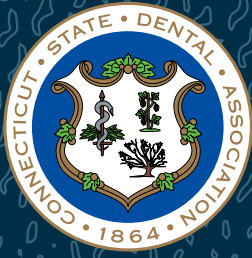


Connecticut State
Dental Association



***THE* New England Dental Conference**

May 13–15, 2027

EXHIBITOR & SPONSOR PROSPECTUS

**We're moving
to the heart
of Connecticut!**

Showcase your
organization at the
CT Convention Center



Celebrating 160 years!

csdadentalmeeting.com

Be a Part of an Historic Year.

CELEBRATE 160 YEARS OF EXCELLENCE AS WE SHAPE THE FUTURE OF DENTISTRY.

The Connecticut State Dental Association is proud to celebrate its 160th Anniversary while launching an exciting new chapter at the Connecticut Convention Center. This milestone event offers sponsors an unprecedented opportunity to align your brand with one of the region's most respected dental organizations during a year that members will remember for decades.

A NEW VENUE. NEW ENERGY. NEW OPPORTUNITIES.

As we move to the Connecticut Convention Center, we're creating a more dynamic experience for attendees, exhibitors and sponsors alike. With improved accessibility and modern meeting spaces, exhibiting and sponsorship places your company at the center of *THE* New England Dental Conference.



As we celebrate the Annual Conference's 160th Anniversary and move to the Connecticut Convention Center, we're excited to introduce a brand-new Exhibit Hall designed to create an enhanced experience for both attendees and exhibitors. Because this is an entirely new exhibit floor, **previous booth assignments cannot be carried over from 2026.** Instead, **booth selection will be made on a first-come, first-served basis** as signed contracts and payments are received. This gives every exhibitor, both new and returning, the opportunity to select the location that best supports your goals. **The earlier you reserve, the more booth options you'll have.** Prime locations will be assigned in the order commitments are received, so we encourage you to secure your space as soon as possible.



Please contact Kris Vjesto, professional development coordinator, for more information today!
Phone: 860.378.1800 | Email: kvjesto@csda.com



Don't Miss the 160th Anniversary.

The Connecticut State Dental Association would like to invite you to **be a part of our 160th Annual Conference** being held **May 13–15, 2027** at the CT Convention Center.



Our conference has earned a reputation for being one of the finest dental meetings in the Northeast, **drawing over 2,000 dental professionals from New England and the surrounding states.**

2026 had a sold-out floor and our loyal Exhibitors were thrilled with the levels of engagement from all decision makers. Our Exhibitors continuously tell us that we treat them better than any other meeting and we pride ourselves on the high level of service we provide.

The Exhibit Hall is a crucial part of the educational experience—where attendees can meet with over 100 exhibiting companies offering the latest services and innovative products. It is the place for special offers, product demos, and more.

Position your organization to reach dental decision makers. We look forward to working with you to create a very successful meeting.

—*Maria A. Smith, DMD*
President CSDA

Launch NEW PRODUCTS AND SERVICES
Collect HIGH-QUALITY SALES LEADS
Elevate YOUR BRAND'S VISIBILITY
Cultivate CUSTOMER RELATIONSHIPS

Please read through the information summarized here before completing your application. In submitting your application, you agree that you have read, understand and will abide by all the rules and regulations outlined in the prospectus.



General Information

CONFERENCE DATES

Wednesday–Friday, May 13–15, 2027

CONFERENCE LOCATION

CT Convention Center
100 Columbus Boulevard
Hartford, CT

Exposition Schedule

Wednesday, May 12

12:00 pm–6:00 pm

Exhibitor Move-In & Badge Pick-Up

Thursday, May 13

7:00 am–8:30 am*

Exhibitor Move-In & Badge Pick-Up

7:00 am–5:00 pm

Badge Pick-Up

8:30 am–5:30 pm

Exhibit Hall Open

Friday, May 14

7:00 am–5:00 pm

Badge Pick-Up

8:30 am–5:30 pm**

Exhibit Hall Open

5:30 pm–7:30 pm

Exhibitors Dismantle



Don't wait, act now!
Booth spaces are first come,
first served. Reserve today!

- * All crates must be out of the exhibit hall aisles by 8:30 am on Thursday. Any crates remaining in the aisles at this time will be removed at the exhibitor's expense.
- ** Early breakdown on Friday afternoon is strictly prohibited. Booths must remain open and staffed until 5:30 pm. Early dismantling of exhibit booths will not be allowed and will result in exhibitor losing preferred location request for the following year. Booth personnel will not have access to the loading dock until 5:00 pm. This policy will be strictly enforced.

Questions?

**Advertising, Promotion,
Sponsorship Questions,
and Logistical Information**

Kris Vjesto

Professional Development Coordinator

Phone

860.378.1800

Email

kvjesto@csla.com



***Promote your business
at CT Convention Center!***

*Over 2,000 dental professionals
attended courses during our
2026 conference!*



Exhibitor Booth Information

Register for a booth before **November 30th** for inclusion in the **Program Guide**, which is distributed to thousands of dental professionals from Connecticut and the surrounding states!

ANNUAL MEETING BOOTH PACKAGE

- 10' x 10'
- 8' high draped back wall, 3' high draped side walls
- Fully carpeted ballroom
- One 8' x 40" skirted tall table, two folding chairs, one wastebasket (Tall chairs can be ordered for an additional cost through Demers)
- 7" x 44" company ID sign with booth number

BOOTH PRICING

- Premium/Pre-Function
\$2,500
- Corner Booth
\$2,100
- Inside Booth
\$1,800



Don't wait, act now!
Booth spaces are first come, first served. Reserve today!

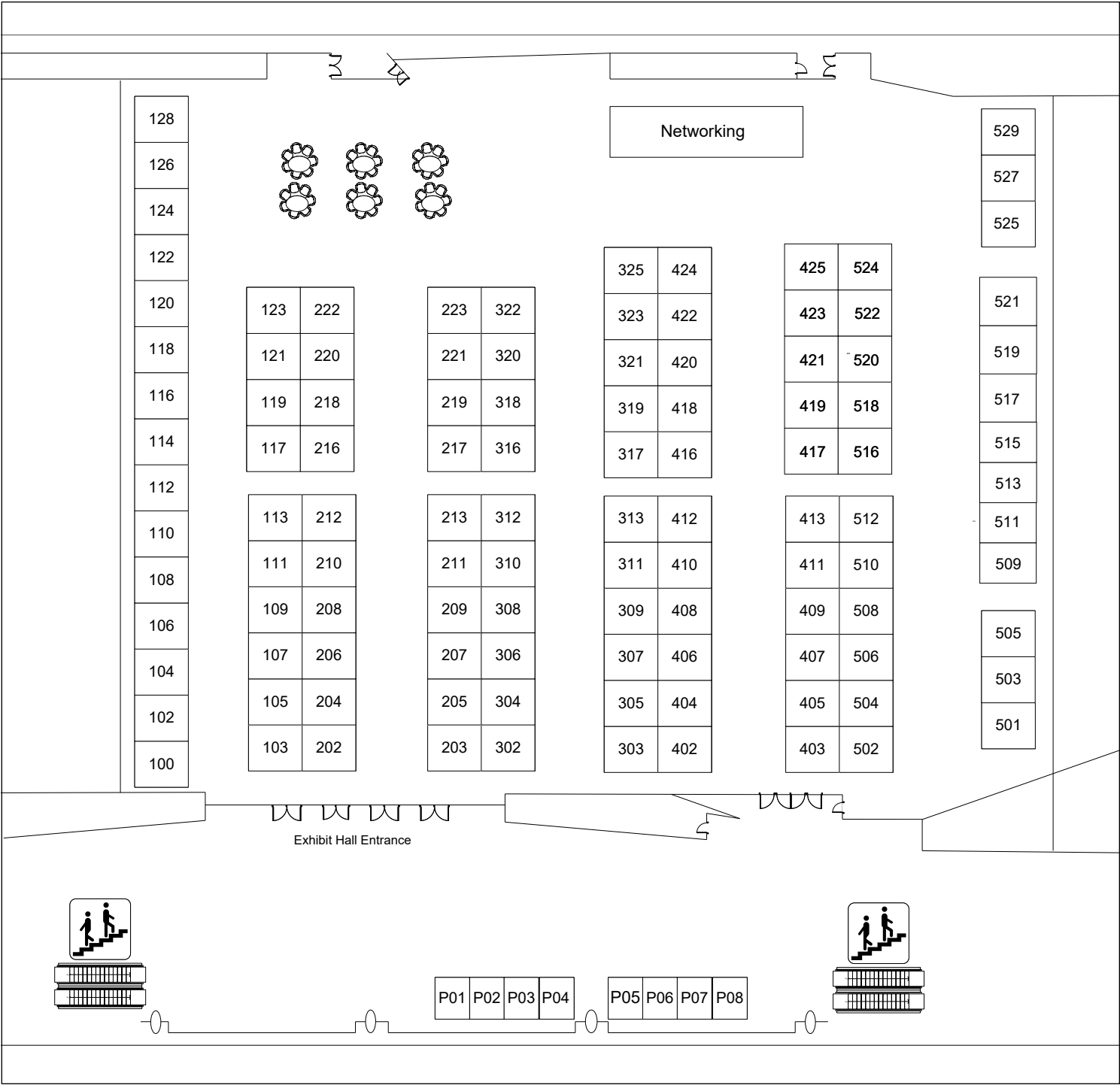
Early Bird Discount for Our Exhibitors!

Save \$100 on your booth purchase if paid in full by Oct. 31st!



2027 Exhibit Hall Floor Plan

Floor plan layout subject to change. Please visit csdadentalmeeting.com for the most current version.



Disclaimer

Floor plan not to scale. Layout shown for reference purposes only.

Exhibitor Information



EXHIBITOR REFRESHMENTS

- Exhibitor's Lounge stocked with refreshments on set-up day and show days.
- Two complimentary express lunches per booth, Thursday and Friday (Additional express lunches can be purchased)

CONTRACT RULES AND REGULATIONS

The following rules and regulations will govern the exhibits at the 160th Annual Conference of the Connecticut State Dental Association. An authorized signature on the contract confirms acceptance of the 2027 rules and regulations.

BOOTH ASSIGNMENT

Because this is an entirely new exhibit floor, **previous booth assignments cannot be carried over from 2026**. Instead, **booth selection will be made on a first-come, first-served basis** as signed contracts and payments are received. This gives every exhibitor, both new and returning, the opportunity to select the location that best supports your goals. **The earlier you reserve, the more booth options you'll have**. Prime locations will be assigned in the order commitments are received, so we encourage you to secure your space as soon as possible.

Exhibitor Kits begin going out in February via email. The kit will contain all the information you need to prepare for the show, including how to register booth personnel, make hotel reservation, purchase tickets to our social functions and order additional items for your booth such as electricity. Advance delivery and load-in instructions are also included in the kit.

PAYMENT IN FULL

Outstanding booth space balances are due by March 1, 2027. Booth space applications received on or after this date must be accompanied by payment in full. If the appropriate amount is not paid by the due date, a contract may be canceled without refund of any deposit amount.

The Connecticut State Dental Association, in the event of conflict regarding space requests or conditions beyond its control, reserves the right to rearrange the floor plan. Any assigned booth space not claimed by the start of the meeting may be resold or reassigned without obligation on the part of the Connecticut State Dental Association with no refund due to the exhibitor.



RATES, REFUNDS, AND DEPOSITS

No space will be assigned without a completed application and a 50% deposit per booth. Reserved space may be reassigned or canceled at the discretion of the CSDA. All requests for cancellation must be made in writing to the Connecticut State Dental Association and received before January 20, 2027. A refund will be issued minus a \$250 cancellation fee per booth. If a cancellation request is received after January 20, 2027, the entire booth fee will be retained by the CSDA.

FIRST-TIME EXHIBITORS PAYMENT POLICY

We love new exhibitors! We do have a policy that requires new/first-time exhibitors to pay by check.



COMPANY/BOOTH PERSONNEL VERIFICATION

Each exhibit is limited to individuals, business firms, manufacturers, and dealers who have contracted and paid for space. Exhibit booths must be manned by registered exhibitor personnel at all times during all open exhibit hours. All exhibits personnel must be bona fide employees of the exhibiting company or representatives who received commission, brokerage, or salary from the exhibitor. False certification of individuals as exhibitor representatives, misuse of exhibitor badges or any other method or devices used to assist unauthorized persons to gain admission to the exhibit floor may be subject to a fine and

expulsion of the exhibitor from the exposition and barring him/her from further entrance to the floor without obligation on the part of the CSDA for a refund of any fees.

Upon the exercise of the authority by the Connecticut State Dental Association, the exhibitor, their employees and/or agents, waives any rights to claim for damages against the Connecticut State Dental Association arising out of the enforcement of this paragraph.

SPACE

The exhibitor acknowledges that the Connecticut State Dental Association is merely a licensee of the CT Convention Center and all other contracted space is licensed to the Connecticut State Dental Association. Accordingly, the exhibitor shall use its exhibit space in compliance with all rules and regulations with respect to such use from time to time imposed by CT Convention Center. In addition, the exhibitor will only display products or materials manufactured or distributed by it in the regular course of its business, and, for no other items or things of any nature. The exhibitor recognizes and agrees that the contract of which these rules and regulations are a part, constitutes a sub-license agreement of its space, and shall not assign, further sub-license or otherwise apportion or dispose of its exhibit space or any other part thereof, or any use of all or any part of said space to any person, firm or entity other than the exhibitor.

INSURANCE & SECURITY

The exhibitor assumes responsibility and agrees to indemnify and defend the Connecticut State Dental Association and hotel and the tribe and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

The exhibitor understands that neither the Connecticut State Dental Association nor CT Convention Center maintain insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.



Don't wait, act now!
Booth spaces are first come,
first served. Reserve today!



Each applicant agrees that the Connecticut State Dental Association (CSDA) shall not be responsible for any damages, losses, costs, expenses, or liability of any kind realized or incurred by the applicant during or post event.

All exhibits and respective contents are the sole responsibility of the exhibiting company. The exhibiting company assumes all risk and as stated above, is expected to obtain the proper insurance. The Connecticut State Dental Association will not be responsible for damage or loss by fire, riots, strikes, etc. As an additional service and courtesy to our exhibitors, overnight security will be provided once set-up hours end on Wednesday until 7:00 am the following morning and again once the show ends on Thursday until 7:00 am on Friday.

..... **i**

Please note: Early breakdown on Friday afternoon is strictly prohibited. Booths must remain open and staffed until 5:30 pm. Early dismantling of exhibit booths will not be allowed and will result in exhibitor losing preferred location request for the following year. Booth personnel will not have access to the loading dock until 5:30 pm. This policy will be strictly enforced.

.....

Dont' forget!
Early Bird Discount for Our Exhibitors!
Save \$100 on your booth purchase if paid in full by Oct. 31st!



Register for a booth before November 30th for inclusion in the Program Guide, which is distributed to thousands of dental professionals from Connecticut and the surrounding states!

For More Information

**Advertising, Promotion,
Sponsorship Questions,
and Logistical Information**

Kris Vjesto
Professional Development Coordinator

Phone
860.378.1800

Email
kvjesto@csda.com



Guest registration is reserved for guests of attendees who are participating in courses and considered a spouse or significant other, friend or relative not qualified for other registration categories. Guest registration is not intended for a non-exhibiting company to gain access to the exhibit hall floor and may not be used by suppliers or consultants to the dental industry. All guest registrations will be verified by the CSDA before being accepted. Improper use of this registration category will result in removal from the event without a refund.

The Connecticut State Dental Association (CSDA) reserves the right to use any photograph/video taken at any courses or events without the expressed written permission of those included within the photograph/ video. The CSDA may use the photograph/ video in publications or other media material produced including but not limited to brochures, invitations, postcards, websites, etc.

Advertising Opportunities

CSDA's 160th Annual Charter Oak Dental Conference • May 13–15, 2027

Reserve your spot today! Email Kris Vjesto at kvjesto@csda.com or call 860.378.1800.

Digital



Website Banner
\$1,500, 1 exclusive opportunity available
Banner will be placed on the homepage of csdadentalmeeting.com

Print



Prime Spots		
☐ Back cover	\$2,200	7.5"w x 8"h
☐ Inside front cover	\$1,650	7.5"w x 10"h
☐ Inside back cover	\$1,650	7.5"w x 10"h

Inside Pages		
☐ Full page	\$1,350	7.5"w x 10"h
☐ 1/2 page	\$800	7.5"w x 5"h
☐ 1/4 page	\$500	3.5"w x 5"h

Print ad art files are due by October 31st and should be emailed to kvjesto@csda.com. All add files must: be in full color, have no bleeds, be in high resolution (300 dpi), and in a file format of PDF, TIFF, or JPG.

Payment is due in full by October 31st. The CSDA reserves the right to release ad space if payment is not received by the due date or reject/withdraw an ad at its discretion. This contract is valid once signed. The CSDA will hold all advertisers liable for all payments under the contract.

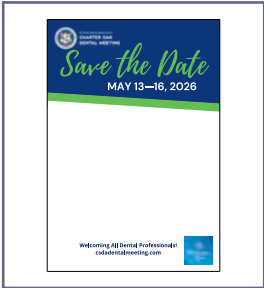


Get additional exposure for your company!

Here are just some of the sponsorship opportunities that are available in conjunction with this exciting event! More details and opportunities will be announced as the meeting program and theme are further developed. Inquire for more details! (Note: Sponsorship opportunities are assigned based on date of signed agreement unless already marked as Sold Out.) To confirm your sponsorship, contact Dawn Champagne at dchampagne@cstda.com or 860.378.1800, ext. 201.



Lanyards
Exclusive—\$3,500
Your exclusive company name/information for name badge holders.



Writing Pads
Exclusive—\$2,700
Company's logo and contact information full color imprint on 2,000 paper pads; distributed at each of the course locations.

Coffee Station
\$2,000 per service
(\$5,500 for all three)

Includes name and logo on signage will be displayed for attendees to see as they enjoy their coffee.



Services:

- Thursday Morning
- Thursday Afternoon
- Friday Morning



Promotion Emails
\$1,000
Your logo will be included on a minimum of 5 emails that will be sent to all CSDA Members and Non-Members.

Information Kiosk Kick Panels
\$500 (1 opportunity)
Sponsor the kick panel in this location and supply brochures for the counter.





Registration Counter Kick Panels

\$500 (2 opportunities)

Make your company the first to be noticed at the Registration Desk. Supply handout for the counter.



Tabletop Graphics

Exclusive—\$850

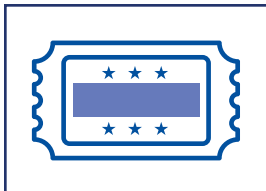
What better way to get your message across than advertising on table top graphics in the lunch area. These 11" w x 17" h graphics will be displayed on 12 lunch tables in the Exhibit Hall.



Confirmation Email Sponsor

\$1,500

Each registrant will receive an e-mail confirmation and reminder email with your logo.



Friday Afternoon Cocktail Reception

Exclusive—\$1,500

Includes company name and booth # printed on the drink ticket and a table for your reps near the bars for mingling with attendees.



Don't wait, act now!
Booth spaces are first come, first served. Reserve today!

Exhibitor Refreshments

The Exhibitor's Lounge will be stocked with refreshments on set-up day and show days!

Each booth will also receive two complimentary express lunches, per day (additional express lunches can be purchased).





Photo Station

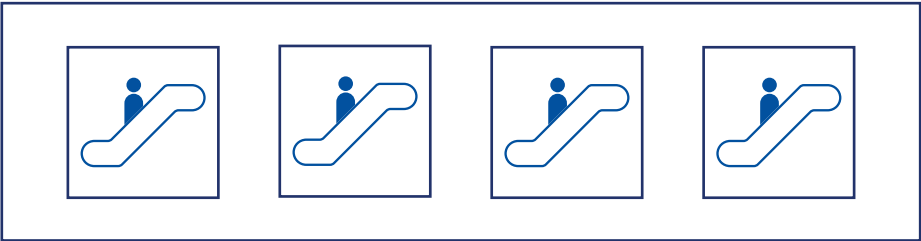
Exclusive—\$2,000

This Exclusive Sponsorship allows attendees to get creative and capture memories from CSDA 2027! Sponsor an onsite photo booth complete with a custom layout (to include your company logo) and fun props. Sponsorship includes:

- (1) Photobooth to be in a high traffic area
- Company Logo on custom design printed photos
- Signage at the photo booth

Escalator Decals *Exclusive—\$550 (Total of 4 Decals)*

Decals placed on the glass of each escalator featuring your company's logo and booth number.



2027 Sponsor Perks at Each Level

**Event
Sponsors** **Exhibit
Only**

Company logo on website	✓	
Company name and logo to appear in program guide (as of Nov. 30)	✓	
Company logo to appear on sponsor wall in registration lobby	✓	
Company name listed in preliminary program (as of Nov. 30)	✓	✓
Company name on website	✓	✓
Interactive floor plan	✓	✓

(Deadline October 31, 2026)



2027 CSDA Exhibit Space Application

Trade Show:
May 13-14, 2027

Please complete all sections of this contract and print as clearly as possible so we can translate the information accurately. In submitting this application, you agree that you have read, understand and will abide by all of the rules and regulations outlined in the prospectus.

BOOTH LOCATION REQUEST

(see floor plan on page 5)

1st choice booth(s) # _____

2nd choice booth(s) # _____

If possible, do not locate our us next to or across from:

BOOTH RATES

Location	Rate	QTY	Subtotal
☐ Premium	\$2,500	x _____	= \$ _____
☐ Corner:	\$2,100	x _____	= \$ _____
☐ Inside:	\$1,800	x _____	= \$ _____
Total Booth Cost			\$ _____

☐ We are paying 50% of our booth total with this application. \$ _____

☐ Early Bird Discount (booth space must be paid in full by 10/31/26 to be eligible). - \$100

Booth balance due (if applicable) \$ _____

Today's total payment: \$ _____

If you are paying with a credit card and submitting a 50% booth deposit, please let us know if you would like us to automatically charge the remaining balance:

- ☐ Please charge the remaining balance on 10/31/26 so we can receive the \$100 discount.
- ☐ Please charge the remaining balance on 3/01/27.
(Not discount eligible)

CONTACT INFORMATION

☐ New or ☐ Returning Company

Company name (Booth name)

Company products/services

Booth sign should read

Company address

Company City, State, Zip code

Exhibitor Kit should be e-mailed to:

Full name

Email address

Phone

METHOD OF PAYMENT

(New/First time exhibitors must pay by check)

- ☐ Check made payable to CSDA
- ☐ MasterCard ☐ Visa ☐ American Express

Credit card number

Expiration date

CVV Code

Name on card

Credit card billing address

Authorized signature

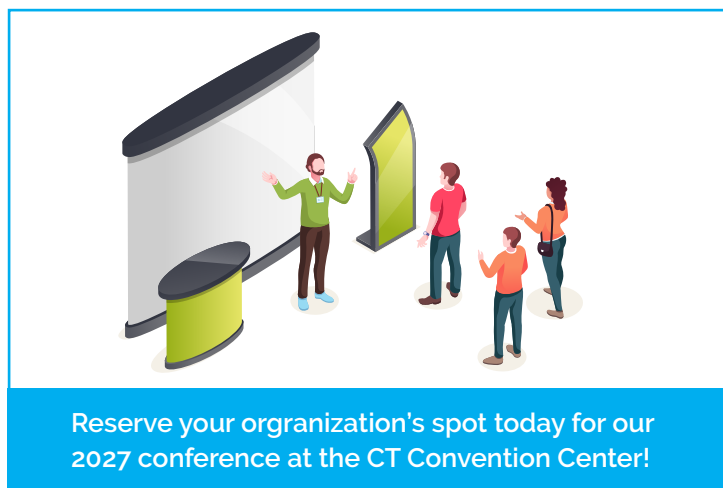
Return contract and check made payable to: Connecticut State Dental Association, 835 West Queen Street, Southington, CT 06489. For applications with credit card payment, fax to 860.378.1807 or scan and email to annualmeeting@csda.com.



See who joined us in 2026

(Note: This is a partial list.)

42 North Dental	Dental Intelligence	M&T Bank	Sleep Group Solutions
Abele Technologies	Dental Practice Sales	NDX H + O	Southridge Technology
Affinity Dental Management	Dental Works	New York Life	Southridge Technology and M&T Bank
Align Technology	Dentow Dental	Nobel Biocare	Sunstar GUM
Almonte Fallago Group	Dentsply Sirona Technology	NSK America Corp	SurgiTel
Alternative Apex Dental Lab	DEXIS	Orascopic	T.D Bank, U.S.
Apex Payment Solutions	Digital Floss	Palma Dental Labs	The Smilist Dental
Archway Dental Partners	Digital Health Professionals	Patterson Dental	Ultradent Products, Inc
AutoRemind	Doctor's Disability Specialists		
Bank of America Practice Solutions	Dr. Marketing		
BioGaia Probiotics	Elevate Oral Care		
BISCO	Erchonia		
Brasseler USA	Essential Dental Systems		
Bryant Dental	Fotona		
Carestream Dental, LLC	Garfield Refining		
Certified Financial Services	Greater New York Dental Meeting		
Choice Transitions	H2Ocean Sea Salt Healing Rinse		
Cigna Dental	Haleon		
Colgate	Huntington Bank		
Crest & Oral-B	Integrity Systems & Solutions		
Crown Uniform and Linen CT Army National Guard	Ivoclar		
CT Dental Health Partnership	Jewell Professional Insurance		
Dandy	Kettenbach LP		
DDSMATCH	LumaDent		
Delta Dental of NJ/CT			
		Pearl	Vatech America
		PerioProtect	Virtue Dental Repair
		Plum Dental	VOCO America, Inc.
		Q-Optics	Wealth for Docs
		Rosen & Associates, LLP	Weave
		Rosen Dental Transitions	WEO Media
		RS Dental CPA	Windsor Federal-Healthcare Banking
		Second To None Wellness	Workers Compensation Trust
		Siligent	Yankee Dental Congress
		SKM Collection	



160th Annual Conference
CT Convention Center
May 13–15, 2027

Book your spot in our exhibitor hall by November 30th
to be included in our program guide!



Connecticut State Dental Association

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Beware of Attendee List Scams
You may receive emails from someone other than
the CSDA asking if you would like to purchase our
attendee list. These emails are not coming from
the CSDA and the companies emailing you are not
associated with CSDA. They are scams.

If you would like to purchase a mailing list, please
contact us at annualmeeting@csda.com.