit/Sponsor Registration Form

## Contact Information (Primary contact between company and MDA)

Name	
Title	
Phone	
Email	

## Company Information (for Program and Promotion purposes)

Company Name	
Website	
Phone	
Social Account(s)	

## Exhibitor Information (2 reps included with registration; up to 4 may attend, each additional \$100)

Name 1		Attend Salt & Lime Reception <input type="checkbox"/> Yes <input type="checkbox"/> No
Email 1		
Name 2		Attend Salt & Lime Reception <input type="checkbox"/> Yes <input type="checkbox"/> No
Email 2		
Name 3		Attend Salt & Lime Reception <input type="checkbox"/> Yes <input type="checkbox"/> No
Email 3		
Name 4		Attend Salt & Lime Reception <input type="checkbox"/> Yes <input type="checkbox"/> No
Email 4		

## Exhibit & Sponsor Options/Costs

<input type="checkbox"/> Exhibitor Only Package – \$950	<input type="checkbox"/> Speaker/CE Sponsor Only Package – \$1500
<b>Gold Sponsor Options (Also Must Be an Exhibitor)</b>	
<input type="checkbox"/> Salt & Lime Welcome Reception (Thu) – \$2500	<input type="checkbox"/> Breakfast Club CE (Sat) – \$1500
<input type="checkbox"/> Breakfast Buffet (Fri) – \$2500	<input type="checkbox"/> Refreshment Break (Fri AM) – \$1500
<input type="checkbox"/> Breakfast Bar (Sat) – \$2500	<input type="checkbox"/> Refreshment Break (Fri PM) – \$1500
<input type="checkbox"/> Lunch Bunch CE (Fri) – \$2000	<input type="checkbox"/> Refreshment Break (Sat AM) – \$1500
<input type="checkbox"/> Breakfast Club CE (Fri) – \$1500	<input type="checkbox"/> New Dentist Hangout (Thu) – \$1250
<b>Silver Sponsor Options (Also Must Be an Exhibitor)</b>	
<input type="checkbox"/> Registration Open Postcard – \$1000	<input type="checkbox"/> Attendee Tote Bags – \$750
<input type="checkbox"/> Pens & Notepads – \$750	<input type="checkbox"/> Family Welcome Bags – \$750
<input type="checkbox"/> ReConnect Reception Can Koozies – \$750	
<b>Connect4Cash Foundation Raffle Support</b>	
<input type="checkbox"/> Sponsor Prize(s) – Item _____ Quantity Providing _____	
<b>Additional Reps (2 included)</b>	<input type="checkbox"/> 1/\$100 <input type="checkbox"/> 2/\$200

## Payment Information

<b>Total Due</b> TOTAL ALL SELECTIONS ABOVE	\$	<input type="checkbox"/> Check <input type="checkbox"/> Credit <b>VISA/MC/DISC CARDS ONLY – NO AMEX</b>
CARD #	EXP DATE	CSV CODE
Billing Address		
Billing City/State/Zip		

**Forms/Check Payment Send to** Missouri Dental Association, 3340 American Ave, Jefferson City MO 65109

**Forms/Credit Card payment Send to** mandy@modentalmail.org | Phone 573-634-3436

**Forms are accepted and sponsor options are awarded on a first come, first serve basis.**