



WEST COAST DISTRICT DENTAL ASSOCIATION

A COMPONENT OF THE AMERICAN & FLORIDA DENTAL ASSOCIATIONS

Thank you for your interest in becoming involved with the West Coast District Dental Association.

Our district includes 2,100 member dentists located in 13 counties on the west coast of Florida.

There are several ways you can reach our members; become a partner, advertise in the newsletter and/or E-newsletter, exhibit at our annual meetings and/or sponsor special events.



Table of Contents

Become a Partner1

Association Newsletter Advertising Information/Contract2

E-Newsletter Advertising Information/Contract3

Annual & Summer Meeting Information4

Annual Meeting Exhibitor Information & Contract (2017)5-8

Summer Meeting: Exhibitor Information & Contract (2017)9-12

Event Sponsorship Opportunities & Contract13-14

Partnership Contract15

WEST COAST DISTRICT DENTAL ASSOCIATION

1114 Kyle Wood Lane • Brandon, Florida 33511
(813) 654-2500 • FAX (813) 654-2505
www.wcdental.org • e-mail: lissette@wcdental.org

Become a Partner



Platinum Partner - \$5,600

Table Top (speaker room or pre-function area) at the Annual Meeting
Table Top at the Summer Meeting - Naples
½ page ad for one year (two printed issues) of the WCDDA “Checkup” (circulation 2100)
*Sponsor three meeting events from Annual and/or Summer Meeting
Listings in all Annual Meeting and Summer Meeting printed materials
Sponsorship level included on WCDDA’s website with company logo and link
Company logo on course screen prior to presentation
Company logo with sponsorship level included in the WCDDA’s E-newsletter (10 editions; circulation 1,800)
Sponsor/ Advertising space in electronic version of the WCDDA Leadership Directory
Choose this partnership level and save \$3,525

Gold Partner - \$3,800

Table Top (pre-function area) at the Annual Meeting or Summer Meeting
½ page ad for one year (two printed issues) of the WCDDA “Checkup” (circulation 2200)
*Sponsor two meeting events
Listings in all Annual Meeting and Summer Meeting printed materials
Sponsorship level included on WCDDA’s website with company logo and link
Company logo on course screen prior to presentation
Choose this partnership level and save \$1,650

Silver Partner - \$2,200

Table Top (pre-function area) at the Annual Meeting or Summer Meeting
¼ page ad in one issue of the WCDDA “Checkup” (circulation 2200)
*Sponsor one meeting event
Listings in all Annual Meeting and Summer Meeting printed materials
Sponsorship level included on WCDDA’s website with company logo and link
Company logo on course screen prior to presentation
Choose this partnership level and save \$550

*Meeting Events:

Continuing Education Self-Study Packets (Annual or Summer Meeting)
Special Interest Activities (Past President’s Breakfast – Annual Meeting)
Business Meetings (Annual or Summer Meeting)
Coffee Breaks (Annual or Summer Meeting)
Lanyards (Annual Meeting)
Affiliate President Round Table Meeting (Annual Meeting)
Officer Installation/ Wine & Cheese Reception (Summer Meeting)
Officers’ Retreat (Summer Meeting)
Summer Meeting Activities (i.e. golf, fun run, family event)

**Meeting Events selected upon approval of the West Coast District Dental Association’s Program Committee.*

Partnership levels are based on a yearly term.

Contract included on page 11 - For more information contact the WCDDA at (813) 654-2500.

Association Newsletter

Advertising Information/Contract



Issuance: Spring and Fall
Circulation: Approximately 2100 Florida West Coast Dentists
Contract Deadlines: 2 months prior to publishing
Cancellation: Ad cancellations will not be accepted after the contract deadline.
Spring: Jan 1st, Fall: August 1st

WEST COAST
ASSOCIATION

A COMPONENT OF THE
AMERICAN & FLORIDA DENTAL ASSOCIATIONS

Advertising Rates per Issue:

Full Page:	8" x 10.125"	\$778.05	Page:	8.5" x 11"
Half Page:	8" x 4.875" Horizontal	\$409.50	Color:	Full Color
Quarter Page:	3.875" x 4.875" Vertical	\$245.70	Screen:	Yes
Eighth Page:	3.875" x 2.5"	\$131.04	Bleed:	None
Vendor/Non Mbr.	25 words or less	\$ 66.00	Commission:	None
Classified:	each extra word	\$1.10	Special Position:	None
Member Classified:	25 words or less	\$33.00	Printing Method:	Offset
	each extra word	\$1.10	Paper:	80lb. Gloss Text
Insert:	7.5" x 10" per 2000	\$900.90		

Reproduction:

Digital File – File formats accepted:

Press Quality PDF File - 300 dpi.

Tag Image File Format – TIF 300 dpi.

Encapsulated Postscript – EPS 300 dpi.

All digital files need to be either grayscale or CMYK.

Company Name: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

CC # (V/MC): _____ Exp: _____

CVV Code: _____ Please indicate size of ad desired: _____

Month/Months to run: _____

This is authorized by: _____ Date: _____

(Signature)

Please forward this agreement with Check/Visa/MasterCard and digital art files to the WCDDA.

(Art files can be emailed to: kelsey@wcdental.org)

All advertising is subject to the approval of the editorial staff. The editorial staff reserves the right to reject any advertising and to edit as deemed appropriate. The editorial staff does not assume liability to content of advertising matter. Additional charges may apply for photos, screens, typesetting and any graphic preparation. Rates effective January 2011 (subject to revision).

To view samples of past newsletters, please visit: www.wcdental.org/wcd_professionals/newsletters.html

1114 Kyle Wood Lane • Brandon, Florida 33511 • (813) 654-2500 • FAX (813) 654-2505 • www.wcdental.org

Association E-Newsletter

E-Newsletter Advertising Information/Contract

Issuance: January, February, March, April, June, July, August, September, October, and December (1st of the month)

Circulation: Approx. 1700 West Coast Member Dentists

Contract Deadlines: 10 days prior to publish date

Cancellation: Ad cancellations will not be accepted after the contract deadline

Advertising Rate: \$137.50 / per month; Company name, logo, advertisement and link to website

Company Name: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

CC # (V/MC): _____ Exp: _____

CVV Code: _____ Month/Months to run: _____

This is authorized by: _____ Date: _____
(Signature)

Please forward this agreement with Check/Visa/MasterCard and company logo/web address and/or digital art (jpg file 170px X 225px tall).

(Art files can be emailed to: kelsey@wcdental.org)

All advertising is subject to the approval of the editorial staff. The editorial staff reserves the right to reject any advertising and to edit as deemed appropriate. The editorial staff does not assume liability to content of advertising matter. Rates effective January 2011 (subject to revision).

Annual & Summer Meetings



The Annual Winter Meeting is held in the Tampa Bay Area during the month of February. This one-day meeting offers exceptional continuing education and is a great opportunity for the entire dental team to learn/review new techniques, visit local vendors, build relationships and network with colleagues. Our approximate 300 attendees are a combination of dentists, hygienists, assistants and office managers. Several breaks and an extended lunch provides the attendees ample time to visit with our exhibitors.

The exhibitor table top fee is \$900.00 and includes a 6' skirted table, 2 chairs, wastebasket, electricity and an identification sign with company name, city, state and tabletop number. The complete schedule of events, rules and regulations and contract is included on pages 5-7.

The Annual Summer Meeting is held at the beautiful Ritz-Carlton, Naples beach property.

The association offers up to 12 hours of continuing education credits throughout this popular three day meeting which includes: family fun and adult activities, a golf tournament, and plenty of free time to enjoy the beach. Approximately 200 dentists attend with their families and exhibitor tabletops are limited to 20. The table top fee is \$1,100.00 and exhibitors are welcome to participate in the special events (wine & cheese reception and sporting events). Additionally the exhibit hall is connected to the lecture room, increasing exhibitor visibility for our attendees and coffee breaks are implemented for additional exposure.

Event rules and regulations are located on page 9 and the contract is available on page 10. For a complete brochure of events visit www.wcdental.org.



Annual Meeting

Exhibitor Information & Contract



February 3, 2017

CAMLS • 124 South Franklin Street • Tampa, FL 33602

SCHEDULE OF EVENTS & SESSION HOURS

Friday, February 3, 2017

7:00 a.m. – 8:00 a.m.	Exhibitor Set-up
8:00 a.m.	Exhibition Hall & Registration Opens
8:00 a.m. - 5:00 p.m.	Lecture Sessions
11:30 a.m. – 2:00 p.m.	Lunch
Throughout the day	Refreshment Breaks
5:00 p.m.	Exhibitors Dismantle

Staggered session hours and coffee breaks allow maximum time for visiting the Exhibition Hall.

CONTRACT AND INFORMATION

Enclosed is a contract to reserve your exhibit space. Please complete and sign the form early to ensure your location request.

Exhibit space will be allocated on a first-come / first-served basis according to the date of receipt of the application and the development of a well-balanced exhibition.

No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed, once it has been set up, except with the permission of the Exhibits Chairman, or exhibitor will automatically lose all seniority for prime booth space the following year. The Exhibits Committee reserves the right to recommend withdrawing invitation to exhibit.

ADVERTISING OPTIONS & PARTNERSHIP OPPORTUNITIES

Enclosed is additional information on how your company can become a partner. Each level offers more exposure and is highly recognized by the association.

For an additional \$50.00 your company can be included in promotional materials. Your company has an opportunity to advertise via a one page insert in the meeting confirmation packets that are mailed to each pre-registered attendee and/or your company name and website link can be included on electronic meeting promotions distributed to dentists.

RULES AND REGULATIONS

The rules and regulations, which govern exhibitors, are on the reverse side.

Acceptance of an exhibitor and assignment of a booth number will be made by the Exhibits Committee. **Notification will be made to the applicant with the signed contract.**

Total payment must accompany the contract unless other arrangements are made directly with the WCDDA office. It is further understood no money will be refunded within 60 days of the meeting.

Rental cost includes one 6' skirted table, 2 chairs, wastebasket, 1 boxed lunch (additional can be ordered on contract), an identification sign indicating booth number, company name, city and state; and one electrical outlet, **however the exhibitor must place their electrical order at least two weeks in advance.** No exhibit shall exceed its designated area. Internet access and other accessories are the responsibility of the exhibitor and can be ordered through CAMLS.

Join Us Next Year!

Annual Meeting

Application For Space



RULES and REGULATIONS – Governing Each Contract for Space

1. **ELIGIBILITY** - Exhibitors participate by invitation only and the Association reserves the right in these selections at all times. The Association reserves the right to (a) reject any application to exhibit products or services for any reason, with or without cause, or to (b) relocate booth assignments, with prior notice to the exhibitor, in order to develop balance against congestion, to avoid confusion in firms' names, to solve competition conditions or similar reasons.

2. **EXHIBITOR'S REPRESENTATIVES** - The executed contract must carry the names of the exhibitor's authorized representatives. **Confirmation of exhibit space will be forwarded to your company's exhibits coordinator.** Nontransferable admission badges will be available to authorized representatives at the onsite registration area. Exhibitors desiring to change representatives must notify the Association in writing.

3. **EQUIPMENT AND SERVICES** – CAMLS has been retained by the West Coast District Dental Association as the official service contractor.

Accessories: Internet service and electricity should be ordered 2 weeks prior to the meeting date.

4. CONFERENCE SHIPPING AND RECEIVING

The Center is not responsible for any arrangements or expenses associated with the shipping of materials, merchandise, exhibits or any other items to and from the Facility. The Facility must be notified (3) days in advance, and any consignments shipped to the Facility should include the following information on the package: CAMLS, 124 South Franklin Street, Tampa, FL 33602, Conference Services Manager. "Attention: (onsite contact to collect package), exhibitor's name along with the organization/conference name and arrival date, West Coast District Dental Association Annual Meeting, Feb. 3rd. A handling fee may apply for any and all conference materials shipped to the Facility. Materials will only be received 3 days prior to the event date. The handling fee will cover the following services:

- A. Receiving shipments
- B. Secured storage
- C. Distribution of meeting materials to and from meeting room locations.
- D. Repackaging and shipping (freight charges not included)

5. **LIABILITY AND SECURITY** - It is agreed that exhibitors shall indemnify and save harmless the West Coast District Dental Association and the CAMLS from all liability which might ensue from any cause whatsoever. The West Coast District Dental Association will not guarantee exhibitors against loss of any kind.

6. **CHARACTER OF EXHIBITS** - Exhibits will be limited to equipment, merchandise or services which would advance the art and science of dentistry by allowing the individual dentist to educate himself/herself on the latest items available so as to allow him/her to practice the best dentistry. They must be of special interest to the dentist, educational or informative with respect to his/her practice. The Committee reserves the right to decline and prohibit any exhibit or any part of a proposed exhibit which, in its opinion is not proper. This reservation concerns persons conduct, printed matter, souvenirs, or any other thing which, in the sole discretion of the Exhibits Committee, may affect the character of the Exhibit. Noise producing exhibits are strictly prohibited.

7. CONDUCT OF EXHIBITS

- a. Exhibits should be so installed that they will not project beyond the space allowed or at a height to be objectionable to adjacent booth or display areas.
- b. No exhibit may exceed eight feet in height. This eight feet in height shall not extend over one-third (1/3) the depth of the booth.
- c. No part of any exhibit or signs relating thereto shall be stapled, pasted or nailed, or otherwise attached to the walls, doors, etc., in any way as to deface the same. **Damage from failure to observe these rules shall be paid by the exhibitor.** The CAMLS should be consulted as to the proper methods of affixing any item or material to the areas in question.
- d. No canvassing or soliciting for business shall be permitted in the aisles or in other exhibitors' booths. No signs showing prices may be displayed. The taking of orders for future delivery is of course, acceptable. Any other exhibitor shall not infringe upon the rights and privileges of another exhibitor. Interviews, demonstrations, distribution of literature, etc., must be made within the confines of their own booths. Canvassing outside the booth is forbidden. Absolutely no price signs are permitted anywhere. No exhibitor shall hold private events on host hotel property outside the exhibition hall or during exhibit hours without first obtaining written permission from the association.
- e. Samples of approved products, catalogs, pamphlets, publications and souvenirs may be distributed provided it is done in a dignified manner, does not create a nuisance and does not interfere with adjoining exhibits.

- f. No exhibitor shall sponsor any type of contest; conduct any prize drawing, awards for signing of names and addresses, or other extreme promotional stunt without first obtaining written permission from the Exhibits Committee.
- g. Exhibitors with noisy electrical devices, sound-producing movies or videos, or other devices that prove objectionable to other exhibitors because of noise, odor or other disagreeable features, will not be permitted, or they must agree to accept booth assignments which will not cause objections.
- h. Exhibits requiring use of water, air or flammable material to operate are not acceptable unless these items are self contained and approved by the CAMLS management.
- i. Advertising material or signs of firms other than those who have engaged space are prohibited.
- j. Canvassing, solicitation of business or conferences in the interest of business except by exhibiting firms is prohibited.
- k. Unethical conduct or infraction of rules on the part of any exhibitor or his representatives or both will subject the exhibitor or his representatives to dismissal from the Exhibit Hall, in which cases, it is agreed that no refund shall be made by the West Coast District Dental Association, and further, that no demand for redress will be made by the exhibitor or his representative.
- l. No exhibitor will assign, sublet, or apportion the whole or any part of the space allowed therein to permit any other party to exhibit therein any goods other than those manufactured or handled by the contracting exhibitor in the regular course of his business, nor permit any representative of any firm or company not exhibiting to solicit business or take orders in his space.
- m. The West Coast District Dental Association reserves the right to relocate booth assignments in order to develop a compact, well-knit show, if necessary.
- n. All packing containers, excelsior and similar material are to be removed from the exhibition area upon completion of the booth arrangement.
- o. No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed, once it has been set up, except with the permission of the Exhibits Chairman, or exhibitor will automatically lose all seniority for prime booth space the following year. The Exhibits Committee reserves the right to recommend withdrawing invitation to exhibit.

8. **CANCELLATION OR REDUCTION OF SPACE** - Cancellation or reduction of booth space must be made in writing to the Exhibits Committee and postmarked on or before December 5, 2016 (60 business days before meeting) to receive a full refund. If the request is post marked after December 5, 2016, the WCDDA shall retain 100% of the rental fee; provided that if the Association resells the canceled or reduced space, the West Coast District Dental Association shall refund the full amount less an administrative charge not to exceed 20% of the total booth rental fee.

9. **CANCELLATION OF EXHIBITION** - In the event that the exhibition must be canceled, postponed or relocated on account of fire, strike, government regulations, casualties, act of god, or other causes beyond the reasonable control of the West Coast District Dental Association, the exhibitor waives any and all damages and claim for damages, and agrees that the sole liability of the Association will be to return to each exhibitor the exhibitor's rental payment.

10. **EXHIBITOR REPRESENTATIONS** - The exhibitor warrants that it has duly registered in accordance with Florida law with the Florida Department of Revenue in the event that it sells non-exempt tangible personal property. The exhibitor further warrants that products or services to be exhibited have not been proven unsafe or ineffective by the appropriate council of the American Dental Association or the Food and Drug Administration and that the product or service is safe and effective.

11. **DEPARTMENT OF REVENUE REGISTRATION** - Exhibitors who sell non-exempt tangible personal property must register with the Florida Department of Revenue. It is the responsibility of each individual exhibitor to determine if they must register with the department. The Taxpayer Assistance Section of the department should be contacted at (800) 352-3671. Applications for registration are available, without cost, by writing to the Florida Department of Revenue, Supply Section, Tallahassee, FL 32399-0100.

12. **AMENDMENT TO RULES:** Any and all matter or questions not specifically covered by the preceding rules and regulations shall be subject to the decision of the Exhibits Committee and the West Coast District Dental Association.

The foregoing regulations have been formulated in the best interest of all exhibitors. The cooperation of exhibitors is requested.

Annual Meeting

2017 Exhibitor Contract



WEST COAST DISTRICT DENTAL ASSOCIATION Annual Meeting ❖ February 3, 2017 ❖ CAMLS

WEST COAST DISTRICT DENTAL ASSOCIATION

Exhibitor's Firm Name _____ Federal ID# _____
 Address _____ Email _____
 City _____ State _____ Zip Code _____
 Authorized by (name and title) _____ Phone _____ Fax _____
 Signature of applicant: _____ Date _____

COMPONENT OF THE
AMERICAN & FLORIDA DENTAL ASSOCIATIONS

If you would like for your company website link to appear on the WCDDA website please print below:

Company Website _____ Our company is a subsidiary of _____

General description of the equipment, supplies, and processes or services to be featured: _____

Booth Number (s): 1st Preference: _____ 2nd Preference: _____ 3rd Preference: _____

Firms we prefer not to be located near or next to _____

Accessories needed for exhibit area (Check all that apply): Electricity Internet

Contact Person for Advertising: _____ Email: _____ Phone: _____

Contact Person for Exhibits: _____ Email: _____ Phone: _____

Contact Person for Sponsorship: _____ Email: _____ Phone: _____

Exhibit Space: \$900.00 Additional Boxes Lunches: _____ x \$20.00 each, Total \$ _____

Advertising Options: My company wants to provide a promotional piece to be included in preregistration confirmation packets for \$50.00
 Include company name and link on promotional email blast to entire WCDDA membership for \$50.00 **TOTAL** _____

Payment Method: Check: *made payable to WCDDA*
 Credit Card Credit Card No. _____

Exp. Date: _____ CVV Code: _____ Signature: _____

Booth identification sign, (Please print):

(Two lines of lettering only)

(Company name) _____

(City, State) _____

Names to appear on badges: (Please print)

Designated by contact person

1. _____

2. _____

3. _____

Exhibit space will be allocated on a first-come/first-served basis according to the date on which the signed contract is received by the association. Whenever possible, space will be allocated according to the exhibitor's choice, but the final arrangement will be determined by the Exhibits Committee in such a way as to produce the most advantageous grouping of exhibits. Exhibitor participation is subject to the Rules and Regulations on page 6.

We also agree to pay \$ _____ (in U.S. dollars) representing the total rental cost of the exhibit space in order to guarantee its availability. It is further understood no money will be refunded within 60 days of the meeting. **A copy of this contract, authorized by a WCDDA representative, will be returned to you upon acceptance, as official confirmation of assigned exhibit space.**

(Office Use Only) Accepted by the West Coast District Dental Association
Date
Amount
Booth(s) assigned
Signature

Completed contract can be mailed or faxed to:

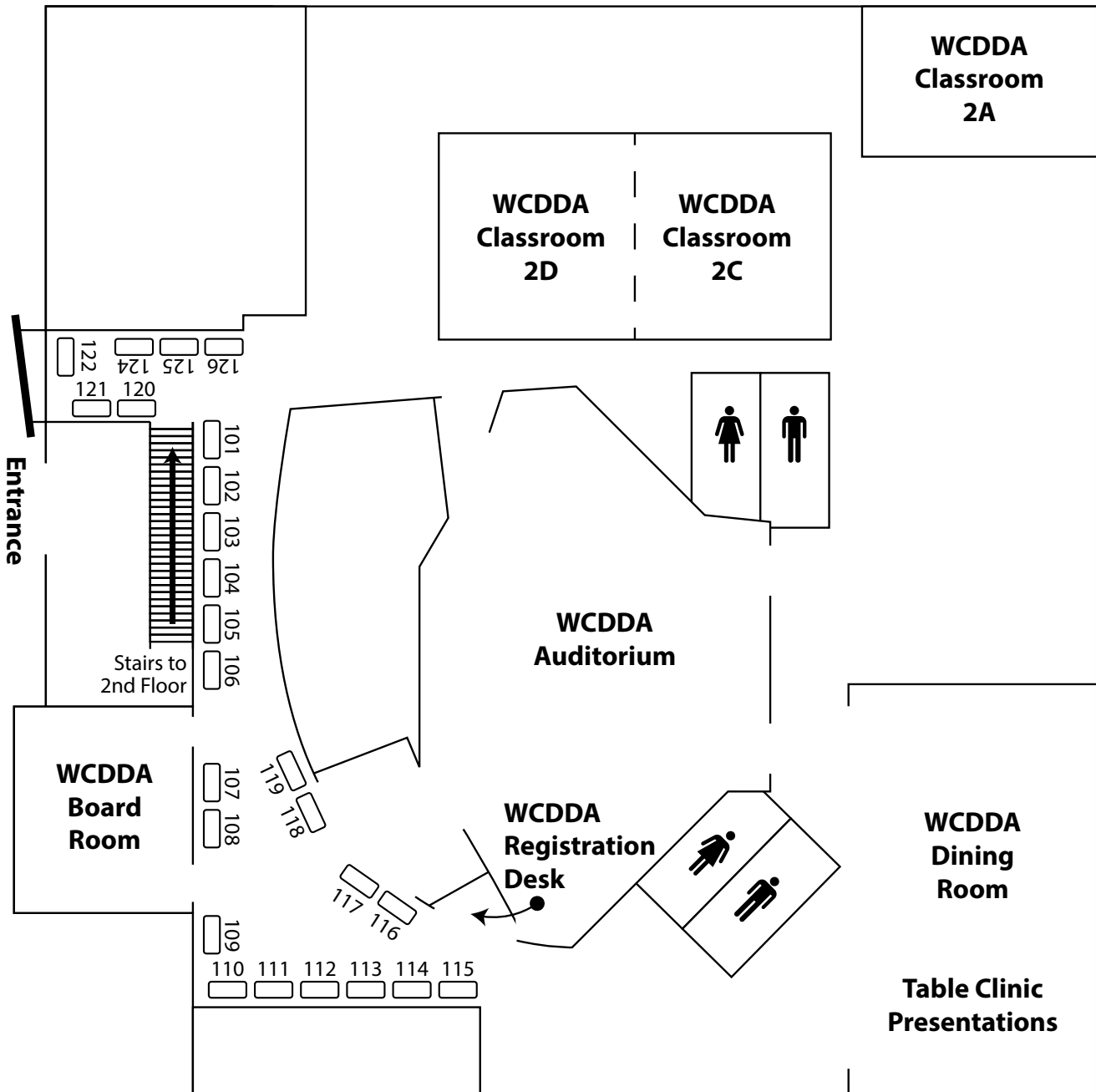
WEST COAST DISTRICT DENTAL ASSOCIATION
1114 Kyle Wood Lane • Brandon, Florida 33511
(813) 654-2500 • FAX (813) 654-2505
Website: wcdental.org • e-mail: lissette@wcdental.org
Hours: M-F 8:00 a.m. - 5:00 p.m.

CAMLS Downtown Tampa Floorplan



WEST COAST
DISTRICT DENTAL ASSOCIATION

A COMPONENT OF THE
AMERICAN & FLORIDA DENTAL ASSOCIATIONS



Summer Meeting

Exhibitor Information & Contract



August 4-6, 2017

The Ritz-Carlton, Naples (Beach Property)

280 Vanderbilt Beach Road, Naples, FL 34108

SCHEDULE OF EVENTS & SESSION HOURS

Friday-Sunday

Thursday 2:00 p.m. - 5:00 p.m.	Exhibitor Set-up
Friday-Sunday 8:00 a.m.	Exhibition Hall & Registration Opens
Friday-Sunday 8:00 a.m. - 12:00 p.m.	Lecture Sessions
Sunday 12:00 p.m.	Exhibitors Dismantle

CONTRACT AND INFORMATION

Enclosed is a contract to reserve your exhibit space. Please complete and sign the form early to ensure your location request.

Exhibit space will be allocated on a first-come/first-served basis according to the date of receipt of the application and the development of a well-balanced exhibition. Exhibit space is limited to two (2) companies who offer the same products or services.

ADVERTISING OPTIONS & PARTNERSHIP OPPORTUNITIES

Enclosed is additional information on how your company can become a partner. Each level offers more exposure and is highly recognized by the association.

RULES AND REGULATIONS

The rules and regulations, which govern exhibitors, are on the reverse side.

Acceptance of an exhibitor and assignment of a booth number will be made by the Exhibits Committee. **Notification will be made to the applicant with the signed contract.**

Total payment must accompany the contract unless other arrangements are made directly with the WCDDA office. It is further understood no money will be refunded within 60 days of the meeting.

Rental cost includes one 6' skirted table, 2 chairs, wastebasket, an identification sign indicating booth number, company name, city and state; and one electrical outlet, **however the exhibitor must place their electrical order at least two weeks in advance.** No exhibit shall exceed its designated area. Internet access and other accessories are the responsibility of the exhibitor and can be ordered through The Ritz-Carlton Naples.

Join Us Next Year!

Summer Meeting

Application For Space



RULES and REGULATIONS – Governing Each Contract for Space

1. **ELIGIBILITY** - Exhibitors participate by invitation only and the Association reserves the right in these selections at all times. The Association reserves the right to (a) reject any application to exhibit products or services for any reason, with or without cause, or to (b) relocate booth assignments, with prior notice to the exhibitor, in order to develop balance against congestion, to avoid confusion in firms' names, to solve competition conditions or similar reasons.

2. **EXHIBITOR'S REPRESENTATIVES** - The executed contract must carry the names of the exhibitor's authorized representatives. **Confirmation of exhibit space will be forwarded to your company's exhibits coordinator.** Nontransferable admission badges will be available to authorized representatives at the onsite registration area. Exhibitors desiring to change representatives must notify the Association in writing.

3. **EQUIPMENT AND SERVICES** – The Ritz-Carlton, Naples has been retained by the West Coast District Dental Association as the official service contractor.

Accessories: Internet service and electricity should be ordered 2 weeks prior to the meeting date.

4. CONFERENCE SHIPPING AND RECEIVING

The Hotel is not responsible for any arrangements or expenses associated with the shipping of materials, merchandise, exhibits or any other items to and from the Facility. The Facility must be notified (3) days in advance, and any consignments shipped to the Facility should include the following information on the package: The Ritz-Carlton, Naples, 280 Vanderbilt Beach Road, Naples, FL 34108, Conference Services Manager. "Attention: (onsite contact to collect package), exhibitor's name along with the organization/conference name and arrival date, West Coast District Dental Association Summer Meeting. A handling fee may apply for any and all conference materials shipped to the Facility. Materials will only be received 3 days prior to the event date. The handling fee will cover the following services:

- A. Receiving shipments
- B. Secured storage
- C. Distribution of meeting materials to and from meeting room locations.
- D. Repackaging and shipping (freight charges not included)

5. **LIABILITY AND SECURITY** - It is agreed that exhibitors shall indemnify and save harmless the West Coast District Dental Association and the The Ritz-Carlton, Naples from all liability which might ensue from any cause whatsoever. The West Coast District Dental Association will not guarantee exhibitors against loss of any kind.

6. **CHARACTER OF EXHIBITS** - Exhibits will be limited to equipment, merchandise or services which would advance the art and science of dentistry by allowing the individual dentist to educate himself/herself on the latest items available so as to allow him/her to practice the best dentistry. They must be of special interest to the dentist, educational or informative with respect to his/her practice. The Committee reserves the right to decline and prohibit any exhibit or any part of a proposed exhibit which, in its opinion is not proper. This reservation concerns persons conduct, printed matter, souvenirs, or any other thing which, in the sole discretion of the Exhibits Committee, may affect the character of the Exhibit. Noise producing exhibits are strictly prohibited.

7. CONDUCT OF EXHIBITS

- a. Exhibits should be so installed that they will not project beyond the space allowed or at a height to be objectionable to adjacent booth or display areas.
- b. No exhibit may exceed eight feet in height. This eight feet in height shall not extend over one-third (1/3) the depth of the booth.
- c. No part of any exhibit or signs relating thereto shall be stapled, pasted or nailed, or otherwise attached to the walls, doors, etc., in any way as to deface the same. **Damage from failure to observe these rules shall be paid by the exhibitor.** The The Ritz-Carlton, Naples should be consulted as to the proper methods of affixing any item or material to the areas in question.
- d. No canvassing or soliciting for business shall be permitted in the aisles or in other exhibitors' booths. No signs showing prices may be displayed. The taking of orders for future delivery is of course, acceptable. Any other exhibitor shall not infringe upon the rights and privileges of another exhibitor. Interviews, demonstrations, distribution of literature, etc., must be made within the confines of their own booths. Canvassing outside the booth is forbidden. Absolutely no price signs are permitted anywhere. No exhibitor shall hold private events on host hotel property outside the exhibition hall or during exhibit hours without first obtaining written permission from the association.
- e. Samples of approved products, catalogs, pamphlets, publications and souvenirs may be distributed provided it is done in a dignified manner, does not create a nuisance and does not interfere with adjoining exhibits.

- f. No exhibitor shall sponsor any type of contest; conduct any prize drawing, awards for signing of names and addresses, or other extreme promotional stunt without first obtaining written permission from the Exhibits Committee.
- g. Exhibitors with noisy electrical devices, sound-producing movies or videos, or other devices that prove objectionable to other exhibitors because of noise, odor or other disagreeable features, will not be permitted, or they must agree to accept booth assignments which will not cause objections.
- h. Exhibits requiring use of water, air or flammable material to operate are not acceptable unless these items are self contained and approved by the The Ritz-Carlton, Naples management.
- i. Advertising material or signs of firms other than those who have engaged space are prohibited.
- j. Canvassing, solicitation of business or conferences in the interest of business except by exhibiting firms is prohibited.
- k. Unethical conduct or infraction of rules on the part of any exhibitor or his representatives or both will subject the exhibitor or his representatives to dismissal from the Exhibit Hall, in which cases, it is agreed that no refund shall be made by the West Coast District Dental Association, and further, that no demand for redress will be made by the exhibitor or his representative.
- l. No exhibitor will assign, sublet, or apportion the whole or any part of the space allowed therein to permit any other party to exhibit therein any goods other than those manufactured or handled by the contracting exhibitor in the regular course of his business, nor permit any representative of any firm or company not exhibiting to solicit business or take orders in his space.
- m. The West Coast District Dental Association reserves the right to relocate booth assignments in order to develop a compact, well-knit show, if necessary.
- n. All packing containers, excelsior and similar material are to be removed from the exhibition area upon completion of the booth arrangement.
- o. No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed, once it has been set up, except with the permission of the Exhibits Chairman, or exhibitor will automatically lose all seniority for prime booth space the following year. The Exhibits Committee reserves the right to recommend withdrawing invitation to exhibit.

8. **CANCELLATION OR REDUCTION OF SPACE** - Cancellation or reduction of booth space must be made in writing to the Exhibits Committee and postmarked on or before June 4, 2016 (60 business days before meeting) to receive a full refund. If the request is post marked after June 3, 2017, the WCCDA shall retain 100% of the rental fee; provided that if the Association resells the canceled or reduced space, the West Coast District Dental Association shall refund the full amount less an administrative charge not to exceed 20% of the total booth rental fee.

9. **CANCELLATION OF EXHIBITION** - In the event that the exhibition must be canceled, postponed or relocated on account of fire, strike, government regulations, casualties, act of god, or other causes beyond the reasonable control of the West Coast District Dental Association, the exhibitor waives any and all damages and claim for damages, and agrees that the sole liability of the Association will be to return to each exhibitor the exhibitor's rental payment.

10. **EXHIBITOR REPRESENTATIONS** - The exhibitor warrants that it has duly registered in accordance with Florida law with the Florida Department of Revenue in the event that it sells non-exempt tangible personal property. The exhibitor further warrants that products or services to be exhibited have not been proven unsafe or ineffective by the appropriate council of the American Dental Association or the Food and Drug Administration and that the product or service is safe and effective.

11. **DEPARTMENT OF REVENUE REGISTRATION** - Exhibitors who sell non-exempt tangible personal property must register with the Florida Department of Revenue. It is the responsibility of each individual exhibitor to determine if they must register with the department. The Taxpayer Assistance Section of the department should be contacted at (800) 352-3671. Applications for registration are available, without cost, by writing to the Florida Department of Revenue, Supply Section, Tallahassee, FL 32399-0100.

12. **AMENDMENT TO RULES:** Any and all matter or questions not specifically covered by the preceding rules and regulations shall be subject to the decision of the Exhibits Committee and the West Coast District Dental Association.

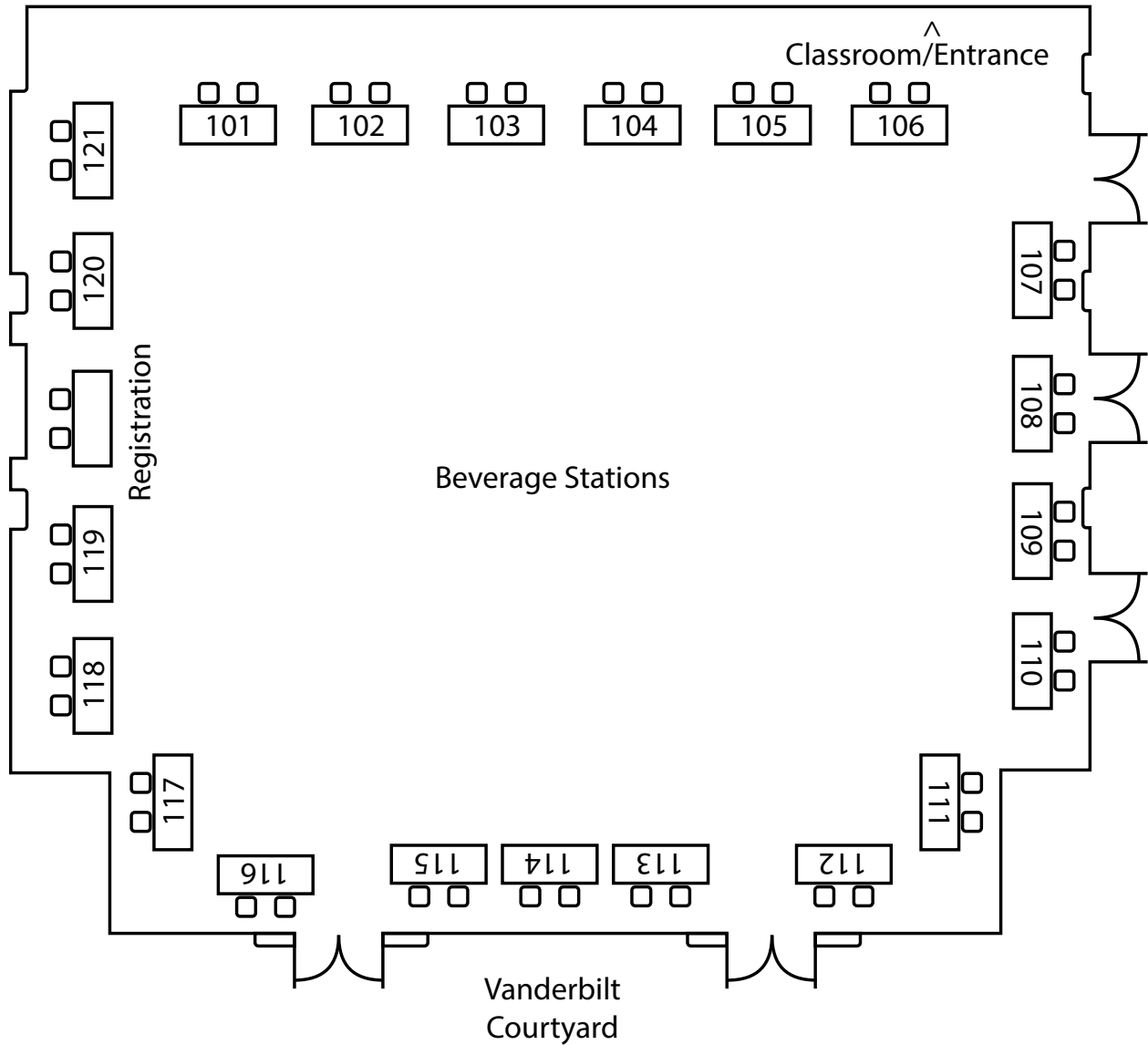
The foregoing regulations have been formulated in the best interest of all exhibitors. The cooperation of exhibitors is requested.

The Ritz-Carlton, Naples Floorplan



WEST COAST
DISTRICT DENTAL ASSOCIATION

A COMPONENT OF THE
AMERICAN & FLORIDA DENTAL ASSOCIATIONS



Event Sponsorships

Many Opportunities...

fda

40 and Under Event

This annual networking event is held each summer at an upscale location in the Tampa Bay area. Past locations include: Aqua, Chart House, The Venue, and Capital Grille. This event targets all dentists in the area who are under 40 years of age. Historically 60-80 dentists attend this event and enjoy an evening of camaraderie, fun, food and beverages.



Beers with Peers Event

This annual networking event is held in the fall at of Beer in Sarasota or Motor Works Brewery in Bradenton. This event targets all member, nonmember dentists and dental students in Manatee and Sarasota counties. Historically 60-80 dentists and dental students attend for an evening of camaraderie, networking, food and beverages.



Divas in Dentistry Event

This women's networking event is held in the winter at an upscale boutique highlighting women's fashion trends. This event targets all women dentists in the Tampa Bay area. Historically 30 women dentist attendees enjoy an afternoon of networking, fashion, make-up trends, food and beverages while mingling and socializing with their colleagues.



Receptions Held in Conjunction with the Annual and Summer Meetings

Receptions Held in Conjunction with the Annual and Summer Meetings Receptions are held in conjunction with the WCDDA's Annual Meeting in Tampa and WCDDA's Summer Meeting in Naples. Both events target all dentists, dental students and their families within the West Coast District Dental Association. These events are family friendly with attendance ranging between 100 and 150 for an evening of socializing, hors d'oeuvres and beverages.



Top Golf

A fun entertainment venue with a high-tech driving range & swanky lounge with drinks & games. Great event for networking and camaraderie. This event targets all member and nonmember dentists in the West Coast District.



Breakfast Lecture Series

This three (3) part breakfast series event targets dentists 0-5 years out of dental school and will be hosted on three different Saturday mornings. Each lecture will last about 2 hours and topics will include practice management, financial advisement, retirement solutions, insurance options and practice transitions. This event is an intimate setting with limited sponsorship opportunities.



West Coast District Dental Association

Application/Contract for Membership Event Sponsorship Opportunities

Thank you for your interest in sponsoring a WCDDA membership event. Our goal is to bring our members together in a social setting for networking opportunities. Throughout the year WCDDA will hold social events targeting different groups.

Scheduled Events

- **40 and Under Event** – A networking event in the summer at an upscale location in the Tampa Bay area targeting all dentists in the area who are under 40 years of age.
- **Beers with Peers Event** – A networking event in the fall at a popular location which targets all dentists and dental students in Manatee and Sarasota counties.
- **Divas in Dentistry Event** – A networking event in the winter at an upscale boutique highlighting women’s fashion trends. This event targets all women dentists in the Tampa Bay area.
- **Annual or Summer Meeting Reception/New Member Event** – Receptions are held in conjunction with the WCDDA’s Annual Meeting in Tampa and WCDDA’s Summer Meeting in Naples. Both events target all dentists, dental students and their families within the West Coast District Dental Association
- **Top Golf** - A fun entertainment venue with a high-tech driving range & swanky lounge with drinks & games. Great event for networking and camaraderie. This event targets all dentists in the West Coast District.
- **Breakfast Lecture Series** – This three (3) part breakfast series event targets dentists 0-5 years out of dental school and will be hosted on three different Saturday mornings.

Space is limited for each event per discretion of the association.

Type or clearly print on this application. The company name, address, city and state as shown on this form will appear on signs, programs and brochures.

Company Name: _____ Date: _____

Contact Person for Sponsorship: _____ Phone: _____

Mailing Address: _____

City, State, Zip: _____ Email: _____

Phone: _____ Fax: _____

Description of services, equipment, supplies and /or products the company promotes/endorse

Sponsorship Opportunities please check one:

- | | | | |
|--|----------|---|-----------------|
| 40 & Under Event <input type="checkbox"/> | \$500.00 | Top Golf. <input type="checkbox"/> | \$1000.00 |
| Beers with Peers Event. <input type="checkbox"/> | \$500.00 | Breakfast Lecture Series <input type="checkbox"/> | \$750.00 |
| Divas in Dentistry <input type="checkbox"/> | \$500.00 | All three lectures. <input type="checkbox"/> | \$2,000.00 |
| Annual or Summer Meeting Reception. <input type="checkbox"/> | \$500.00 | TOTAL | \$ _____ |

All companies applying for sponsorship opportunities must complete and submit an Application/Contract for Sponsorship Opportunities. The West Coast District Dental Association will not accept applications that are not properly completed with signature, deposit and contact names. Payment can be made by check or credit card.

At this time, we agree to pay \$ _____ (in U.S. dollars), representing the total cost for sponsorship opportunities requested. It is further understood no money will be refunded only credit towards other West Coast events and services will be given. Sponsorship includes: Representation at the selected event(s), company name on promotional material, recognition in association newsletter and mailing list of attendees.

Method of Payment: Check (made payable to the WCDDA) Credit card: Visa MasterCard Amex

Credit card number: _____ Exp. _____ CVV: _____ Signature: _____

Mail, Fax or Email: West Coast District Dental Association
 1114 Kyle Wood Lane, Brandon, FL 33511 • Ph (813) 654-2500 • Fax (813) 654-2505 • Kelsey@wcdental.org

Partnership Contract

Application/Contract for Partnership Opportunities

WEST COAST DISTRICT DENTAL ASSOCIATION

Type or clearly print on this application. The company name, address, city and state as shown on this form will appear on signs, programs and brochures.

Company Name: _____ Date: _____

Our company is a subsidiary of/Parent Company: _____

Mailing Address: _____

City, State, Zip: _____ Website Address: _____

Phone: _____ Fax: _____

Partnership Opportunities please check one:

- \$5,600 Platinum Partner \$3,800 Gold Partner \$2,200 Silver Partner

Contact Person for Advertising: _____

Phone: _____ Email: _____

Contact Person for Exhibits: _____

Phone: _____ Email: _____

Contact Person for Sponsorship: _____

Phone: _____ Email: _____

Description of services, equipment, supplies and/or products company promotes/endorse: _____

All companies applying for partnership opportunities must complete and submit an Application/Contract for Partnership Opportunities. The West Coast District Dental Association will not accept applications that are not properly completed with signature, deposit and contact names. Payment can be made by check or credit card. Only Visa or MasterCard credit cards are accepted.

At this time, we agree to pay \$ _____ (in U.S. dollars), representing the total cost for Partnership Opportunities requested. It is further understood no money will be refunded only credit towards other West Coast events and services will be given.

We have read and agree to abide by all provisions, terms and conditions, which the undersigned applicant agrees is part of this contract for partnership opportunities.

Print Name of Applicant _____ Title _____

Authorized Applicant Signature _____ Date _____

Payment Method: Check: made payable to WCDDA
 Credit Card Credit Card No. _____

Exp. Date: _____ CVV Code: _____ Signature: _____

(Office Use Only) Accepted by the West Coast District Dental Association
Date
Amount
Partnership Category
Signature

Signature: **Return with your payment to:**
Lissette Zuknick, Executive Director - lissette@wcdental.org
WEST COAST DISTRICT DENTAL ASSOCIATION
1114 Kyle Wood Lane • Brandon, Florida 33511
(813) 654-2500 Fax (813) 654-2505
Hours: M-F 8:00 a.m. - 5:00 p.m.