

# PNDCO

pacific northwest dental conference  
seattle, wash. · june 14-15, 2012

Washington State Dental Association  
126 NW Canal Street  
Seattle, WA 98107

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
SEATTLE, WA  
PERMIT NO. 8115

exhibitor prospectus



## Welcome!

On behalf of the Washington State Dental Association, I would like to invite you to exhibit at the 125th Pacific Northwest Dental Conference (PNDC) on June 14 – 15, 2012 at the Washington State Convention Center (WSCC) in Seattle, Washington.

Through nationally recognized speakers and experts in the field of dentistry, we are pleased to provide an excellent educational opportunity for all of our attendees. By exhibiting at the 2012 Pacific Northwest Dental Conference, you will have the unique opportunity to showcase your products and services to dental professionals from the Pacific Northwest and beyond. This summer we anticipate hosting more than 8,000 dental professionals eager to find the latest research and product information to help them build and maintain successful practices.

Following last year's success, the Exhibit Hall will once again be located in the North Wing of the Washington State Convention Center. The hall will provide more end-caps and corner booths.

We value you as an integral part of our Conference, and look forward to making your time with us profitable and rewarding. We invite you to review the exhibitor prospectus, and we look forward to working with your company.

A handwritten signature in black ink that reads "Dennis L. Bradshaw".

Dr. Dennis L. Bradshaw  
Chair, Committee on PNDC

## Committee on the Pacific Northwest Dental Conference

Left to right:

- Dr. C.R. Anderegg, Jr. (seated)
- Dr. John Darling
- Dr. Jeanine M. McDonald
- Dr. Dennis L. Bradshaw, Chair
- Dr. Donald Jordan
- Dr. Robin Henderson

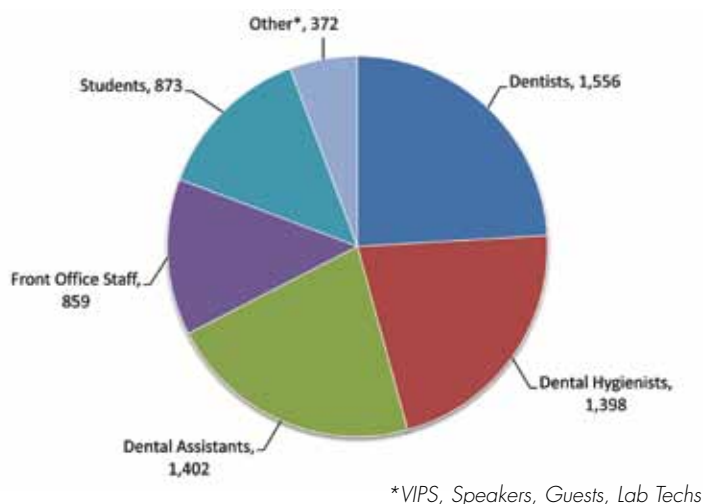


If you have any questions, please contact Danielle Hickman,  
Exhibit Services and Sponsorship Coordinator, at 800-448-3368 or [danielle@wsda.org](mailto:danielle@wsda.org).

## Welcome, Exhibitors!

This is your opportunity to connect face-to-face with thousands of dental professionals from all over Washington State and beyond. As an exhibitor, you will have two days to showcase your products and services to dentists, hygienists, assistants, and front office staff in an exclusive forum for high-quality continuing dental education.

## 2011 PNDC Attendance



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### PNDC Staff

**Executive Director**  
Stephen Hardymon

**Assistant Executive Director**  
Amanda Tran

**Exhibits and Sponsorship Coordinator**  
Danielle Hickman

**Continuing Education and Speaker Services Coordinator**  
Craig Mathews

**Art Director/Managing Editor**  
Robert Bahnsen

### Show Management

**WSDA**  
126 NW Canal Street  
Seattle, WA 98107  
800-448-3368

### Official Service Contractor

**GES, Global Experience Specialists**  
7050 Lindell Road  
Las Vegas, NV 89118  
800-475-2098

### Show Colors

**Carpet** Pepper  
**Drapes** Black (back)  
White (side arms)

### Buyer Incentive Program

This year, attendees will be encouraged to save their shopping list and make qualified\* purchases during the conference on the exhibit hall floor. The top three attendees who spend the most money inside the exhibit hall will be rewarded with a \$500 Apple gift card.

\*Qualified purchases include equipment and other tangible personal property. For example, contracts with builders, designers, financial institutions, web developers, and other performed services will not be counted as qualified purchases.



The Pacific Northwest Dental Conference is produced by the Washington State Dental Association

If you have any questions, please contact Danielle Hickman,  
Exhibit Services and Sponsorship Coordinator, at 800-448-3368 or [danielle@wsda.org](mailto:danielle@wsda.org).

[ important dates ]



**November 16, 2012**

Reserved Exhibitors: Submit contract and 50 percent booth fees or forfeit seniority status and booth location.

**January 13, 2012**

Early bird discount deadline.

**January 16, 2012**

Booth assignments begin.

**January 25, 2012**

Booth assignments emailed with GES Exhibitor kit.

**February 17, 2012**

Last day to cancel with a fee of 20 percent of the entire booth cost.

**March 16, 2012**

Booth fee balances due. Cancellations not accepted after this date. 100 percent booth fees due with application after this date.

**April 13, 2012**

Insurance certificate due. No company will be allowed to set up without required certificate of insurance. Certificate of insurance must accompany booth applications after this date.

**May 14, 2012**

Non-official contractor approval request form due.

**June 12, 2012**

Last day for advance online booth personnel registration.

**ONSITE**

**Wednesday, June 13, 2012**

8:00 am – 5:00 pm	Registration open
8:00 am – 5:30 pm	Exhibitor move-in

**Thursday, June 14, 2012**

8:00 am – 5:30 pm	Exhibit Hall hours
7:00 am – 5:30 pm	Exhibitor's Lounge hours

**Friday, June 15, 2012**

8:00 am – 4:00 pm	Exhibit Hall hours
7:00 am – 4:00 pm	Exhibitor's Lounge hours
4:00 pm – 10:00 pm	Exhibitor move-out

If you have any questions, please contact Danielle Hickman, Exhibit Services and Sponsorship Coordinator, at 800-448-3368 or [danielle@wsda.org](mailto:danielle@wsda.org).

[ booth rental information ]



**Applying for Space**

To apply for exhibit space, all exhibitors must complete the exhibit application and contract found in this packet. Return the completed forms, along with 50 percent of the booth fee, to the Washington State Dental Association. Booth confirmations and invoices will be mailed in January.

The exhibit fee is due in full by March 16, 2012. Failure to meet this deadline may result in reassignment of the space. For exhibitors applying after March 16, 2012, contracts must be accompanied by full payment.

**Exhibit Fees**

Exhibit fees are based on the location in the Exhibit Hall. Please refer to the floor plan for location and pricing.

	Early Bird*	Standard
Reserved (Orange)	\$1,800	\$1,800
Elite (Green)	\$1,600	\$1,800
Deluxe (Blue)	\$1,400	\$1,600

\*The Early Bird Discount is available to exhibitors whose contracts are received by January 13, 2012.

**Booth Specifications**

Each individual booth space is 10' x 10'. Booth rental includes standard 8' back and 3' side drapes in show colors. Every booth is provided with a standard booth identification

sign (black and white, 26 characters). Exhibitors will receive 10 complimentary badges per booth space purchased. Exhibitors are responsible for carpeting booth spaces. No utilities or furnishings are included in the booth space, but can be ordered through GES. Exhibitors are responsible for the cleaning of the booth.

**Booth Assignment**

Assignment of exhibit space will be made solely at the discretion of the WSDA and is based on timeliness of the application, seniority, size of booth, and choice indicated on the application. Booth assignments will begin January 16, 2012 for those who have submitted their application with a 50 percent deposit. Confirmations will be mailed beginning January 25, 2012.

**Cancellation of Booth Space**

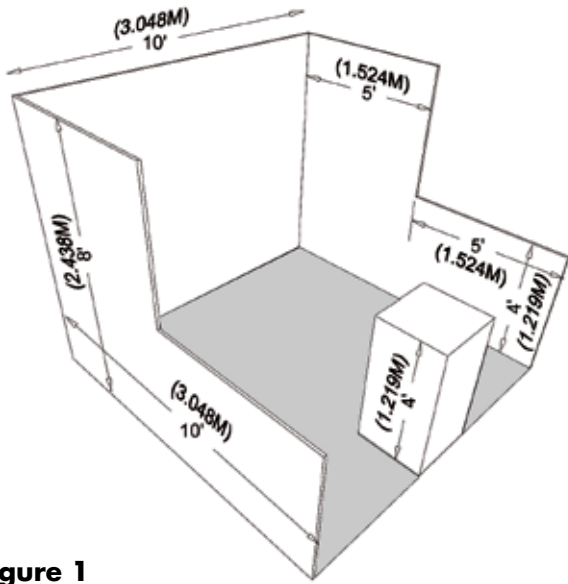
All requests for cancellations received in writing by the WSDA on or before February 17, 2012 will be subject to an administration charge equal to 20 percent of the total exhibit booth fee. No refunds will be granted after March 16, 2012.

**Service Contractor**

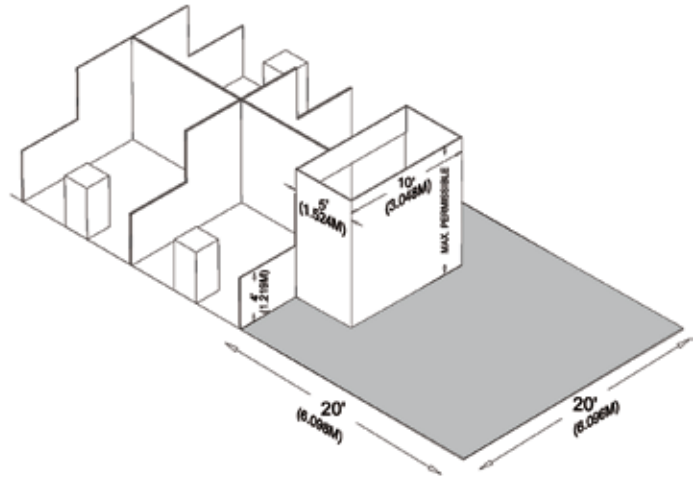
The GES Exhibitor Services Manual will be available online with booth confirmations beginning January 25, 2012. It includes information on move-in, move-out, and ordering booth supplies (carpet, furniture, etc.), electrical, communications, and lead retrieval.

If you have any questions, please contact Danielle Hickman, Exhibit Services and Sponsorship Coordinator, at 800-448-3368 or danielle@wsda.org.

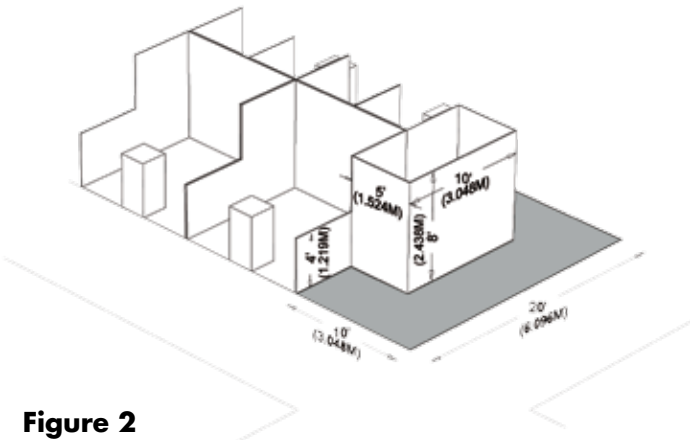
[ booth regulations ]



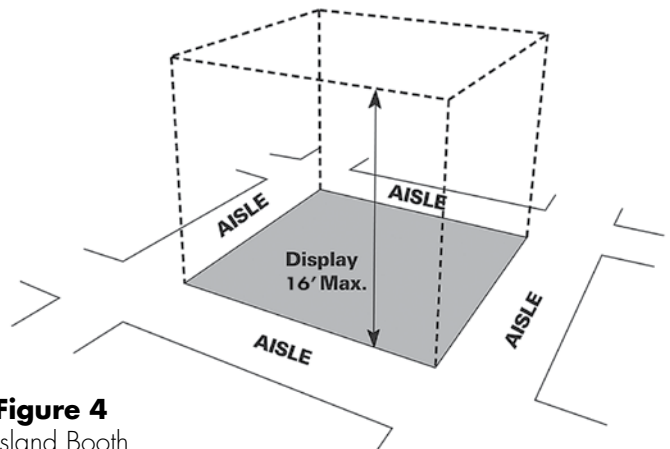
**Figure 1**  
In-Line Booth



**Figure 3**  
Peninsula Booth



**Figure 2**  
End-Cap Booth



**Figure 4**  
Island Booth

**Booth Regulations**

The Pacific Northwest Dental Conference committee will consider requests for variance. Requests must be submitted to the Washington State Dental Association 60 days before exhibitor set up on.

**In-line Booth (Figure 1)**

One or more booths exposed to an aisle on one or two sides. Exhibit must not exceed 8' in height in the back 5' of the booth, or exceed 4' in height in the front 5' of the booth, to promote a clear view from booth to booth. In-line booths that are at least 30' long may be permitted to rise above 12' if approved by the WSDA prior to the meeting.

**End-Cap Booth (Figure 2)**

Two booths, exposed to aisles on three sides. Exhibit must not exceed 8' in height in the back 5' of the booth, or exceed 4' in height in the front 5' of the booth.

**Peninsula Booth (Figure 3)**

Four or more booths exposed to an aisle on three sides. All portions of the rear of the back wall (facing neighboring exhibits) must be finished, with no graphics, signage, or copy of any kind. The back wall must not exceed 4' in height within 5' of each aisle. The center of the back wall must not exceed 16' in height.

**Island Booth (Figure 4)**

Freeform exhibits not connected to any other booths, exposed to an aisle on all four sides. Exhibit may extend to all outer edges of the booth space, but the design of the booth must allow for see-through visibility and accessibility from all four sides. Approval by show management is required if the exhibit exceeds 16', plans to have a solid wall higher than 4' the length or width, or plans booth construction with unusual or nonstandard configuration.

# exhibit hall plan

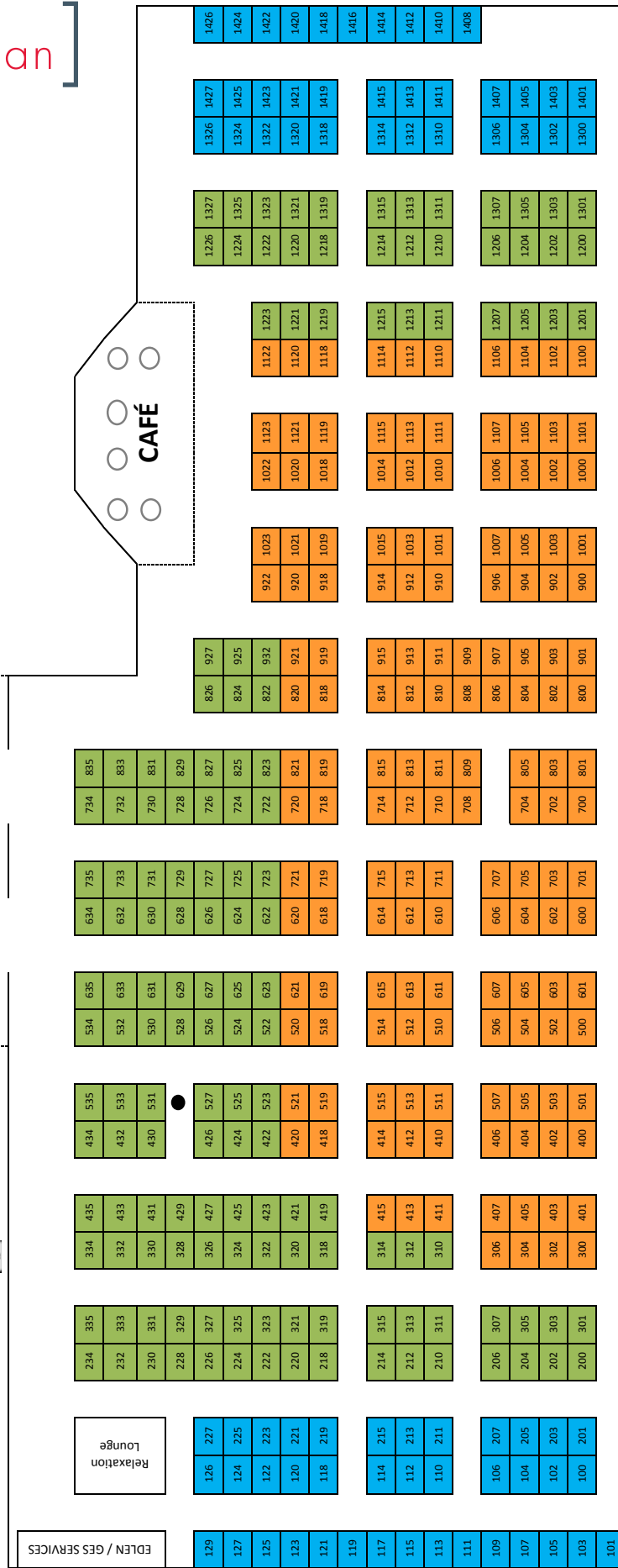
**RESERVED** \$1,800  
**ELITE** \$1,800  
**DELUXE** \$1,600

**EARLY BIRD\***  
 \$1,800  
 \$1,600\*  
 \$1,400\*

\* Contracts received by January 13, 2012 are eligible for the Early Bird rate.



## TABLE CLINICS



If you have any questions, please contact Danielle Hickman, Exhibit Services and Sponsorship Coordinator, at 800-448-3368 or danielle@wsda.org.

# sponsorship opportunities

## LECTURES & WORKSHOPS

### Continuing Dental Education • \$3,000

Be recognized as a sponsor of one of our nationally-known clinicians. With our list of popular speakers, you can target your specific customers from a variety of topics that relate to your products and services. Your company's name and logo will appear in the Onsite Map & Guide, as well as on the speaker's room signage.

## EVENTS & ACTIVITIES

### Private Happy Hour • \$6,000

Host a special, private event for a select few from your target audience. The PNDC will secure a venue and handle logistics from ordering food to sending invitations. The PNDC will also promote the event in select publications and in onsite signage.

### Staff Appreciation Luncheon • \$2,500

Enjoy this highly anticipated event among the entire dental team by sponsoring a table. Additional benefit includes two tickets to the annual Staff Appreciation Luncheon. Your company may also choose to donate a giveaway at the luncheon, which your representatives will be able to announce.

### Oxygen Bar • \$6,000

Help attendees take a relaxing break from educational sessions with this new sponsorship opportunity. Oxygen bars help play an important role in memory and mood, and attendees will thank you for it! Sponsorship includes branding on the bar and diffusers.

### Relaxation Lounge • \$5,500

Complimentary head and neck massages will be provided for all attendees. The massage station draws large crowds throughout both conference days as attendees seek a relaxing break from educational sessions. Your company's name and logo will appear in the Onsite Map & Guide, as well as on Relaxation Lounge signage.

### Photo Booth • \$8,000

Don't miss your opportunity to sponsor a fun addition to the PNDC. Photos will be customized to include your company name, logo, and website.

### Cyber Lounge • \$3,000

Be a part of a vital communication link for attendees at the PNDC. Computers at the Cyber Lounge at the PNDC will be set to your home page as the default, and you will be able to distribute your materials in this area. The Cyber Lounge is always well-utilized at the conference.

### Brushing/Rinsing Stations • \$3,500

Offer demonstrations of your toothpaste, brush, or oral rinse. Brushing/rinsing stations are located within designated bathrooms in the exhibit hall, as well as on the 2nd floor. The sponsorship includes signage and labor to install, dismantle, and refresh product as needed.

**Want to stand out from your competitors?  
Sponsorship is a popular way to receive  
maximum visibility and recognition.**

### Espresso Cart • \$6,500

Complimentary espresso beverages draw huge crowds throughout both days of the conference. This sponsorship is sure to increase your visibility inside of the exhibit hall.

### WOHF Golf Tournament • \$500 - \$10,000

Multiple sponsorship opportunities are available for this second annual post-conference benefit golf tournament. Sponsor holes, golf carts, and the awards luncheon, or become the title sponsor. Sponsor benefits vary depending on contribution level.

## BRANDING & SIGNAGE

### Aisle Signs • \$4,000

These banners are prominently displayed in the Exhibit Hall and feature aisle numbers that attendees use to navigate.

### Exclusive Registration Packet Flyer • \$2,500

Send an ad or message to every pre-registered attendee without the hassle of printing or postage fees. The WSDA mails conference materials to every pre-registered attendee before the conference. Take advantage of this turnkey direct mail opportunity.

### Hotel Room Keys • \$5,000

On average, hotel guests look at their guest room keycard no less than 10 times a day, making this opportunity one of the best advertising tools.

## OTHER OPPORTUNITIES

### Onsite Map & Guide • \$3,500

The Onsite Map & Guide will serve as attendees' resource for course schedule information, directions, and exhibit hall details. 5,000 will be distributed on site. As the exclusive sponsor, your logo and information will be in the hands of every attendee.

### Lanyards • \$5,000

SOLD! Thank you, WDIA and NORDIC!

### Tote Bags • \$6,500

SOLD! Thank you, WDIA and NORDIC!

### Pens (Exhibitor to Provide) • \$1,500

Place your name in the hands of conference attendees. 5,000 of your pens will be placed in the lecture and workshop rooms, as well as in the registration area and entrance to the exhibit hall.

### Notepads (Exhibitor to Provide) • \$2,500

Notepads are distributed to each lecture and workshop classroom. This is a prime opportunity to put your name in front of attendees outside of the exhibit hall.

**If you have any questions, please contact Danielle Hickman,  
Exhibit Services and Sponsorship Coordinator, at 800-448-3368 or [danielle@wsda.org](mailto:danielle@wsda.org).**

[ prize donation form ]

## Promote your Company On-site....Donate a Prize!

Daily prize drawings held inside of the exhibit hall draw large crowds and are sure to draw extra attention to your company and booth. Drawings are held during the lunch-time break between sessions to maximize participation. On-site recognition will be given to participating companies. Only twenty prizes will be accepted. Act now to take advantage of this attendee-favorite promotional opportunity.

**Yes, we would like to donate a prize!**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Booth #: \_\_\_\_\_

Prize Description: \_\_\_\_\_

Value: \$ \_\_\_\_\_

**Additional Information:**

- Prizes must be non-dental related and valued at or over \$100
- Prize donations will only be accepted by the first twenty (20) exhibiting companies who complete and return this form. A maximum of one (1) prize may be donated per company
- All prizes must be shipped to the Washington State Dental Association prior to April 27, 2012
- All prize donations are subject to approval by the WSDA
- Donating companies will be recognized in the 2012 Official Program if completed donation forms are received by December 23, 2011.

Fax completed form to 206-728-4470

If you have any questions, please contact Danielle Hickman, Exhibit Services and Sponsorship Coordinator, at 800-448-3368 or [danielle@wsda.org](mailto:danielle@wsda.org).

Date \_\_\_\_\_

- INSTRUCTIONS, PLEASE READ -

- A minimum of 50 percent of the charge for space rental must accompany this application, payment in full will be made on or before March 16, 2012.
- A confirmation will be sent once application & 50 percent deposit is received. This will serve as your invoice. Once booth is assigned, confirmation of booth number will be sent.
- Make checks payable to Washington State Dental Association.
- See attached 2012 Rules and Regulations for all terms and conditions.
- Please fill out application completely.
- Please refer to Exhibit Hall Map in Prospectus for booth layout.

■ **Exhibit Booth Pricing:**

Deluxe - \$1,400, \$1,600\*  
 Elite - \$1,600, \$1,800\*      Reserved - \$1,800\*

\* red type denotes Early Bird rate, \* denotes regular rate

- PRODUCT/SERVICES LISTING -

From the "Technical Exhibits Classifications" (see next page) select the code number of the categories which best describes the product or services to be exhibited. Indicate those numbers and descriptions below. The number of product listings allowed per exhibitor is three for each 10'x10' booth.

CODE NUMBER	PRODUCT DESCRIPTION	BRAND NAME
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

- DENTAL PRODUCT DISTRIBUTORS -

The following companies will be represented with this contract. The PNDC limits the number of companies which can be represented in a single booth space to two. Each company may be listed under one code from the "Technical Exhibits Classifications" list.

COMPANY	CODE NUMBER
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____

WSDA USE ONLY

YEARS _____	LYB _____
ID # _____	AMT DUE: \$ _____
CK # _____ CC <input type="checkbox"/>	DATE _____
BALANCE _____	AMT REC'D _____
CK # _____ CC <input type="checkbox"/>	DATE _____
ASSIGNED BOOTH(S) _____	
KIT <input type="checkbox"/> INS <input type="checkbox"/> PERSONNEL <input type="checkbox"/> PIF <input type="checkbox"/>	

UPON SIGNING WE AGREE THAT:

1. Assignment of Space made by the Association will be considered as accepted unless rejected by us within fourteen (14) days from the date of notification of space assignment.
2. Fifty percent (50%) of the charge for space rental accompanies this application; payment in full will be made on or before March 16, 2012.
3. This application and all the provisions of the Official Rules and Regulations shall be incorporated as part of the contract if this application is accepted by WSDA. Any and all modifications to the official Rules & Regulations shall be incorporated into this agreement, which shall be deemed to be made fourteen (14) days from the date of notification of space assignment, unless the applicant otherwise notifies the Association. Submission of this application does not constitute making a contract; see Rule 8 for cancellation policy.
4. Exhibitors selling merchandise from the floor must comply with Washington State Department of Revenue. See rule 12 for guidelines.
5. All exhibit booths must be carpeted.
6. No company will be allowed to set up without the required certificate of insurance.

Amount Enclosed \_\_\_\_\_ Signed \_\_\_\_\_ Cardholder's Name \_\_\_\_\_

Check Enclosed     Visa     MasterCard     American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVC number \_\_\_\_\_

1. Date charged \_\_\_\_\_ Amt \_\_\_\_\_  
 2. Date charged \_\_\_\_\_ Amt \_\_\_\_\_

Company: \_\_\_\_\_  
Exactly as you wish it to appear in program, signage, badges and website

Address: \_\_\_\_\_  
 \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Toll free: \_\_\_\_\_

Fax: \_\_\_\_\_ Web site: \_\_\_\_\_

SEND ALL FUTURE INSTRUCTIONS AND EXHIBIT BOOTH INFO TO:

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
 \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

- SPONSORSHIP -

Yes! We'd like information about PNDC sponsorships

Contact name: \_\_\_\_\_

Contact phone: \_\_\_\_\_

Contact email: \_\_\_\_\_

- EXHIBIT HALL SIGN -

Please print or type your company name as it will appear on your exhibit sign **maximum** of 26 characters including spaces. (No sign will be made if not requested)

-----  
 You are authorized to reserve \_\_\_\_\_ 10' by 10' booth space(s) in the Washington State Convention & Trade Center Exhibit Hall for the use by the undersigned. Our space selections are:

1st Choice \_\_\_\_\_      2nd Choice \_\_\_\_\_  
 3rd Choice \_\_\_\_\_      4th Choice \_\_\_\_\_

WE PREFER NOT TO BE LOCATED ADJACENT  
 TO THE FOLLOWING SPECIFIC COMPANIES:

\_\_\_\_\_

# [ technical exhibits classifications ]

**The following is a product classification list.  
Please enter the code numbers of the products you will be displaying at the meeting.**

- |  |  |  |
|--|--|--|
| <ul style="list-style-type: none"> <li>01 Abrasives, abrasive disks, points &amp; wheels</li> <li>02 Air Abrasion</li> <li>03 Air compressors</li> <li>04 Alloy, casting</li> <li>05 Alloys, precious &amp; non-precious</li> <li>06 Amalgamators</li> <li>07 Amalgam Separators</li> <li>08 Analgesia equipment &amp; supplies</li> <li>09 Analgesics</li> <li>10 Anatomical models</li> <li>11 Anesthetics, locals &amp; accessories</li> <li>12 Antibacterial soaps &amp; detergents</li> <li>13 Apex locators</li> <li>14 Articulators &amp; accessories</li> <li>15 Asepsis products</li> <li>16 Attachments</li> <li>17 Audiovisual equipment &amp; materials</li> <li>18 Autoclaves</li> <li>19 Blood pressure diagnostic instruments</li> <li>20 Bonding agents</li> <li>21 Bone grafting materials, synthetic &amp; implants</li> <li>22 Books, professional/scientific</li> <li>23 Burs, all types</li> <li>24 Business equipment, office supplies</li> <li>25 Business systems, equipment</li> <li>26 Cabinets</li> <li>27 Casting gold alloys</li> <li>28 Cements, all types</li> <li>29 Chairs &amp; accessories</li> <li>30 Collections</li> <li>31 Composite resin products</li> <li>32 Computer hardware</li> <li>33 Computer software</li> <li>34 Continuing education &amp; training</li> <li>35 Construction - new / remodel</li> <li>36 Cotton products</li> <li>37 Countertops</li> <li>38 Crowns and crown &amp; bridge materials</li> <li>39 Curing lights</li> <li>40 Darkroom equipment &amp; supplies</li> <li>41 Dental adhesives/adherents</li> <li>42 Dental base/reline &amp; repair resins</li> <li>43 Dental CPA</li> <li>44 Dental dealers</li> <li>45 Dental hygiene materials (not otherwise classified)</li> <li>46 Dental laboratories</li> <li>47 Dental telescopes</li> <li>48 Dentifrice</li> <li>49 Dentinal Desensitizers</li> <li>50 Denture cleaners</li> <li>51 Diagnostic equipment (not otherwise classified)</li> <li>52 Disinfecting solutions</li> <li>53 Disks &amp; mandrels &amp; strips</li> </ul> | <ul style="list-style-type: none"> <li>54 Disposable products</li> <li>55 Educational materials, patient, doctor</li> <li>56 Electronic Billing</li> <li>57 Electronic claims</li> <li>58 Electrosurgical equipment</li> <li>59 Employment services</li> <li>60 Endodontic instruments &amp; supplies</li> <li>61 Equipment repair &amp; maintenance</li> <li>62 Ergonomics</li> <li>63 Evacuators &amp; evacuator systems</li> <li>64 Eyewear protective</li> <li>65 Fiber optic illumination products</li> <li>66 Filling materials &amp; accessories</li> <li>67 Financial services</li> <li>68 Fluoride products</li> <li>69 Gloves</li> <li>70 Handpieces, operating &amp; laboratory</li> <li>71 Implants &amp; accessories</li> <li>72 Impression materials</li> <li>73 Incentive material, patient</li> <li>74 Infection control products</li> <li>75 Instruments, diamond</li> <li>76 Instruments, operating &amp; accessories</li> <li>77 Instrument washers</li> <li>78 Insurance</li> <li>79 Integration, computer, digital</li> <li>80 Intercommunication systems</li> <li>81 Intra-oral cameras</li> <li>82 Laboratory equipment (not otherwise listed)</li> <li>83 Lasers</li> <li>84 Leasing companies</li> <li>85 Lights, other</li> <li>86 Magnification loupes</li> <li>87 Masks</li> <li>88 Metal recovery, refining</li> <li>89 Microscopes, surgical, etc.</li> <li>90 Milling</li> <li>91 Mouthwashes</li> <li>92 Nutritional products</li> <li>93 Occlusal exams systems</li> <li>94 Office decor</li> <li>95 Office supplies</li> <li>96 Operating lights (extra oral)</li> <li>97 Operating lights (intra oral)</li> <li>98 Operating room supplies &amp; equipment (not otherwise classified)</li> <li>99 Optical aids</li> <li>100 Oral hygiene aids</li> <li>101 Oral irrigation devices</li> <li>102 Oral rinse</li> <li>103 Orthodontic/pedodontic materials</li> <li>104 Oxygen and/or anesthesia equipment</li> <li>105 Patient financing</li> <li>106 Patient motivation products</li> <li>107 Periodontal diagnostics products</li> <li>108 Periodontal exam systems, computerized</li> </ul> | <ul style="list-style-type: none"> <li>109 Periodontal instruments &amp; supplies</li> <li>110 Personal healthcare products</li> <li>111 Pharmaceuticals (drugs)</li> <li>112 Photographic equipment, supplies, accessories</li> <li>113 Pit &amp; fissure sealants</li> <li>114 Porcelain products &amp; accessories</li> <li>115 Portable delivery systems</li> <li>116 Practice management</li> <li>117 Practice marketing</li> <li>118 Practice sales</li> <li>119 Preventive dentistry products</li> <li>120 Prophylaxis angles &amp; kits</li> <li>121 Prosthetic &amp; laboratory supplies (not otherwise classified)</li> <li>122 Protective coverings</li> <li>123 Pulp testers</li> <li>124 Record-keeping systems</li> <li>125 Restorative materials &amp; accessories (not otherwise classified)</li> <li>126 Scaling/stain removal devices</li> <li>127 Sharpening stones</li> <li>128 Snoring apnea devices</li> <li>129 Sterilizer accessories</li> <li>130 Sterilizers</li> <li>131 Sterilizing &amp; disinfecting solutions</li> <li>132 Stools, all types</li> <li>133 Surgical supplies</li> <li>134 Syringes, all types</li> <li>135 Teeth, artificial</li> <li>136 Toothbrushes, hand</li> <li>137 Toothbrushes, power</li> <li>138 Ultrasonic equipment, prophylaxis, laboratory</li> <li>139 Ultrasonic equipment laboratory</li> <li>140 Uniforms &amp; gowns</li> <li>141 Units &amp; accessories</li> <li>142 Vacuums</li> <li>143 Volunteer opportunities</li> <li>144 Wax, all types</li> <li>145 Whitener</li> <li>146 X-ray films, intra oral &amp; extra oral</li> <li>147 X-ray machines &amp; accessories</li> <li>148 X-ray processing equipment &amp; accessories</li> <li>149 Other</li> </ul> |
|--|--|--|

**Mail or Fax application to:**  
**Danielle Hickman**  
 Exhibit Services and  
 Sponsorship Coordinator  
 Washington State Dental Association  
 126 NW Canal St. Seattle, WA 98107  
 Phone 800-448-3368  
 Fax (206) 728-4470

# rules and regulations

Please read the following 2012 Rules & Regulations, which govern the technical exhibits at the Pacific Northwest Dental Conference (PNDC). By signing the contract, you agree to abide by the Rules & Regulations contained herein. The Washington State Dental Association, hereafter referred to as WSDA, reserves the right to interpret the Rules & Regulations and standards and make final decisions on all points covered or not covered in this contract. The Rules & Regulations in effect are subject to change at any time and will automatically be incorporated into this contract.

1. Exhibit Location. Exhibit activities will be conducted in Exhibit Halls E & F of the Washington State Convention & Trade Center, hereafter referred to as the Convention Center, at 800 Convention Place, Seattle, Washington 98101.

2. Exhibitor Set-Up. Wednesday, June 13, 2012 from 8 a.m. to 5:30 p.m. Exhibitors must vacate the exhibit hall by 5:30 p.m. Exhibitor CONTRACTORS ONLY are permitted to stay until 8:00 p.m. All exhibits must be completed by 7:00 a.m. on June 14, 2012 and remain intact and staffed until 4:00 p.m. on Friday, June 15, 2012. Requests for additional set-up time must be arranged with show management in advance. Exhibitors failing to staff their booths during show hours will be subject to the immediate dismantle and removal of the booth at the exhibitor's expense.

3. Exhibitor Dismantling. Friday, June 15, 2012 from 4:00 p.m. to 10 p.m. Exhibitors will complete arrangements for prompt removal of freight immediately following the close of the show. Freight not removed by 10 p.m. on June 15, 2012 will be turned over to the General Service Contractor and shipped by a carrier at the exhibitor's expense.

Dismantling prior to the conclusion of show hours on Friday is prohibited and will result in a penalty of 20 percent booth fee to register for PNDC future date.

Due to safety concerns, children under 16 are not allowed in the Exhibit Hall during exhibitor set-up and dismantling activities UNDER ANY CIRCUMSTANCES.

4. Exhibit Hours. Hours are Thursday, June 14, 8:00 a.m. to 5:30 p.m., Friday, June 15, 8:00 a.m. to 4:00 p.m.

5. Exhibitor Registration. Advance registration for exhibitors is provided in the Exhibitor Service Manual. During the event, Exhibitor Registration will be located in the level 4 lobby of the Convention Center, Wednesday, June 13, 2012 from 8:00 a.m. to 5:00 p.m., Thursday, June 14, 2012 from 7:00 a.m. to 5:30 p.m., and Friday, June 15, 2012 from 7:00 a.m. to 3:30 p.m.

Exhibitor badges must be worn at all times while in the Convention Center. Official exhibitor badges will only be issued to bona fide employees of the exhibiting companies and made out only in the name of the company shown on the Application/Contract for exhibit space. Exhibitors registering after June 12, 2012 must register on-site and will be required to pay a \$25 fee. Verification of employment with the exhibiting company shall be required. Consultants are not considered employees of a company. Guest Badge will not be issued to non-exhibiting vendors. Refer all requests for guest admission to the WSDA Central Office prior to the event for approval. False representation or misuse of exhibitor badges or any other method for unauthorized persons to gain admittance may be subject to a fine of the applicable registration fee and/or expulsion from the exhibit floor. A dentist may not be registered as an exhibitor unless he or she is an officer of the company or a full-time (non-practicing) employee. Dentists, Hygienists, Assistants, and Laboratory Technicians may not be registered as guests.

6. Fees/Deposits. Exhibit fees are published in the official Exhibitor Prospectus. All requests for space must be accompanied by a signed contract and 50 percent deposit payment prior to consideration/confirmation of space. Former exhibitors must return their contract and deposit by Wednesday, November 16, 2011 or forfeit their seniority status. All checks are made payable to the Washington State Dental Association and mailed to: 126 NW Canal Street, Seattle, Wash., 98107. Requests received without a signed Application/Contract and deposit will not be processed. Until such time as written confirmation has been received, all requests for space shall be considered tentative.

The balances of the outstanding exhibit fees are due March 16, 2012. Space not fully paid for by March 16, 2012, shall be subject to cancellation or reassignment without refund at the option of WSDA.

WSDA reserves the right in its unilateral discretion to allocate any space or to deny exhibit privileges to any applicant, including any application not meeting the required conditions or in the event of over subscription or otherwise. Exhibitors shall be admitted only when these terms are met.

7. Space Assignment. Booth assignments are made by the WSDA in consideration of size, seniority, timeliness of the application, and the choice indicated on the Application/Contract form. WSDA reserves the unilateral right to allocate booth space as it sees fit. WSDA will make every effort not to locate competitive firms adjacent to each other.

Booth assignments will begin January 16, 2012 and confirmation notices will begin being mailed January 25, 2012. Assignments not rejected in writing within fourteen (14) days from the date of notification of assignment shall be deemed to be accepted by the exhibitor along with the Application/Contract form and these

Rules & Regulations and may not thereafter be rejected or the contract canceled without the approval of WSDA. If the applicant timely rejects the space allocated to it, or WSDA declines to assign space, WSDA will refund promptly the payment accompanying the Application/Contract.

Subletting of space is prohibited. No exhibitor shall assign, sublet or apportion the whole or any portion of the space or time allotted, or exhibit there any goods other than those manufactured or distributed by the exhibitor in the regular course of his/her business, nor permit any firm to solicit business or take orders in the exhibitors space.

8. Cancellation Policy. All requests for cancellations received in writing by WSDA on or before February 17, 2012, will be subject to an administration charge equal to 20 percent of the total exhibit booth fee. No refunds will be granted after March 16, 2012.

Any assigned booth space not claimed and occupied, and where no special set-up arrangements have been made with show management, prior to 7:00 a.m., June 14, 2012, may be resold or reassigned by WSDA without refund.

If the WSDA cancels or reschedules the 2012 Pacific Northwest Dental Conference, regardless of the reason, Exhibitors will be provided an opportunity to obtain a refund of the exhibit booth fee to which the administrative charge would not apply. The WSDA shall not have any other liability for exhibitor's costs, expenses and/or damages resulting from such cancellation or rescheduling.

9. General Service Contractor. GES, Global Experience Specialists is the official General Services Contractor. General questions regarding rental of furnishings, material handling, drayage, labor, special signage, carpet, decorating, cleaning and any other special needs should be directed to GES Customer Service Department at (425) 251-6565. Forms to advance order and pay for these services and equipment will be available in the Exhibitors Service Manual, which will be mailed to exhibitors beginning January 2012.

10. Labor Options. Exhibitors may install and dismantle their own exhibits, hire the official service contractor, or hire an exhibitor appointed contractor provided show management is notified thirty (30) days in advance of the event and the selected contractor is well qualified to provide such services at the Convention Center.

Exhibitors utilizing non-official service contractors must submit written notification to use a non-official contractor to WSDA and the General Service Contractor by May 4, 2012. If notification is not received, non-official contractor will not be allowed in the Exhibit Hall. No exceptions. In that event, exhibitors must use show management labor. Forms and additional information will be available in the Exhibitors Service Manual. All non-official contractors must submit an original proof of insurance listing WSDA as additional insured. Minimum acceptable coverage is \$1,000,000 comprehensive general liability, \$1,000,000 workers compensation insurance including employee liability coverage and \$500,000 in respect to damage of property.

11. Exhibitor Services. Each booth is 10' X 10' and includes 8' high backdrapery and 30" high side divider drape. Each exhibitor is provided with one (1) complimentary company sign of 26 characters (including spaces) or less. All exhibit hall aisles are carpeted and maintained by WSDA. Carpeting is required for each 10' X 10' booth. The General Service Contractor is available to assist exhibitors with daily cleaning of individual booths at an additional charge.

Electrical, air/water/drain, and telecommunications services are all exclusive services provided by the Convention Center. Exhibitors must purchase these services from the Convention Center's contractors.

The Convention Center's food service contractor is the exclusive provider of all food and beverage services within the Convention Center. The Convention Center must approve, in advance, all exhibitor requests for food and beverage sample products distributed from exhibit booths. Catering services, confections, candy, food and beverage giveaways of any kind must be purchased directly from the Convention Center's exclusive caterer. Exhibitors may bring in individually wrapped hard candy.

12. Product Sales. Each Exhibitor making or soliciting sales of tangible personal property or services (i) agrees to provide WSDA verification of its Washington UBI registration number at the time stated below, and thereafter whenever reasonably requested, verifying that the Exhibitor has obtained a certificate of registration from the Washington State Department of Revenue and (ii) represents and warrants to WSDA the Exhibitor's compliance with all applicable tax laws. This is a condition of the authorization to make or solicit such sales at PNDC. Exhibitors intending to make or solicit sales from the Exhibit Hall floor must notify WSDA thirty (30) days

(May 14, 2012) in advance of the meeting and provide a description of products to be sold and verification of such registration as noted above. Contact the Washington State Department of Revenue at 800-647-7706 or <http://www.dor.wa.gov> for additional information. The policy in relation to sales activity will be reassessed each year. Any exhibitor whose sales procedure is objectionable may be subject to the immediate removal of their booth(s) without refund and with any associated charges or fees to be at the exhibitor's expense. In addition, each Exhibitor agrees to indemnify, defend and hold harmless the WSDA for any cost, liability, statutory penalty or expense it may incur (including attorneys fees reasonably incurred) in relation to the Exhibitor's sales activity or the Exhibitor's tax compliance. Each Exhibitor waives any claim for damages it might have against WSDA for the enforcement of the provisions of this paragraph.

Giveaways, magazines, merchandise and souvenirs may be distributed only within an exhibition booth.

13. Security. All exhibitors are required to vacate the exhibit hall one-half hour after the show closes each day. No one will be allowed into the exhibit hall without prior approval of show management. Exhibitors wishing to remove merchandise during move-in or show hours must request advance authorization from show management.

Uniformed guards will be on duty beginning on Wednesday, June 13, 2012 from 4:00 p.m. to 7:00 a.m. and Thursday, June 14, 2012 from 4:00 p.m. to 7:00 a.m. This is an open booth show and the primary responsibility for the safeguarding of the exhibit and merchandise is the exhibitor's. WSDA will not be liable for loss of any kind. While show management will provide limited security during off-hours, neither show management, the facility, security coordinator, drayage contractor, nor any of their directors, trustees, officers, agents, or employees assumes responsibility for any exhibitor's property. Exhibitors may escort goods from the receiving point at the hall to their booths. Exhibitors who require additional security can contact the WSDA Central Office for approval and a list of approved security companies.

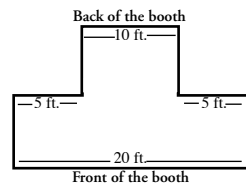
14. Insurance. Each exhibitor shall carry and maintain all such insurance coverage as may be required, including, without limitation, comprehensive general liability insurance and hazard insurance protecting WSDA and its members against all risks assumed or incurred in connection with its exhibit at the Pacific Northwest Dental Conference in at least amounts specified by the WSDA. All such insurance shall name WSDA, its officers, directors, staff, and agents as additional insured. Exhibitors are required to send proof of insurance to the WSDA by April 13, 2012. No company will be allowed to set-up without the required certificate of insurance.

15. Non-Endorsement. The exhibiting of products at the Pacific Northwest Dental Conference does not constitute an endorsement by WSDA. Exhibitors shall not directly or indirectly, at the Conference or thereafter, represent or imply there is such an endorsement by reason of exhibiting at the Conference.

16. General Restrictions. Nothing shall be constructed, built, installed or used as a part of or in connection with an exhibit, which does not conform with the requirements of Federal, State, and Municipal laws, ordinances and regulations. No circulars or advertising matter of any kind may be distributed from outside the allotted booth space. Aisle space shall not be used for exhibit purposes. The placement of all signs, banners and advertising matter are subject to the approval of WSDA. Public address systems may not be used.

In-Line Booths: Linear booth consisting of 8' high backdrap and 30" high side dividers mounted on aluminum tubular frames. A height limitation of 8' is required with the exception of perimeter booths against walls, which may rise to a height of 12'. Solid construction in excess of 48" high must be a minimum of 5' back from the aisle.

Peninsula Booths: The back wall of a peninsula booth must be on the non-aisle side and not exceed 16' in height. The back wall shall be centered on and not exceed in width one half the dimension of one side of a side wall. The remainder of the back wall shall not exceed 4' in height. All portions on the rear of this back wall must be finished with no copy of any kind on it. Peninsula exhibits must be designed to be accessible from all three sides.



Configuration and size limitations when utilizing two corner booths.

Island Booths: Freeform exhibits may extend to all outer edges of the booth space, but the design of the booth must allow for see-through visibility and accessibility from all four sides. An exhibitor wishing to create an island booth smaller than those shown on the floor plan must purchase, in addition to the number of booths desired in the island, the two booths that connect the proposed island to the remainder of the booths in the block. The space then becomes the aisle on the fourth side of the block of booths.

Approval by show management is required if any exhibitor with island space de-

sires to go above 16', plans to have a solid wall higher than 4' the length or width of the space, or plans booth construction with an unusual or nonstandard configuration.

Use of live or mechanical music is prohibited within the exhibit hall, unless the WSDA or the Pacific Northwest Dental Conference has approved it.

No Company may use the WSDA or Pacific Northwest Dental Conference logo without prior approval.

Helium balloons are not allowed in the Convention Center.

17. Hanging Signs. Exhibit booth signs, banners, booth ceilings or canopies, lighting grids or other exhibit related equipment should be free standing and floor supported where possible. Requests to attach or hang signs to the exhibit hall must be made in writing and submitted to show management by April 1, 2012 and include a description or drawing, proposed method of installation, location of hanging points, and total weight.

18. Character of Exhibit. WSDA reserves the right to decline, prohibit or remove any exhibit or proposed exhibit which is offensive, or is not suitable or in accordance with the ethics of the dental profession, or WSDA advertising and exhibit standards, without refund. This includes persons, conduct, printed matter, souvenirs, and catalogs. Light, space or volume levels interfering with other exhibitors will not be allowed.

19. Default. Exhibitors who violate any of the stipulations of these Rules & Regulations or any of the terms of the Application/Contract are subject to restriction or termination of their exhibit. In addition to any fines or charges referred to above, the following additional sanctions may be applied.

- 1st violation: Loss of current year priority
- 2nd violation: Loss of one half accrued priority
- 3rd violation: Loss of remainder of priority
- 4th violation: One year suspension from exhibiting

These listed sanctions notwithstanding; each application to exhibit is subject to approval and acceptance separately each year.

20. Facility Requirements. The exhibitor acknowledges that WSDA is merely a licensee of the Convention Center and said exhibitor shall use its exhibit space in compliance with all rules and regulations imposed by the Convention Center.

Exhibitors may not block any fire-fighting equipment, emergency exit doors, fire hoses, or pull boxes. Flammable and combustible fluids or mixtures are not permitted within the Convention Center. All decorations must be flame retardant to the satisfaction of the Seattle Fire Marshal. Storage behind the booth and backwall is not permitted. All empty crates/containers must be removed from the hall. Arrangements for storage may be made with the General Service Contractor at the Exhibitors Service Desk.

21. Disclaimer. WSDA is not responsible for damage or loss to an exhibitor's property or merchandise. Without limitation, nor is WSDA liable for any damage or loss to the exhibitor or the exhibitor's business arising out of any cancellation or rescheduling, or by reason of fire or other casualty, strikes, or any acts of God or any other circumstances of any kind. In the event that the exhibition is barred, prevented, canceled or rescheduled, whether due to fire or other casualty, strikes, lockouts, physical conditions of the hall, or any acts of God or any other circumstances of any kind, any refunds of sums previously paid under the exhibit contract shall be at the sole discretion of WSDA.

22. Indemnification. The exhibitor agrees to indemnify and hold harmless WSDA, its directors, officers, agents, and employees for and from any and all losses, claims (including taxes attributed to exhibitor's sales activities), liability and damage, action, judgment recovered from or against them or other expenses (including without limitation, attorneys fees and expenses) arising out of or relating to the exhibitors participation in the event or from any breach or default in the performance of any obligation on WSDA's part to be performed under any provision of the contract. This indemnification will not be effective if the damage or injury results from the negligence of WSDA. The exhibitor hereby assumes all risk of damage to its property or injury to its officers, directors, employees, agents, contractors, invitees from any cause, and hereby waives all claims in respect thereof against WSDA.

23. Press Office. An official WSDA-staffed Press Office will operate in the Convention Center during the conference. The press office coordinates all media coverage for WSDA and Exhibitors, including news photographs and interviews with reporters. Exhibitors may not arrange media coverage independently.

24. Contract. Mail the Application/Contract for booth space to WSDA, 126 NW Canal Street, Seattle, Washington 98107 or Fax: to (206) 728-4470. Questions should be directed to Danielle Hickman, WSDA Exhibit Services and Sponsorship Coordinator at 800-448-3368, or [danielle@wsda.org](mailto:danielle@wsda.org).

# [ exhibitor hotel accommodations ]

## Our partner hotels

The PNDC has partnered with these hotels near the Convention Center to offer you special rates. All reservations must be made by contacting the hotel directly. Please reference the "Pacific Northwest Dental Conference" to receive your special discounted rate. Rates are available as space allows.

Headquarter Hotel	Single Room Rate	Double Room Rate	Address
Fairmont Olympic Hotel (206) 621-1700 800-257-7544	\$250	\$250	411 University Street Seattle, WA 98101 <a href="http://www.fairmont.com/seattle">www.fairmont.com/seattle</a>
PNDC Preferred Hotels	Single Room Rate	Double Room Rate	Address
Grand Hyatt Seattle (206) 774-1234 800-233-1234	\$260	\$260	721 Pine Street Seattle, WA 98101 <a href="http://www.grandseattle.hyatt.com">www.grandseattle.hyatt.com</a>
Sheraton Seattle Hotel & Tower (206) 447-5555 888-627-7056	\$199 (Main) \$239 (Club)	\$199 (Main) \$239 (Club)	1400 Sixth Avenue Seattle, WA 98101 <a href="http://www.starwoodhotels.com/sheraton/seattle">www.starwoodhotels.com/sheraton/seattle</a>
The Westin (206) 278-1000 866-716-8126	\$205	\$205	1900 Fifth Avenue Seattle, WA 98101 <a href="http://www.westinseattle.com">www.westinseattle.com</a>
Pike Street (Homewood) Suites (206) 682-8282 800-225-5466	\$219	\$229	1011 Pike Street Seattle, WA, 98101 <a href="http://www.pikestreetsuites.com">www.pikestreetsuites.com</a>
Crowne Plaza Seattle (206) 464-1980 800-521-2762	\$185	\$185	1113 Sixth Avenue Seattle, WA 98101 <a href="http://www.cphotelseattle.com">www.cphotelseattle.com</a>
Red Lion Hotel (206) 971-8000 800-504-3909	\$185	\$185	1415 Fifth Avenue Seattle, WA 98101 <a href="http://www.redlion5thavenue.com">www.redlion5thavenue.com</a>
Paramount Hotel (206) 292-9500 800-663-1144	\$177	\$177	724 Pine Street Seattle, WA 98101 <a href="http://www.paramounthotelseattle.com">www.paramounthotelseattle.com</a>

If you have any questions, please contact Danielle Hickman,  
 Exhibit Services and Sponsorship Coordinator, at 800-448-3368 or [danielle@wsda.org](mailto:danielle@wsda.org).

## frequently asked questions

### How much does a booth cost?

Before January 13, 2012, a standard 10' x 10' booth is \$1,400 for Deluxe and \$1,600 for Elite. Pricing is based on location. After January 13, 2012, all booth prices increase by \$200.

### How are booths assigned?

Assignment of exhibit space shall be made solely at the discretion of the WSDA and is based on the timeliness of the application, seniority, booth size, and exhibitor preference. Booth assignments will begin January 16, 2012.

### What is included in the price of a booth?

Booth price includes 8' back and 3' side drapes, a booth identification sign, recognition in PNDC pre-convention and on-site marketing materials, overnight security in the exhibit hall, and access to the exhibitor lounge.

### What is not included in the price of a booth?

Booth price does not cover the cost of carpet, tables, chairs, electrical, etc. These supplies may be ordered directly from GES through applications provided in the Exhibitor Services Manual. Carpet is required in all booths.

### Do we need to supply proof of insurance?

Yes. Exhibitors are required to send proof of insurance to WSDA by April 13, 2012. If an exhibitor does not wish to

provide proof of insurance, an indemnification agreement must be signed and returned by April 13, 2012. Please refer to rules 14 and 22 in the Rules and Regulations section for specific information.

### When is the full balance due on our booth?

Full balance is due March 16, 2012. A 50 percent deposit must accompany the application for exhibit space. If your company applies to exhibit after March 16, 2012, the full price of the booth is due with the application.

### What are the Exhibit Hall hours?

8:00 am – 5:30 pm Thursday, June 14, 2012  
8:00 am – 4:00 pm Friday, June 15, 2012

### Do I need to have someone at my booth at all times?

Yes. Booths are required to be staffed during trade show hours.

### When will I receive my Exhibitor Manual?

An Exhibitor Services Manual will be emailed with your booth assignment confirmation. The manual will include information on move-in and move-out and ordering booth supplies (carpet, furniture, etc.), electrical, communications, and lead retrievals.

## advertising and promotion

### Official Program

As our showcase marketing piece sent to all past and potential attendees, the Official Program is mailed to more than 17,000 dental professionals in Washington State and beyond. This full-color, magazine-quality publication provides course information, schedules, exhibit hall promotions and a host of important conference details. The Official Program commands the highest visibility among our print advertising options and by nature of its contents has a lengthy shelf life. Space is limited and available on a first come, first served basis.

Ad Type	Ad Size	Cost
Full Page	11" x 8.5"	\$2,000
Half Page	5.25" x 11"	\$1,000

\*Full Color Included

### WSDA News

The WSDA News is an award-winning publication with guaranteed circulation to licensed dentists in Washington State. The

magazine provides informative writing, fun and vivid graphics and photography, and dental industry news that is insightful and current. Readers include 75 percent to 85 percent of all licensed WA state dentists, as well as retired dentists, out-of-state dentists, and dental office staff. Rates vary by size, frequency and color. For more information, please contact Rob Bahnsen at rob@wsda.org or 800-448-3368.

### PNDC registered attendee list rental

Direct mail is a highly effective medium for maintaining brand awareness. A recent survey of PNDC attendees found that 68.5 percent have buying power for their respective offices. Reach out to these key decision makers with direct mail.

Lists are available for registered dentists, hygienists, assistants and dental office staff — making it easy to precisely target your audience.

The lists will be available for rental between May 18 and August 31, 2012. Rental application will be included in the Exhibitor Services Manual, which will be available in January, 2012.

[ mailing list rental form ]

# Mailing List Rental Form

## PNDC Registered Attendee List

The WSDA is delighted to offer this special opportunity to promote your products and services directly to the attendees of the Pacific Northwest Dental Conference.

**General Information:**

- Rental is for one-time use per purchase, per list.
- Lists may be purchased by current WSDA News advertisers, PNDC exhibitors and sponsors.
- Lists will contain the names and "designated" mailing addresses of registered attendees.

**Contact Information:**

Name: \_\_\_\_\_ Booth No.: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

1) Select List(s)	Use Fee	Total cost
Dentists	\$350	\$ _____
Dental Hygienists	\$200	\$ _____
Dental Assistants	\$150	\$ _____
Dental Office Staff	\$125	\$ _____

**Grand Total** \_\_\_\_\_

**2) Preferred Delivery Date:** \_\_/\_\_/\_\_

Renters are free to send mailings to registered attendees before or after the conference. Select any date between May 16 and August 31, 2012. List counts change daily until registration is closed one week before the event. Please allow three business days to process your order and deliver the list(s).

**3) Method of Payment**

Check Enclosed (Check No. \_\_\_\_\_)

Credit card:  Visa  Master Card  American Express

Card number: \_\_\_\_\_ Exp date: \_\_\_\_\_

Cardholder's name (please print): \_\_\_\_\_

Cardholder's signature: \_\_\_\_\_

**4) Acceptance of Terms**

"I agree that I am using the PNDC Registered Attendee mailing list, ONE TIME ONLY, solely for the purpose of promoting my company's products and/or services. I understand that lists will be purged of duplicates. All lists are seeded with decoy names to detect unauthorized usage. I understand that reproduction, copying or duplicating in any way for any other purpose is strictly prohibited. Violation of this agreement will suspend my list rental privileges indefinitely. If I do intend to use this list beyond my one-time allowance, I agree to pay \$2,000 for each subsequent use."

Name: \_\_\_\_\_ Booth No.: \_\_\_\_\_

If you have any questions, please contact Danielle Hickman,  
 Exhibit Services and Sponsorship Coordinator, at 800-448-3368 or danielle@wsda.org.