FRIDAY
May 20, 2016
ADHESIVE DENTISTRY

Learn contemporary options for dentin bonding; causes and solutions for composite failures; bio-active adhesives and composites and effective post and core strategies for endodontically treated teeth from:

- Edward J. Swift Jr., DMD, MS, Associate Dean for Education at the University of North Carolina School of Dentistry.
- Mark A. Latta, DMD, MS, Dean and Professor of General Dentistry at Creighton University School of Dentistry.
- John Burgess, DDS, Assistant Dean for Clinical Research at the University of Alabama at Birmingham School of Dentistry.
- Rick Walter, DDS, MS, Clinical Associate Professor in the Operative Dentistry Department at the UNC School of Dentistry.
- Steven R. Jefferies, MS, DDS, PhD, Professor of Restorative Dentistry at Temple University Kornberg School of Dentistry.
- Alan M. Atlas, DMD, Clinical Professor, Director of Implant Dentistry in the Department of Preventative and Restorative Sciences at the University of Pennsylvania School of Dental Medicine.

SATURDAY
May 21, 2016
ENDODONTIC TREATMENT

Review conventional endodontic treatment; re-treatment of endodontic failures and implants from outstanding practitioners including:

- Martin Trope, DMD, former Director of the American Board of Endodontics and Editor-in-Chief of Dental Traumatology and Endodontic Topics.
- Samuel I. Kratchman, DMD, Clinical Associate Professor of Endodontics at the University of Pennsylvania School of Dental Medicine.
- Frank C. Setzer, DMD, PhD, MS, Assistant Professor of Endodontics and Director of Predoctoral Endodontics at the University of Pennsylvania School of Dental Medicine.
- Meetu Ralli Kohli, DMD, Clinical Assistant Professor of Endodontics at the University of Pennsylvania School of Dental Medicine.
- Bekir Karabucak, DMD, MS, Interim Chair, Associate Professor of Endodontics and Director of the Postdoctoral Endodontics Program at the University of Pennsylvania School of Dental Medicine.
Dear Prospective Exhibitor,

The 2016 edition of Pennsylvania’s Dental Meeting has moved to the expansive Hershey Lodge in Hershey, PA, to accommodate the largest dental meeting ever held by the Pennsylvania Dental Association (PDA).

The session on May 20 will focus on adhesive dentistry while May 21 is a day on endodontic treatment. The dentist attendees will be present in the main lecture hall as the nationally known presenters sequentially take the podium. The main hall of the Hershey Lodge will accommodate 50 exhibit booths, an area for demonstrations, breaks and lunch. Dental auxiliary personnel will be encouraged to visit the exhibitors while the dentists are attending the morning and afternoon symposium. A two-hour lunch break will provide an opportunity for attendees to tour the exhibit hall. Friday evening will feature a cocktail party in the exhibit hall – become a sponsor of this event and mingle with the attendees!

Complete your application and return it today! Space is limited and priority will be given to companies with products associated with this year’s topics, including composites, cements, ceramics, restorative materials and endodontic products.

APPLICATION DEADLINE IS SEPTEMBER 15, 2015. PDA assigns booths on a first-come, first-served basis and in accordance with the exhibitor’s preferences. The application must be accompanied by a 50% deposit of the total fee due. PDA will not assign booths without a deposit. If a company’s first choice has been assigned, it receives its second choice, provided the second choice has not been previously assigned, etc. If all four choices have been assigned, PDA determines the location. Shielding from designated companies will be respected when possible.
SPONSORSHIP OPPORTUNITIES

RECEPTION AND DINNER DANCE
ON SATURDAY, MAY 21
$6,000
• Premier sponsor with reserved table for 10 people.

MEETING LANYARDS
$1,500
• Your exclusive company name.

MEETING TOTE BAGS
$1,250
• The tote bags will include your company name and logo. Great way to increase your visibility with the attendees beyond the meeting.

EXHIBIT FLOOR CE
$200 PER 30-MINUTE SEGMENT
• Reserve a 30-minute segment for an exclusive opportunity to showcase your company’s products and services in an area within the exhibit hall. PDA will offer CE credit for attendees so preference will be given to companies offering educational sessions rather than product demonstrations.
• CE segments are available May 20 from 10 a.m. to 5 p.m. and May 21 from 10 a.m. to 2 p.m.

RECEPTION
ON FRIDAY, MAY 20
$1,500
• Shared sponsorships available, includes 2 tickets to the event.

PROGRAM ADS
Advertising space is available in the on-site program book distributed to all attendees.
• $500 Full Page: 7.5 inches wide x 10 inches tall.
• $250 Half Page: 7.5 inches wide x 4.875 inches tall.

EXHIBIT/SPONSOR INFORMATION

EXHIBIT SPACE
Exhibit space is an 8’x10’ booth with a 6’ draped table, 33 inch draped side rails, 8’ backdrop, 2 chairs, a wastebasket and a sign with the company name.

EXHIBIT HALL DATES & HOURS
FRIDAY, MAY 20
9:30 a.m. - 6 p.m. (Set up begins at 2 p.m. on May 19)

SATURDAY, MAY 21
9:30 a.m. - 3 p.m. (Tear down begins at 3 p.m. and must be completed by 5 p.m.)

Please be advised that early breakdown on Saturday afternoon is prohibited.

EXHIBITOR REGISTRATION
Meeting packets will be emailed in February for companies to register personnel attending the meeting, reserve hotel accommodations and order services such as electricity and internet service. Each exhibit is limited to individuals, business firms, manufacturers and dealers who have contracted and paid for space. Exhibit personnel must be bona fide employees of the sponsoring company or representatives who receive commission, brokerage or salary from the sponsor.

REFUNDS
All cancellations must be in writing. Cancellations received on or before March 18, 2016, will be assessed a $100 administrative fee. No refunds will be issued after March 18, 2016.
**Space:** The exhibitor agrees that the exhibit will be confined to the area of the space contracted and that subletting or showing products other than those manufactured or represented by the exhibitor is strictly prohibited. The exhibitor also agrees not to display noisy electronic devices, sound equipment or other devices that interfere with other exhibits. The playing of live or recorded music in an exhibit space is prohibited.

**Care of Space:** The exhibitor agrees not to deface, injure or mar any surface of The Hershey Lodge or any of the furniture or fixtures contained therein and/or any of the property placed therein by the Pennsylvania Dental Association (PDA). The exhibitor shall be liable to PDA and/or The Hershey Lodge for any damage to the Lodge or any of the furniture or fixtures contained therein or any of the property placed therein by PDA which shall occur by reason of the commissions or omissions of any exhibitor and/or its agents or employees. All materials used in an exhibit must conform to the requirements of the fire department. X-Ray equipment is to be dead.

**Liability, Security & Insurance:** All exhibits and respective contents are displayed at the exhibitor’s risk. PDA assumes no responsibility for the safety of the personnel and property of the exhibitor or the personal property of their officers, agents or employees. The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save harmless PDA, The Hershey Lodge, its owner and operator and their affiliated and subsidiary companies and their respective partners, directors, officers and employees and agents (the “indemnities”) against all claims, losses or damages to persons or property, governmental charges or fines and attorney’s fees arising out or caused by the exhibition’s installation, removal, maintenance or occupancy or use of the exhibition premises or part thereof, excluding only any liability caused by the sole negligence of the indemnities.

In addition, the exhibitor acknowledges that PDA, The Hershey Lodge and any of the other indemnities do not maintain insurance covering the exhibitor’s property and that it is the sole responsibility of the exhibitor to maintain insurance.

**Payment:** Contracts received on or after March 18, 2016, must be accompanied by payment in full. If any remaining balance of the full remittance of the contract has not been received by PDA by May 2, 2016, PDA reserves the right to cancel this contract without liability. In such an event, PDA shall retain the amount paid by the exhibitor as a forfeited deposit. Any exhibitor with a remaining balance on Thursday, May 19, 2016, will not be allowed to set up until full payment has been remitted in the form of cash, certified check or money order.

**Conduct and Restrictions:** PDA reserves the right to restrict and/or terminate all exhibits which, because of sound, odor, food, drink or other objectionable features, interfere with the orderly procedure of the meeting. PDA also reserves the right to prohibit any display or procedure which in its judgment runs counter to the general character of the meeting. Therapeutic products or products of a therapeutic nature that do not meet the ethical standards of the dental profession will not be accepted for display.

Exhibitors may not host a function in conjunction with Pennsylvania’s Dental Meeting without the written consent of PDA.

The exhibitor shall, during the meeting, use for exhibit, display or related purposes, only the space which has been contracted. No exhibitor will conduct a seminar or presentation the Harrisburg/Hershey area from May 19-22, 2016.

Improper conduct (as that term is construed by the PDA and/or Hershey Lodge, to include but not be limited to the representation of a product or service without the purchase of exhibit space, or the presence of any person associated with a commercial endeavor, within the exhibit area who is not affiliated with a paid-in-full exhibitor) will not be permitted and can result in the termination of the exhibitor’s ability to display at the meeting. In the event termination does occur the exhibitor shall not be entitled to any refund of amounts paid to PDA.

Companies sponsoring prize drawings in conjunction with the meeting must prominently display any limitations on registering for or accepting the prize.

The rights and obligations set forth herein apply as well to the conduct of agents and employees of the exhibitor and any property used by such companies in the installation and operation of exhibits.

The decision of PDA as to what acts constitute a breach of the above conditions shall be final and any exhibitor shall be subject to eviction without refund if it is judged to be in violation of the aforementioned conditions.

**Interpretations of Above Rules and Regulations:** Above stated conditions are considered a part of this contract. PDA reserves the right to interpret them as well as make decisions on all points the rules and regulations do not cover. Decisions of the Pennsylvania Dental Association are final.
**EXHIBIT SPACE**
Exhibit space is an 8’x10’ booth with a 6’ draped table, 33 inch draped side rails, 8’ backdrop, 2 chairs, a wastebasket and a sign with the company name.

**PRICING**
- $1,000 for one standard 8x10 booth
- $1,200 for one corner 8x10 booth; corner booths are indicated in red

**EXHIBIT HALL DATES & HOURS**
**FRIDAY, MAY 20**
9:30 a.m. - 6 p.m. (Set up begins at 2 p.m. on May 19)

**SATURDAY, MAY 21**
9:30 a.m. - 3 p.m. (Tear down begins at 3 p.m. and must be completed by 5 p.m.)

*Please be advised that early breakdown on Saturday afternoon is prohibited.*
PENNSYLVANIA’S DENTAL MEETING

EXHIBITOR APPLICATION/CONTRACT

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.

SPONSORSHIP OPPORTUNITIES

☐ MEETING LANYARDS ($1,500)  ☐ MEETING TOTE BAGS ($1,250)

☐ EXHIBIT FLOOR CE
$200 per 30 minute segment(s) = $________

☐ PROGRAM ADS
In the on-site program book distributed to all attendees
☐ $500 Full Page  ☐ $250 Half Page

☐ FRIDAY NIGHT RECEPTION ($1,500)
Shared sponsorship, includes 2 tickets to the event

☐ SATURDAY NIGHT RECEPTION AND DINNER DANCE ($6,000)
Premier sponsor with reserved table for 10 people

PLEASE PRINT

Company Name and Mailing Address _____________________________________________________________________
______________________________________________________________________________________________
Describe Company Products/Services ____________________________________________________________________
Contact Person & Title _____________________________________________________________
Email Address _______________________________________    Phone Number ________________________________
Quantity of booths desired ______   Select booth type: ☐ $1,000 Standard 8x10 Booth  ☐ $1,200 Corner 8x10 Booth
Booth preferences: 1___ 2 ___3 ___4 ___   Please do not locate us near ________________________________________
(BE SPECIFIC IN COMPANY NAME — NOT PRODUCTS/SERVICES)
Authorized Signature _______________________________________________________________________________
(Individual who has authority to enter into contracts on behalf of the company)

TOTAL DUE: $______________        TODAY’S DEPOSIT (50% OF TOTAL DUE): $______________

PAYMENT - must be made in U.S. funds drawn on a U.S. bank
☐ My check, made payable to PDA, is enclosed.
☐ Please charge my credit card. PDA cannot accept debit cards.
☐ Mastercard  ☐ VISA  ☐ American Express  ☐ Discover
Card Number __________________________________________    Expiration Date ________________________
Credit Card Billing Address ___________________________________________________________________________

If you are paying the deposit with a credit card, please indicate if you would like PDA to automatically charge the remaining balance.
☐ Please charge the remaining balance on March 18, 2016. ☐ We will send a check to pay the balance (must be received no later than March 18).

NOTE: ALL ADVERTISEMENT ARTWORK MUST BE RECEIVED AT THE PDA CENTRAL OFFICE BY FEBRUARY 12, 2016.

Please complete and return to Rebecca Von Nieda no later than September 15, 2015:
PDA, PO Box 3341, Harrisburg, PA 17105 or fax (717) 232-7169 or rvn@padental.org