



**CONNECT  
4SUCCESS**

MARGARITAVILLE<sup>®</sup>  
*Lake Resort*  
LAKE OF THE OZARKS

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Missouri Dental  
ASSOCIATION

EXHIBITOR & SPONSOR  
PROSPECTUS / JUNE 25-27, 2026

# Join Us – June 25-27 at the Lake of the Ozarks

We invite you to join us as a sponsor and/or exhibitor at the **2026 MDA Connect4Success Conference**, June 25-27, 2026, at **Margaritaville Lake Resort**.

This annual summer meeting brings together dentists at every career stage – and the full dental team – for high-quality continuing education and valuable connection.

Our goal is to make each Connect4Success Conference better than the last, and Margaritaville Lake Resort continues to prove an ideal setting for this meeting. Ongoing resort renovations and expanded use of the larger exhibit hall allow us to host all meals and receptions in one central, inviting space – creating a relaxed atmosphere that encourages connection, conversation, and time with exhibitors.

This year, we are intentionally enhancing the exhibitor experience to create more consistent, face-to-face engagement. **MDA registration will be located inside the exhibit hall**, and all meals and receptions will continue to take place in that space – keeping attendees moving through the hall throughout the conference.

New in 2026, and developed in response to exhibitor feedback, is **Connect2Collect** – an interactive promotion that encourages attendees to visit participating booths to earn entries for prize drawings at the ReConnect Reception. The goal is simple: meaningful booth traffic and authentic conversations.

Connect4Success also offers flexible ways to partner with the MDA. In addition to enhanced exhibit packages, sponsors may choose from **Speaker Educational Grants**, vendor-presented CE opportunities such as **Breakfast Club**, or event-based sponsorships including **Snack2Connect Stations**. These options allow you to align your investment with your organization's goals while supporting dental education and the profession.

Exhibitor networking opportunities include:

- **Thursday evening:** Welcome Reception & Exhibits Preview
- **Friday:** All-day exhibits, meals, breaks, and **ReConnect Reception**

Sponsors and exhibitors receive recognition through on-site materials and MDA member communications, including our magazine, website, emails, and social media.

**The following pages outline available opportunities.** Space is limited and offered on a first-come, first-served basis. Thank you for your continued partnership with the Missouri Dental Association – we look forward to welcoming you to Connect4Success 2026.



Missouri Dental  
ASSOCIATION



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



**Dr. Phil Batson**  
Education Committee  
Co-Chair



**Dr. Lisa Bosch**  
New Dentist  
Committee Chair



**Riley Bernskoetter**  
MDA Program  
Manager



# Schedule

## Thursday, June 25, 2026

5:30p-7:30p "Salt and Lime" Welcome Reception and Exhibits Preview *Sponsorship Opportunity*  
6:30p-8p New Dentist Hangout *Sponsorship Opportunity*

## Friday, June 26, 2026

8a-4:30p Registration/Exhibits Open  
8a-9a Breakfast Buffet *Sponsorship Opportunity*  
8a-9a Breakfast Club (Vendor CE) *Sponsorship Opportunity*  
9a-Noon Morning CE – Longer, Staggered Break Times  
10:15a-11a Refreshment Break *Sponsorship Opportunity*  
Noon-1:30p Lunch *Sponsored by MDIS* (Vendor lunch begins at 11:30a before CE ends)  
1:30p-4:30p Afternoon CE – Longer, Staggered Break Times  
2:45p-3:30p Refreshment Break *Sponsorship Opportunity*  
4:30p-6p ReConnect Reception

## Saturday, June 27, 2026

8a-9a Breakfast Buffet *Sponsorship Opportunity*  
9a-Noon Morning CE – Longer, Staggered Break Times  
10:15a-11a Refreshment Break *Sponsorship Opportunity*

## Features for Exhibitors & Sponsors

- ✓ **NEW Connect2Collect** is a new promotional opportunity open to all exhibitors. Attendees can visit all participating booths to get their cards **stamped** to enter for prize drawings at the ReConnect Reception. Vendors are encouraged to offer separate/additional giveaways at their own booth.
- ✓ **NEW Snack2Connect Stations** allow you to sponsor and host a food station placed directly near your exhibit booth during a scheduled refreshment break. Attendees naturally gather, snack, and engage – creating an easy, organic opportunity for conversation and connection with your brand. Feed the crowd, fuel the connections.
- ✓ **NEW Attendee Registration** moves inside the Exhibit Hall, to support exhibitor visibility and attendee engagement, ensuring strong, consistent foot traffic and multiple interaction opportunities throughout the event.
- ✓ **Exhibit hall layout** for best flow to drive traffic throughout, as well as updated lighting and screens continually displaying vendor names.
- ✓ **Sponsor add-on options** for exhibitors, creating more engagement opportunities at different price points.
- ✓ **Vendor CE opportunity** to show attendees your industry expertise at the Friday morning Breakfast Club Vendor CE.
- ✓ **Sponsor introductions** to attendees, to share about yourself and your product and/or service. *Gold Sponsorship Opportunities*
- ✓ **ReConnect Reception** on Friday is back in the exhibit area this year to encourage conversation and networking with the vendors.
- ✓ **All meals included and two drink tickets** for each registered representative, for both Welcome and ReConnect receptions.
- ✓ **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 cannot 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 all day (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 25 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 25 at 6:30p (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 Fin Billiards 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 are back in the Exhibit Hall 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 and the prizes for **Connect2Collect!** **Sponsored by MDIS**

## Connect4Cash Foundation Raffle

Now in its 9th 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 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 27, 2026.**

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 \$209 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 \$15 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 \$1,000. 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, 2026. 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 25, 5:30-7:30p **and** Friday, June 26, 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 25 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 media, email [Melissa Albertson](#) or call the MDA office at 573-634-3436. All exhibitors registered by June 8, 2026 will be listed in the daily program guide given to registrants.

# Exhibit/Sponsor Item Descriptions

## Exhibitor Package

# Available 32

Cost \$1,000

- 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 welcome to sit with attendees if you choose)
- Drink tickets for Thursday and Friday receptions – 2 for each representative
- 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 \$1,500

- 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
- Opportunity to provide promotional items for attendees (if listed in specific opportunity)

### Gold Sponsor Add-On Options

<b>Salt &amp; Lime Welcome Reception Thursday Evening (Food or Bev)</b> # Available 2 – Cost \$1,500	<b>New Dentist Hangout Thursday Evening</b> # Available 1 – Cost \$1,500	<b>Breakfast Bar Friday or Saturday Morning</b> # Available 2 – Cost \$2,500
<ul style="list-style-type: none"> <li>- Welcome event on Thursday evening to kick off the meeting.</li> <li>- Sponsorship includes a 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 bar/food station and table tent cards.</li> <li>- Opportunity to provide your logoed item if you like. <i>(Provide approximately 300 of your choice of imprinted drink cups or cocktail napkins).</i></li> </ul>	<ul style="list-style-type: none"> <li>- Opportunity to attend and mingle with the New Dentist crowd at Fin City Billiards onsite at Margaritaville.</li> <li>- 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.</li> <li>- Your company logo/contact info will be displayed on the exhibit hall screen and event signage. <i>(Provide enough logoed items for 40+ attendees.)</i></li> </ul>	<ul style="list-style-type: none"> <li>- Choice of Friday or Saturday breakfast in the exhibit hall.</li> <li>- Sponsorship includes a quick introduction and a few minutes to speak to attendees during the event.</li> <li>- 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 if you like <i>(Provide approximately 250 of your choice of imprinted drink cups, coffee mugs, paper coffee cups/sleeves).</i></li> </ul>

## Gold Sponsor Add-On Options (Continued)

### Breakfast Club Vendor CE - Friday Morning

# Available 1 – Cost \$1,500

Opportunity to showcase your expertise in your industry.

- 45-minute CE program, Friday/ Saturday, 8-8:45a (.75 CEU).
- Company representative speaks about company product, service, industry trends, etc.
- Video Interview about CE topic shared on MDA social channels.
- Private room for your program, with in-room buffet set up provided.
- Must provide your own LCD/screen or request from Margaritaville if needed.
- Attendees are required to preregister (*sponsor must return form by March 1*).

## Silver Sponsor Package & Benefits

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

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

## Silver Sponsor Package & Benefits Add-On Options

<b>Snack2Connect Food Stations</b> <b>Friday AM, Friday PM &amp; Saturday AM</b> # Available 6 (2 per break) – Cost \$500	<b>Family Welcome Bags</b> # Available 1 – Cost \$300
<p>Opportunity to sponsor food station staged at your booth during a break in exhibit hall.</p> <ul style="list-style-type: none"> <li>- Your choice of mid-morning; mid-afternoon Friday; or mid-morning Saturday break.</li> <li>- Your choice of food item based on availability.</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> </ul>	<p>The MDA team welcomes families 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 bags and items for 20-25 families.</i></p>
<b>Attendee Tote Bags</b> # Available 1 – Cost \$500	<b>Registration Open Postcard</b> # Available 1 – Cost \$750
<p>Opportunity to provide your company's logoed tote bags given to all attendees at registrations. <i>Please provide 250+ imprinted tote bags of your choice.</i></p>	<p>Add your company logo and invite to visit booth on our <i>Registration Is Open</i> postcard sent to 3,000+ dental professionals and their teams.</p>

## Connect2Collect – Drive Traffic. Spark Conversations. Get Noticed.

*New! An interactive exhibit hall promo to increase booth visits and encourage meaningful engagement. **Sample card at right.***

### How It Works

- Attendees get a card and are encouraged to visit participating booths.
- Each participating exhibitor has a sticker to place on attendee card.
- Attendees who complete the card can submit for a chance to win prizes.

### Why Participate

- **Increased booth traffic** driven by a fun, gamified experience.
- **Built-in conversation starter** to engage attendees.
- Encourages attendees to **explore more exhibits**, including yours.

### Tips to Maximize Your Participation

- Use opportunity to ask a question or deliver a quick value message.
- Consider offering a small giveaway or interactive element to make your booth memorable.
- Capture leads or share follow-up materials while attendees are already engaged.





# C4S Exhibit/Sponsor Registration Form

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

Name		Title	
Phone			
Email			
Will you be participating in the <b>Connect2Collect</b> promotion?		<input type="checkbox"/> Yes <input type="checkbox"/> No	
If yes, will you have individual giveaways at your booth?		<input type="checkbox"/> Yes <input type="checkbox"/> No	

## 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"/> <b>Exhibitor Only Package \$1,000</b>	<input type="checkbox"/> <b>Speaker/CE Sponsor Only Package \$1,500</b>
<b>Gold Sponsor Options (Also Must Be an Exhibitor)</b>	
<input type="checkbox"/> Salt & Lime Reception (Thu) ( <i>Food</i> ) \$1,500	<input type="checkbox"/> Salt & Lime Reception (Thu) ( <i>Beverage</i> ) \$1,500
<input type="checkbox"/> New Dentist Hangout (Thu) \$1,500	<input type="checkbox"/> Breakfast Club CE (Fri) \$1,500
<input type="checkbox"/> Breakfast Buffet (Fri) \$2,000	<input type="checkbox"/> Breakfast Buffet (Sat) \$2,000
<b>Silver Sponsor Options (Also Must Be an Exhibitor)</b>	
<input type="checkbox"/> Registration Open Postcard \$750	<input type="checkbox"/> Snack2Connect Food Station (Sat AM) \$500
<input type="checkbox"/> Snack2Connect Food Station (Fri AM) \$500	<input type="checkbox"/> Attendee Tote Bags \$500
<input type="checkbox"/> Snack2Connect Food Station (Fri PM) \$500	<input type="checkbox"/> Family Welcome Bags \$300
<b>Connect4Cash Foundation Raffle Support</b>	
<input type="checkbox"/> Purchase Ticket – \$100/Each (5 Max)	<input type="checkbox"/> Sponsor Prize(s) – Quantity Providing _____ Prize Provided _____

## 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](mailto:mandy@modentalmail.org) | Phone 573-634-3436

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





# MARGARITAVILLE®

## *Lake Resort*

LAKE OF THE OZARKS

**JUNE 25-27, 2026**



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