



**CONNECT
4SUCCESS**

MARGARITAVILLE
Lake Resort
LAKE OF THE OZARKS

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Lake Resort
LAKE OF THE OZARKS

MDA Missouri Dental
ASSOCIATION

EXHIBITOR & SPONSOR
PROSPECTUS / JUNE 20-22, 2024

Join Us – June 20-22 at the Lake of the Ozarks

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 20-22, 2024.**

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.

Building on the success of 2023, where we enhanced our offerings, we look forward to continuing to provide a great experience, including: Exhibitor packages with enhanced benefits; Speaker/Program educational grants if you prefer to only sponsor CE; and promotional opportunities paired with our meeting events – like the Breakfast Club and Lunch Bunch CE. 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.

If the adage is true that "third time's a charm" then we're all set, as this is our third year of hosting C4S at Margaritaville Lake Resort, which has proven a great venue, including space for all meals and receptions to be in the larger exhibit hall. This feature, 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
- Friday, 12:15p-1:15p: Lunch Bunch, vendor-presented CE
- Friday, 4:30p-6p: ReConnect Reception, Reimagined and Tropical Style
- Saturday, 8a-9a: Breakfast Club, vendor-presented CE
- 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 2024 Connect4Success exhibitor and/or sponsor. When you've decided your choice from available options, complete and return the registration form. All sponsorship 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. Kati Pyle
New Dentist
Committee Chair



Mandy Lewis
MDA Education Manager



Schedule

Thursday, June 20, 2024

- 5:30p-7:30p "Salt and Lime" Welcome Reception and Exhibits Preview
7:30p-8:30p New Dentist Hangout

Friday, June 21, 2024

- 8a-4:30p Registration/Exhibits Open
8a-9a Breakfast Buffet
8a-9a Breakfast Club (Vendor CE)
9a-Noon Morning CE
10:15a-11a Refreshment Break
Noon-1:30p Lunch **Sponsored by MDIS**
12:15p-1:15p Lunch Bunch (Vendor CE)
1:30p-4:30p Afternoon CE
2:45p-3:30p Refreshment Break
4:30p-6p ReConnect Reception **Sponsored by MDIS**

Saturday, June 22, 2024

- 8a-9a Breakfast Bar
8a-9a Breakfast Club (Vendor CE)
9a-Noon Morning CE
10:15a-11a Refreshment Break

Features for Exhibitors & Sponsors

- ✓ **Sponsor add-on options** for those exhibiting, creating more opportunities to engage and at different price levels.
- ✓ **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.
- ✓ **Exhibit hall set up** for best flow to drive traffic throughout, as well as updated lighting and screens continually displaying vendor names.
- ✓ Friday **ReConnect Reception on outside patio**, away from indoor exhibit area to encourage attendance, conversation and lingering a little longer – all lakeside under a beautiful summer sky.
- ✓ **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).
- ✓ **Easy unloading options** for vendors (loading dock, elevator access from garage), plus assigned golf cart to assist.

Please Note! Your company 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 who 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 form page. Add-ons are limited and available first come, first served.

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 your exhibit space set up completed no later than Thursday, June 20 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 20 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. [Sponsorship Available & Sponsoring Vendor May Attend](#)

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! On Friday 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](#)

Connect4Cash Foundation Raffle

In its Lucky 7 year, the Connect4Cash Raffle eliminates players until only one champion remains to claim the grand prize (usually around \$1,500). 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.](#)

Resort Information & Room Reservations

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 23, 2024.**

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 \$199 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 and Payment for Space

Exhibit space fee is \$1000. 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, 2024. 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 20, 5:30-7:30p **and** Friday, June 21, 7:30a-6p

To participate in Salt & Lime Welcome Reception and Exhibit Preview, you must register and have the exhibit set up complete no later than Thursday, June 20 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 or call the MDA office at 573-634-3436. All exhibitors registered by June 10, 2024 will be listed in the daily program guide given to registrants.

Exhibit/Sponsor Item Descriptions

Exhibitor Package

Available 36

Cost \$1000

- Registration for 2 representatives (\$100/each additional rep – Max of 4)
- 6 ft skirted table, 2 chairs, waste can (electricity available for additional fee)
- All meals included (reps invited to sit with attendees)
- Drink tickets for Thursday and Friday receptions – 2 for each representative
- Social media graphic promoting attendance (for you to post to your social accounts)
- Company logo and link to website on modental.org
- Advance recognition in MDA communications (print/digital)
- Onsite recognition in meeting program, exhibitor signage and exhibit hall screen display
- Opportunity to buy tickets for and donate prizes to Connect4Cash Foundation Raffle

Speaker/CE Sponsor Package

Available 4

Cost \$1500

- Onsite recognition in meeting program, speaker/program signage, tent cards on classroom tables and opportunity to provide notepads/pens for sponsored program (all speakers). *No exhibit package required/included with this option.*

↓ Exhibitor Add-On Sponsorship Opportunities ↓

Gold Sponsor Package & Benefits

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

- Company introduction and few minutes to speak to attendees during sponsored meals/breaks/event
- Sponsorship notation on table tent cards and additional signage during event
- Advance Gold Sponsor recognition in MDA communications (print/digital)
- Onsite Gold Sponsor recognition in meeting program, signage and exhibit hall screen display
- Video interview shared about company on MDA social channels and MoDental On Demand site
- Opportunity to provide promotional items for attendees (if specified in specific opportunity)

Gold Sponsor Add-On Options

Salt & Lime 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"> - Welcome event on Thursday evening to kick off the meeting. - Sponsorship will be highlighted with quick introduction and a few minutes to speak to attendees during the event. - Placement of company logo/contact info displayed on exhibit hall screen, plus signage on each bar and table tent cards. - Opportunity to provide your logoed item for the reception (<i>provide approximately 300 of your choice of imprinted drink cups and/or cocktail napkins</i>). 	<ul style="list-style-type: none"> - Friday morning breakfast buffet in the exhibit hall. - Sponsorship includes a quick introduction and a few minutes to speak to attendees during the event. - Spotlighted placement of company logo/contact info displayed on the exhibit hall screen, plus signage on the breakfast buffet and on table tent cards. - Opportunity to provide your logoed item for the breakfast (<i>provide approximately 250 of your choice of imprinted drink cups, coffee mugs, paper coffee cups/sleeves</i>). 	<ul style="list-style-type: none"> - Saturday morning breakfast bar in the exhibit hall. - Sponsorship includes a quick introduction and a few minutes to speak to attendees during the event. - 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. - Opportunity to provide your logoed item for the breakfast (<i>provide approximately 250 of your choice of imprinted drink cups, coffee mugs, paper coffee cups/sleeves</i>).

Gold Sponsor Add-On Options (Continued)

Lunch Bunch Friday Only # Available 1 – Cost \$2500	Breakfast Club Friday & Saturday # Available 2 – Cost \$2000	Refreshment Break Friday & Saturday # Available 3 – Cost \$1500
Opportunity to showcase your expertise in your industry. <ul style="list-style-type: none"> - 1-hour CE program, Friday, 12:15-1:15p (1 CEU). - Company rep speaks about company product, service, industry trends, etc. - Video Interview about CE topic shared on MDA social channels and MoDental On Demand site. - Private room for program, with in-room lunch set up provided. - Must provide your own LCD/screen or request from Margaritaville if needed. - Attendees required to preregister (<i>sponsor must return form by March 1</i>). 	Opportunity to showcase your expertise in your industry. <ul style="list-style-type: none"> - 45-minute CE program, Friday/ Saturday, 8-8:45a (.75 CEU). - Company rep speaks about company product, service, industry trends, etc. - Video Interview about CE topic shared on MDA social channels and MoDental On Demand site. - Private room for program, with in-room lunch set up provided. - Must provide your own LCD/screen or request from Margaritaville if needed. - Attendees required to preregister (<i>sponsor must return form by March 1</i>). 	Opportunity to sponsor refreshment break in exhibit hall. <ul style="list-style-type: none"> - Mid-morning and mid-afternoon Friday; mid-morning Saturday - Sponsorship highlighted with placement of your company's logo/contact info displayed on the exhibit hall screen and signage during the break. - Opportunity to provide your logoed item for the break (<i>provide approximately 300 of your choice of imprinted drink cups and/or napkins</i>).
Thursday Evening New Dentist Hangout # Available 1 – Cost \$1500		
Opportunity to attend and mingle with the New Dentist crowd at Frank & 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 logo 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>		

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

Registration Open Postcard # Available 1 – Cost \$1000	Attendee Tote Bags # Available 1 – Cost \$750
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.	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>

Family Welcome Bags # Available 1 – Cost \$750

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. *Please provide enough for 20-25 bags.*

C4S 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 – \$1000	<input type="checkbox"/> Speaker/CE Sponsor Only Package – \$1500
Gold Sponsor Options (Also Must Be an Exhibitor)	
<input type="checkbox"/> Salt & Lime Welcome Reception (Thu) – \$2500	<input type="checkbox"/> Breakfast Club CE (Sat) – \$2000
<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) – \$2500	<input type="checkbox"/> Refreshment Break (Sat AM) – \$1500
<input type="checkbox"/> Breakfast Club CE (Fri) – \$2000	<input type="checkbox"/> New Dentist Hangout (Thu) – \$1500
Silver Sponsor Options (Also Must Be an Exhibitor)	
<input type="checkbox"/> Registration Open Postcard – \$1000	<input type="checkbox"/> Attendee Tote Bags – \$750
<input type="checkbox"/> Family Welcome Bags – \$750	
Connect4Cash Foundation Raffle Support	
<input type="checkbox"/> Purchase Ticket – \$100/Each (5 Max)	<input type="checkbox"/> Sponsor Prize(s) – Quantity Providing _____

Payment Information

Total Due TOTAL ALL SELECTIONS ABOVE	\$	<input type="checkbox"/> Check <input type="checkbox"/> Credit VISA/MC/DISC CARDS ONLY – NO AMEX
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.



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JUNE 20-22, 2024

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MODENTAL.ORG/C4S