

THE OFFICIAL MEETING OF THE
EXHIBITOR



FLORIDA DENTAL ASSOCIATION
PROSPECTUS

UNITING
DENTISTRY'S
All-Stars

JUNE 24-26, 2027

GAYLORD PALMS RESORT AND CONVENTION CENTER | ORLANDO
FLORIDADENTALCONVENTION.COM



florida dental
ASSOCIATION
CONVENTION

WHAT IS



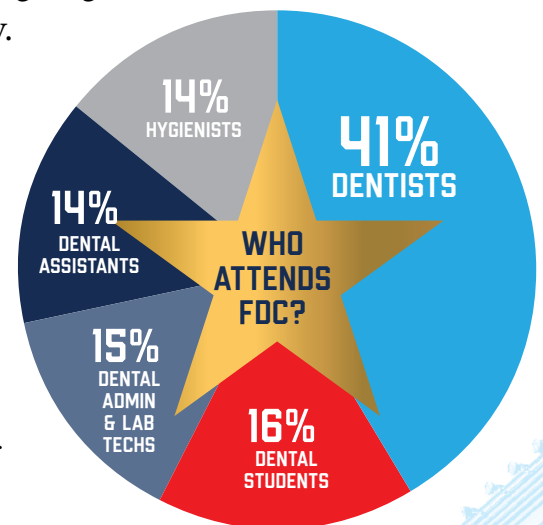
Florida Dental



THE FLORIDA DENTAL CONVENTION (FDC) is one of the nation's leading dental events, attracting more than 8,300 dental professionals in 2026 alone. More than a tradeshow, FDC is a high-energy marketplace where top brands, innovative products and cutting-edge services come together to drive the future of dentistry.

When you exhibit at FDC, your company gains direct access to thousands of qualified buyers and key decision-makers – dentists and dental teams actively searching for solutions to grow their practices, improve efficiency and elevate patient care.

FDC is not just about continuing education. It's where business gets done, relationships are built and leads turn into loyal customers. If you're looking to increase visibility, generate sales and position your brand in front of a motivated audience, *FDC is where you need to be.*



WHY EXHIBIT?

With more than **8,300 ATTENDEES** from across Florida and beyond, FDC is your high-impact opportunity to **SHOWCASE** your products and services to serious buyers ready to invest. Put your brand in front of dental professionals seeking solutions that boost efficiency, elevate patient care and increase profitability.

DISCOVER new customers. **EXPAND** your reach. **GROW** your business.

Did you know **76% OF ATTENDEES PLAN THEIR BOOTH VISITS IN ADVANCE?** Make sure your company is on their must-visit list. From sponsorships to print and digital advertising, there are endless ways to stand out, drive traffic and maximize your visibility.

NETWORK BEYOND THE BOOTH. FDC is more than a tradeshow – it's a full industry experience. Connect with attendees at keynote sessions, evening social events and at your booth in the Exhibit Hall. All registered exhibitors are invited to join the excitement and networking at no additional cost.

SUCCEED AT FDC. Attendees leave with fresh ideas and you leave with qualified leads, stronger brand awareness and measurable results. Just ask the many of the returning exhibitors who continuously make FDC a key part of their marketing strategy year after year.

THE Convention? ★ ★ ★

OVERVIEW

**GAYLORD PALMS RESORT
& CONVENTION CENTER**
6000 W. Osceola Parkway,
Kissimmee, FL 34746

JUNE 24-26, 2027

FDC2027 offers special events to
attract attendees and keep them in the
Exhibit Hall longer:

Thursday, Welcome Cocktail Reception
Merchandise Booth
Lunch options available daily
FDA Member Center

HOTEL RESERVATIONS

The hotel room block is open now. The room rate is \$224 per night, including self-parking. Go online to hotel.floridadentalconvention.com or contact the Gaylord Palms directly at 877.491.0442 to make your reservations.

The reservation deadline is May 8, 2027, or when the block sells out, whichever comes first. The hotel will sell out quickly, so secure your reservation early.

IMPORTANT CONTACTS

FDC EXHIBIT CONTACT

Deirdre Rhodes, CEM, Exhibits Coordinator
Florida Dental Association
545 John Knox Road, Ste. 200,
Tallahassee, FL 32303
Phone: 850.350.7108
Email: drhodes@floridadental.org
floridadentalconvention.com

LEAD RETRIEVAL

Tradeshaw Multimedia Inc.
4350 Renaissance Parkway, Ste. D
Warrensville Heights, OH 44128
Phone: 216.378.0700
Email: leads@tmiexpo.com

OFFICIAL CONTRACTOR

FREEMAN
1601 Boice Pond Road
Orlando, FL 32837
Phone: 407.816.7900
freeman.com

FACILITY/UTILITIES

Gaylord Palms Resort & Convention Ctr.
6000 W. Osceola Parkway
Kissimmee, FL 34746
Phone: 407.586.2000

DON'T GET SCAMMED!
FDC DOES NOT USE A THIRD PARTY
FOR HOTEL RESERVATIONS

EXHIBIT HALL HOURS & EVENTS

TIMES ARE SUBJECT TO CHANGE; EXHIBITORS WILL
BE NOTIFIED OF CHANGES IN WRITING.

WEDNESDAY, JUNE 23, 2027

9 AM-5 PM
Exhibitor Registration & Booth Setup
5:30-7 PM
Vendor Appreciation Reception

THURSDAY, JUNE 24, 2027

7:30 AM-5 PM
Exhibitor Registration
7:30-9:30 AM
Booth Setup
8 AM
Empty Containers Removed
11 AM-6 PM
Exhibit Hall Open to Attendees
11 AM-2 PM
Lunch Available for Purchase
4-6 PM
Welcome Cocktail Reception in Exhibit Hall
8-11 PM
Dueling Pianos Party – Free!

FRIDAY, JUNE 25, 2027

7 AM-5 PM
Exhibitor Registration
7:45-8:45 AM
Keynote Session – Free!
9 AM-6 PM
Exhibit Hall Open to Attendees
11 AM-2 PM
Lunch Available for Purchase
7:30-10:30 PM
Friday Evening Social Event – Free!

SATURDAY, JUNE 26, 2027

7:30 AM-12 PM
Exhibitor Registration
9 AM-2 PM
Exhibit Hall Open to Attendees
11 AM-2 PM
Lunch Available for Purchase
2-8 PM
Exhibitors Dismantle**

** Dismantling early will result in a
fee equal to 1/3 of your booth fee.

DATES & DEADLINES



SECURE EXHIBIT BOOTHS

Deadline for Anchor Exhibit Booth Selection	May 29, 2026
On-Site Exhibit Booth Selection	June 24-27, 2026
Exhibit Booths open on a first-come first paid basis	July 13, 2026

BOOTH CANCELLATION SCHEDULE

All cancellations/reduction of booth space must be in writing by **January 11, 2027** with a \$1,000 fee per 10' x 10' or a \$500 per 5' x 10'. After January 11, 2027 no refunds will be made.

FORM SUBMISSION DUE DATES

Island Booth layout & structure due	April 15, 2027
Exhibitor Appointed Contractor (EAC) due	April 23, 2027
Free Lead Retrieval Order Form due	May 17, 2027
Certificate of Insurance (COI) due	May 20, 2027
Laser equipment descriptions & safety features due, motor vehicle display requests due	May 27, 2027

EXHIBIT HALL HOURS

Thursday, June 24, 2027	11 AM-6 PM
Friday, June 25, 2027	9 AM-6 PM
Saturday, June 26, 2027	9 AM-2 PM

EXHIBIT BOOTH PAYMENT SCHEDULE

Prior to January 11, 2027, all Exhibit Booth applications/contracts submitted must be accompanied by a \$1,000 deposit per 10' x 10' space, if it's a corner booth, you must include the \$500 corner fee, or a \$500 deposit per 5' x 10' space. If the deposit is not made with the application, the Exhibit Booth will not be assigned or held for the company. After January 11, applications must include the full payment.

August 28, 2026	Early Bird fee for exhibit booths apply
September 1, 2026	Exhibit booth fees increase
January 11, 2027	All remaining booth balances due
After January 11, 2027	Exhibit Booth application/contracts submitted must pay in full for exhibit space

EXHIBITOR BOOTH REPRESENTATIVES

March 1, 2027	Registration Opens
June 11, 2027	Last day for free exhibitor representative badges

EXHIBIT HALL MOVE-IN SCHEDULE

Wednesday, June 23, 2027	9 AM-5 PM
Thursday, June 24, 2027	7:30-9:30 AM

EXHIBIT HALL MOVE-OUT SCHEDULE

Saturday, June 26, 2027	2-8 PM
<i>*early dismantling is subject to penalties</i>	

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**EXHIBIT
HOURS**

**DISCOUNTED HOTEL RATE
AT GAYLORD PALMS**

**\$224 PER NIGHT, INCLUDING
FREE SELF-PARKING***

**USE OUR EMAIL TEMPLATE
TO PROMOTE FREE EXHIBIT HALL ONLY
PASSES TO YOUR CLIENTS***

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**EXCLUSIVE NON-
COMPETING HOURS**

COUPON

**ON FDC ON-SITE
MOBILE APP
AND WEBSITE***

WHAT IS INCLUDED IN YOUR BOOTH FEE AT FDC2027

***DEADLINES APPLY**

**LISTING ON THE
FDC ON-SITE
MOBILE APP**



WELCOME COCKTAIL RECEPTION

**IN THE EXHIBIT
HALL ON
THURSDAY,
4-6 PM**

LEAD RETIREVAL

**MUST BE PRE-
ORDERED BY
MAY 17; AFTER
MAY 17, A FEE
WILL APPLY**

EXHIBITOR APPRECIATION RECEPTION

**ON WEDNESDAY,
5:30-7 PM**

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**COMPLIMENTARY
BOOTH
REPRESENTATIVE
BADGES PER
10' X 10' SPACE***

SOCIAL MEDIA RESOURCES*

IDENTIFICATION SIGN

COMPANY LISTING

**ONLINE AND IN THE
ON-SITE PROGRAM**

FREE ACCESS

**TO THE KEYNOTE
SESSION AND NIGHTLY
SOCIAL EVENTS**

FREE RESOURCES *for* EXHIBITOR SUCCESS

FDC HAS BUILT A POWERFUL TOOLKIT TO HELP YOU WIN BIG AT

FDC2027

Face-to-face marketing delivers results—and FDC is giving you the tools to maximize every opportunity. Use these FREE promotional resources to build buzz, invite customers and prospects, showcase your products and services, and drive traffic straight to your booth in the Exhibit Hall.



FREE Resources Include:

- ★ FREE attendee Exhibit Hall Passes to share with clients so they can visit you on-site
- ★ Social media graphics and sample posts
- ★ Customizable banners for your website, email campaigns and social media
- ★ Official FDC logos for your promotions
- ★ Ready-to-use email templates
- ★ A company coupon featured on the FDC website

Product Categories most searched by attendees:

- | | |
|-------------------------|--|
| ★ Implant & Accessories | ★ Infection Control products |
| ★ Practice Management | ★ Burs, all types |
| ★ Dental Supplies | ★ Abrasives, abrasive disks, points & wheels |
| ★ Marketing | ★ Technology Integration |
| ★ 3D Printing | ★ Lasers |
| ★ Chairs & Accessories | ★ Digital Dentistry |
| ★ Financial Services | ★ Scrubs |
| ★ Insurance | ★ AI |
| ★ Lights | |
| ★ Accounting | |
| ★ Loupes | |

START PROMOTING NOW AND MAKE YOUR BIGGEST IMPACT YET AT FDC2027!

Lead Retrieval

WHY IT IS ESSENTIAL TO YOUR SUCCESS

GET A **FREE LEAD
RETRIEVAL RENTAL** WITH
YOUR BOOTH PURCHASE.

* Deadlines Apply.

WHAT DO I GET AT FDC?



FDC will provide a lead retrieval rental or use your own mobile device. Must be preordered by May 17.



Use standard survey questions or customize your questions to **get the attendee data you want.**



When an attendee comes to your booth **simply tap their badge** to capture their information.



Leads are uploaded and available in real-time, 24/7 during the event.

* To receive your free lead retrieval rental you must place your order by May 17, 2027 at floridadental.org/leadretrival!

“FDC is one of the conferences we cannot pass on each year... The lead generation is always wildly successful, we can't thank the team behind the scenes enough.”

— ELITE PAYMENT GROUP

CREATE A SUCCESSFUL LEAD RETRIEVAL PLAN:

STEP 1. Determine what type of leads you are likely to get.

STEP 2. Create priority codes based on the information collected.

STEP 3. Create a lead qualification process to use on your Lead Retrieval rental at the show.

STEP 4. Develop follow-up tracks based on lead priority.

STEP 5. Write template follow-up letters, emails and call scripts.

WHY IS LEAD RETRIEVAL IMPORTANT?

GENERATE

real return on your booth investment.



EMPOWER

your sales staff to pursue revenue — and be accountable!



ASK

qualified visitors to exchange information — not just take your freebies.



SHORTEN

your sales cycle with accurate data and planned follow-up.



MAXIMIZE

your

ROI.



FAIR PLAY



BOOTH SIZE & STRUCTURE

- ★ Booths shown are 10' deep x 10' wide, with a maximum of 8' back and 3' sides. These booths *do not come with a table, chair, or carpet*. You can choose to rent them from FREEMAN.
- ★ **ISLANDS** (minimum) are 20' deep x 20' wide, with a maximum of 16'. All Island booth layouts and structure must be approved by FDC before booths can be installed.
- ★ **MICRO-BOOTH**S coded above as "MC" are 10' deep x 5' wide, with a maximum of 8' back. Micro-Booths come with a counter and a stool.
- ★ **PENINSULA BOOTH**S are 20' x 20' and occupy both corners at the end of a row of Inline Booths, with an aisle on three sides. 10' x 20' Peninsula Booths are not permitted for this show.
- ★ **INLINE BOOTH**S have only one side exposed to an aisle and are generally arranged in a series along a straight line.
- ★ Exhibitors requesting an Island Booth space must rent the extra space to create the Island Booth.
- ★ A **CORNER** is an end booth exposed on two sides. \$500 corner fee applies to all 10' x 10' booths.
- ★ Booth setup and contents may not obscure the view of surrounding exhibitor's booth space.

FOOD COURT



SEATING AREA

MC = MICRO BOOTHS

 SOLD BOOTHS

 AVAILABLE BOOTHS

Entrance

BOOTH PRICES

BOOTH SIZE	PRICES BY AUG. 28	PRICES AFTER AUG. 28
10' x 10'	\$2,999	\$3,199
5' x 10' MICRO-BOOTH	\$1,500	\$1,500

*Corner fee is an additional \$500 per 10' x 10' booth.

To view a live floor plan and available booth space, visit
www.exhibitors.floridadentalconvention.com

FDC EXHIBITS CONTACT

Deirdre Rhodes, CEM

Exhibits Coordinator

Phone: 850.350.7108

drhodes@floridadental.org



HOW *to* EXHIBIT



HOW TO EXHIBIT

To view a live floor plan and available booth space, visit www.exhibitors.floridadentalconvention.com.

WHO CAN EXHIBIT

FDC welcomes exhibitors whose products and services align with the professional goals of our attendees and the overall mission of our event. To ensure the integrity of the show and a high-value experience for attendees, all exhibitors must provide accurate, truthful information in their application materials. Please note: FDC does not permit companies whose offerings fall outside the scope of dentistry and oral health to exhibit. This includes, but is not

limited to, the following:

- ★ Anti-aging facial products
- ★ LED light therapy for facial skin rejuvenation
- ★ Facial aesthetic devices
- ★ Transcutaneous Electrical Nerve Stimulation (TENS) units
- ★ Electrical stimulation products
- ★ Neuromuscular Electrical Stimulation (NMES) devices
- ★ Electrical Muscle Stimulation (EMS) devices

FDC reserves the right to decline or remove any exhibitor prior to show or onsite whose products or services, in its sole judgment, are not suitable or consistent with the exhibition's professional character.

HOW TO APPLY

All booth space requests must be submitted using the official FDC Application/Contract for Exhibit Space, either online or via the printed application included with this prospectus. Applications submitted through any other means will not be processed. To reserve your space, submit your completed application and deposit as soon as possible:

★ \$1,000 per 10' x 10' booth space

★ \$500 per 5' x 10' booth space

Booth space will not be tentatively held without both a completed application and payment.

BOOTH SPECIFICATIONS

Booths that are 10' x 10' or larger, FDC strongly recommends carpeting for a more finished booth appearance. These 10' x 10' or larger booths DO NOT COME with a table, chair or carpet. Please refer to the Exhibitor Service Kit sent by FREEMAN for pricing (available March 2027). All exhibits must comply with the guidelines for display rules and regulations published by the International Association of Exposition & Events, specifically incorporated herein by reference. Please refer to the diagrams specified in this prospectus for further information (see page 20). Please note: Exhibitors requesting Island space must rent the extra space to create the Island Booth.

EXHIBIT BOOTH PRICING

BOOTH SIZE	PRICES BY AUG. 28	PRICES AFTER AUG. 28
10' x 10'	\$2,999	\$3,199
5' x 10' MICRO-BOOTH	\$1,500	\$1,500

*Corner fee is an additional \$500 per 10' x 10' booth.

PAYMENT INFORMATION

Prior to January 11, 2027, a \$1,000 deposit per 10' x 10' booth space or \$500 per 5' x 10' booth space must be received at the time of Application/Contract for Exhibit Space. Booths cannot be held without a deposit. Any remaining balance is due, in full, by January 11, 2027. Failure to make full payment for the requested booth rental by January 11, 2027 may result in the cancellation of all or a portion of the requested booth space by FDC without refund of the deposit amount applicable to forfeited booth space, unless prior payment arrangements are made, in writing, with FDC. Applications received after January 11, 2027 must be paid in full at the time of application. Payment may be made by

Visa, MasterCard, American Express, Discover or by a check in U.S. funds drawn on a U.S. bank, made payable to the Florida Dental Association and mailed to Attention: Exhibits Coordinator, 545 John Knox Road, Ste. 200, Tallahassee, FL 32303. Deposit or full payment for the maximum number of booths requested will be processed upon receipt of the application; the processing of payment in no way constitutes the acceptance of the application or the ability to accommodate the maximum number of booths requested. Any refunds due based on actual booth assignment will be processed and returned following the final acceptance of the exhibit application and booth assignment notification email.

ELIGIBILITY

FDC is committed to providing a quality exhibition. For FDC to accept an Application/Contract for Exhibit Space, products, services and technology must be educational in nature and directly relate to the dental industry. FDC will not allow the following types of companies to exhibit: anti-aging facial products, LED light therapy for facial skin rejuvenation, any facial aesthetic devices, transcutaneous electrical nerve stimulation (TENS) units, electrical stimulation products, neuromuscular electrical stimulation (NMES) products and Electrical Muscle Stimulation (EMS) products. If a company is accepted to exhibit and displays these banned products onsite,

the exhibitor will be asked to leave and no refund will be given. FDC reserves the right to decline or remove any exhibitor prior to or onsite that, in its judgment, is not suitable or not in keeping with the character of the exhibition. At its discretion, FDC may accept or reject any Application/Contract for Exhibit Space. For companies that have not previously exhibited at FDC, they must submit in writing the following references: three dental practices currently using their product/services and two dental meetings they have exhibited at within the past three years. All references must include contact name, title, office/organization, address, city, state, zip, phone, email and website.



BOOTH SHARING CO-EXHIBITOR FEE

FDC prohibits the sharing of booth space, except when sharing the space with divisions of the same company or between companies co-marketing a product or service. If this is the case, a fee of \$150 is due per co-exhibitor at the time the Application/Contract for Exhibit Space is submitted, along with the co-vendor company name(s). The eligibility notes on page 11 also apply to co-vendors.

EXHIBITOR BADGE / LANYARD REGISTRATION

Exhibitors receive ten complimentary badges per 10' x 10' space and three complimentary badges per 5' x 10' space for pre-registered personnel by June 11, 2027. Ten badges are the maximum allowed for a 10' x 10' space. If more are needed, an additional booth must be purchased. Exhibitor badges and black lanyard provide access to the Exhibit Hall during setup, teardown, show hours, keynote sessions, and evening social events. Exhibiting companies that are found registering dentists as exhibiting staff except as provided in Exhibitor Registration/Credentials on page 14 will be fined the booth fee. FDC offers free "Exhibit Hall Only" badges for dental professionals starting March 1, 2027. Exhibitors must have their badge and

black lanyard to enter the Exhibit Hall and the Exhibitor Lounge. Please note: Exhibitor badges do not provide access to any conference sessions except the keynote session on Friday. Exhibitors interested in attending conference sessions must purchase a full conference registration.

FDC will provide an online service for ordering exhibitors' badges. Exhibitors will be notified when this service is available. All complimentary badges must be registered by June 11, 2027. After this date, an on-site registration fee of \$25 per badge will apply, even for complimentary badges.

CODE OF CONDUCT

FDC is committed to providing a safe, productive, and welcoming environment for all meeting participants and staff. All participants, including but not limited to attendees, speakers, volunteers, exhibitors, staff members, service providers, and all others, are expected to abide by this Code of Conduct. This Policy applies to all FDC meeting-related events, including those sponsored by organizations other than FDC but held in conjunction with FDC events, on public or private platforms.

FDC has zero tolerance for any form of discrimination or harassment, including, but not limited to, sexual harassment by participants

and our staff at our meetings. If you experience harassment or hear of any incidents of unacceptable behavior, please notify FDC immediately.

Unacceptable Behavior is defined as:

- ★ Harassment, intimidation, or discrimination in any form.
- ★ Verbal abuse of any attendee, speaker, volunteer, exhibitor, FDC staff member, service provider, or other meeting guest, disruption of presentations during sessions, in the exhibit hall, or at other events organized by FDC throughout the meeting. All participants must comply with the moderator's instructions and any FDC event staff.
- ★ Examples of verbal abuse include but are not limited to, verbal comments related to gender, sexual orientation, disability, physical appearance, body size, race, religion, national origin, inappropriate use of nudity and/or sexual images in public spaces or presentations, or threatening or stalking any attendee, speaker, volunteer, exhibitor, FDC staff member, service provider, or other meeting guests.

FDC reserves the right to take any necessary and appropriate action, including immediate removal from the meeting without warning or refund, in response to any unacceptable behavior incident. FDC reserves the

right to prohibit attendance at any future meeting, virtually or in person.

COMPANY NAME CHANGE

If a company's name has changed since its most recent participation, please indicate the previous company name on the application to be properly awarded historical points. FDC will extend a one-time cross-referenced listing which includes the previous company name and a reference to the new company name.

PENALTIES

The FDC rules and regulations included in the exhibitor prospectus serve to protect the integrity of the exhibition, ensure compliance with laws, codes, ordinances, and contracts with the exhibition facility, and ensure all exhibitors are treated fairly. If an exhibitor fails to comply with these rules and regulations, the exhibitor may be penalized, including the loss of points and an assessed penalty fee.



FDC2027 SPACE SELECTION PROCESS

ANCHOR EXHIBITOR SPACE SELECTION – FIRST ROUND

Based on FDC2026, exhibitors requiring 10' x 20' or more of exhibit space will be deemed Anchor Exhibitors for FDC2027 and will be eligible for advance space selection in order of priority points. Anchors will select their FDC2027 booth space via scheduled conference calls on May 11, 2026.

ON-SITE EXHIBIT SPACE SELECTION – SECOND ROUND

Companies that require 10' x 10' or less for FDC2027, and are current FDC2026 exhibitors, will be able to select their space during FDC2026. Selection times will take place from Wednesday, June 24, 2026, to Saturday, June 27, 2026. FDC will communicate the meeting time and location for the booth selection process via email invitation on June 12, 2026.

Selection times will be determined by the company's priority points and will take place on a live floor plan. If the company contact cannot attend their pre-scheduled appointment, they can submit a Proxy Form to FDC no later than Monday, June 8, 2026. Companies that miss their pre-scheduled appointment are invited to select their space on a first-come, first-served basis from 4-5 PM on the day of their appointment, or any subsequent day of the show.

Space requests from non-FDC2026 exhibitors will not be assigned until all exhibitors have been assigned space during the on-site exhibit space selection process.

OPEN ROUND

On July 13, 2026, all remaining spaces will be assigned on a first-come, first-paid basis upon receipt of a signed exhibit space application/contract and deposit of \$1,000 per 10' x 10' or \$500 per 5' x 10' booth. Go to www.exhibitors.floridadentalconvention.com to view the live floor plan, purchase your booth online, or complete the application.



CONTRACT TERMS & CONDITIONS

The following terms and conditions apply to all Exhibit Hall space applications, regardless of size, and the contracts resulting from application approval. Please review all of the information in this document and keep it in your files as a reference as you prepare to participate in FDC's annual exhibition.

All persons and/or companies applying for exhibit space must complete and submit an Application/Contract for Exhibit Space. All first-time exhibitors are required to include with their application three dental practices' references that are currently using their product/service, two prior dental conferences at which the applicant has exhibited, and information pertaining to all products and/or services that the applicant plans to showcase or otherwise promote or refer to from the applicant's proposed booth. References should include company, contact name, address, phone and email. References will be checked as part of the application process. Applicants who have previously exhibited and are adding new products and services must include promotional literature/booth copy for all materials to be displayed. Applicants are advised that final confirmation of exhibit space assignment

may be delayed because of the volume of applications at the time of submission. Cashing of the applicant's check shall not be construed as final confirmation of acceptance of the applicant's proposed plans to exhibit. Until the applicant receives final written acceptance or denial of exhibit space (denoting, when approved, assigned exhibit space[s]), any funds expended by an applicant for the development or construction of an exhibit booth are at the applicant's sole expense and risk. Each applicant agrees that the Florida Dental Association (FDA) and the Florida Dental Convention (FDC) operated by the FDA shall not be responsible for any damages, losses, costs, expenses or liability of any kind realized or incurred by the applicant before receipt of the final notice of acceptance or denial of FDC exhibit space.

CANCELLATION OR REDUCTION OF BOOTH SPACE

All cancellations and/or reductions of booth space must be made in writing by Jan. 11. Cancellations/reduction of booth space may be made with a \$1,000 fee per 10' x 10' booth or a \$500 fee per 5' x 10' booth imposed prior to January 11, 2027. Cancellations/reductions received after January 11,

2027, will result in 100% of the total contracted booth fee being due immediately or retained by FDC. Exhibitors will not be able to purchase booths in the future until the cancellation fee is paid in full. Booths 20' x 20' or larger cannot be reduced based on priority assignment.

RELOCATION OF EXHIBIT

FDC reserves the right to alter the official floor plan and to reassign or rearrange all or any part of the space for the purpose of consolidation, cancellations, expansions, reductions, withdrawals or for any other reason. The judgment of FDC in this matter is final. The total square footage occupied by the exhibitor pursuant to this agreement shall not be reduced/increased substantially without the consent of the exhibitor. If such space is substantially reduced/increased, the fee payable will be adjusted accordingly.

EXHIBITOR REGISTRATION/ CREDENTIALS

Each person entering the exhibit area is required to register and wear an FDC Exhibit Hall badge and FDC black lanyard at all times. All members of an exhibit staff must be full-time employees of the exhibitor or must be employed for the duration of the FDC exhibition. A dentist/

hygienist who is a guest speaker at FDC, consultant to an exhibiting company, or other non-employee of the exhibitor, may not be registered as an exhibitor unless he or she is a sole proprietor, an officer of the company, or a full-time (non-practicing) employee of the exhibiting company. False certification of individuals as exhibitor representatives, misuse of exhibitor badges, or any other methods or devices used to assist unauthorized persons in gaining admission to the exhibit floor is prohibited. Any exhibitor or representative or agent of an exhibitor who undertakes or encourages such conduct shall, in the sole discretion of FDC, be subject to a fine in the amount of the applicable booth fee and/or expulsion of the exhibitor from the exhibition hall and barring said individual/company from further entrance to any function or event of FDC, including the FDC exhibition floor, without obligation on the part of FDC to refund any fees previously paid by the offending party.

NON-REGISTERED EXHIBITORS

Solicitation at any function or event at FDC, including but not limited to the FDC Exhibition Hall area, by non-registered persons or companies is strictly

prohibited. No person or company assigned exhibit space is authorized to solicit business in any form or to promote its products or services beyond receiving a qualified sponsorship acknowledgment, if applicable, at any function or event at FDC, including but not limited to educational seminars, which may occur during FDC outside of the exhibitor's assigned exhibit space in the Exhibit Hall, and as such practices are otherwise governed herein. Firms and representatives not assigned exhibit space are prohibited from soliciting business in any form in the Exhibit Hall or at any function or event under the auspices of FDC. Violators will be required to leave the Exhibit Hall or applicable meeting room, and if necessary, removed from the property.

SUBLETTING

Subletting space is prohibited. An exhibitor may not assign, sublet or apportion the whole or any part of the space allotted. An exhibitor may not exhibit therein any goods other than those manufactured or distributed by the exhibitor in the regular course of the exhibitor's business. An exhibitor may not permit any representative of any firm not contracted with FDC to solicit business or take orders in the exhibitor's space. All the



exhibitor's business activities must be confined to the booth space. Exhibitors who violate this rule will face sanctions that affect their ability to exhibit at future FDC meetings. Conducting business activities in aisles, lobbies or other areas is strictly prohibited.

CANCELLATION OF EXHIBITION BY FDC

In the event that FDC exhibition must be cancelled, postponed, or relocated on account of fire, strike, government regulations, casualties, acts of God, pandemic or other causes beyond the control of the FDA, the exhibitor waives any and all claims for damages, losses,

expenses and costs of any kind and agrees that the sole liability of the FDA will be to return to each exhibitor the exhibitor's rental payment or apply it to future conventions.

FAILURE TO OCCUPY SPACE

Any exhibit space at Gaylord Palms Resort & Convention Center that is not occupied by 10 AM on June 24, 2027, will be forfeited by the exhibitor unless arrangements for delayed occupancy have been made in writing with the FDC Exhibits Coordinator.

EXHIBITOR-APPOINTED CONTRACTORS

If an exhibitor plans to use a contractor other than

FREEMAN for installation and dismantling of their exhibit, an Exhibitor Appointed Contractor form must be submitted to FDC on or before April 23, 2027. The request and notification of use of an exhibitor-appointed contractor must come from the exhibiting company, not the independent contractor. Requests from the independent contractor will not be acknowledged. Exhibitor-appointed contractors may not contact FDC for service kits, booth numbers, floor plan, or other information related to the exhibitor's booth. To download the form, visit floridadental.org/EACform.

EARLY REMOVAL OF EXHIBITS

All packed up? Not so fast! No exhibit shall be packed, removed or dismantled prior to the closing of the exposition hall (2 PM on Saturday, June 26) without permission from the FDC Exhibits Coordinator. The sole determination of what constitutes packed, removed or dismantled will be made by show management. If the exhibitor acts in breach of this provision, it is subject to pay as compensation for the distraction to the exhibition's appearance, **an amount equal to one-third of the total space charge** for the exhibitor's allocated area, in addition to all sums otherwise due under this contract. Additionally, breach of this provision could result in the partial or total loss of the exhibitor's priority points for future shows. Forfeited priority points cannot be restored.

LIABILITY AND SECURITY

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising from personal injury, injury or damage to the exhibitor's displays, equipment and other property brought upon the hotel premises. The exhibitor shall indemnify and hold harmless the FDA, exhibit service contractor, the hotel, its agents and employees from any and all losses, damages and claims. The FDA will not insure or indemnify exhibitors against theft or loss of any kind. This is an open-booth

show and it is the responsibility of each exhibitor to safeguard its exhibits and merchandise. We recommend that exhibitors or their representative remain with the merchandise and products to prevent theft, pilferage or disappearance. It is the exhibitor's responsibility to secure their exhibit and other property when security guards are not provided. The FDA will provide perimeter guard service at all times that the Exhibit Hall is closed to attendees. Perimeter service is not designed to safeguard against theft among exhibitors or by attendees when the floor is open to anyone except security personnel. To ensure maximum security protection for the open exhibits and merchandise, all exhibit personnel must leave the exhibition hall within one hour after the show closes each day unless prior approval is given by FDC show management.

Upon acceptance of the Application/Contract for Exhibit Space, the exhibitor must provide the FDA with an original certificate of liability insurance (COI) showing the policy(ices) in effect through June 26, 2027, issued by an insurance carrier authorized to do business in the state of Florida. The certificate must name the Florida Dental Association, Gaylord Palms Resort & Convention Center, and FREEMAN; and all directors, members, officers, agents, employees, affiliates and subsidiaries of each of

the above, listed as additional insureds under exhibitor's liability policy.

If the exhibitor does not have insurance, a short-term policy may be purchased from Rainprotection to cover the days of the convention. Please email drhodes@floridadental.org for more information.

The above-mentioned insurance is mandatory for all exhibitors, and no sort of waiver will be accepted in its place. Failure to provide FDC with this proof of insurance by May 20, 2027, will result in the exhibitor not being allowed on the exhibit floor; the exhibitor not being allowed to pick up badges on-site; the exhibitor's freight not being delivered to their booth; cancellation of the exhibitor's reserved booth space; and all paid fees

retained or, any other sanction FDC deems necessary in its sole discretion.

If the exhibitor uses the services of an outside exhibit service contractor, the exhibitor shall forward an original, signed Certificate of Insurance to be received by FDC on or before May 20, 2027.

The FDA cannot take responsibility for loss or damage to the exhibitor's property, incoming or outgoing shipments, or moving costs, all of which shall be at the exhibitor's own risk. If exhibit materials fail to arrive or arrive damaged, the exhibitor remains responsible for the booth rental and no refund will be issued. The exhibitor is expected to carry insurance against such risks.

ACORD		CERTIFICATE OF LIABILITY INSURANCE		DATE (MM/DD/YYYY)	
THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER. IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).					
PRODUCER Rainprotection Insurance 28 Ryder Avenue Dix Hills, NY 11748 www.Rainprotection.com		CONTACT NAME TAD PHONE TAD FAX TAD ADDRESS TAD		INSURED AFFORDING COVERAGE TAD	
INSURED SPORTS AND RECREATION PRESENTS ASSOCIATION (PYTHAGORAS GROUP) AND ITS PARTICIPATING MEMBERS		INSURER A Insurance Company Name		NAME	
Exhibitor Name Street City, State, Zip Code		INSURER B		NAME	
INSURER C		INSURER D		NAME	
INSURER E		INSURER F		NAME	
COVERAGES		CERTIFICATE NUMBER		REVISION NUMBER	
THIS IS TO CERTIFY THAT THE POLICES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PREVIOUS CLAIMS.					
TYPE	TYPE OF INSURANCE	INSURANCE	POLICY NUMBER	EXPIRATION DATE	LIMITS
1	GENERAL LIABILITY	1	1260 AM	11:58 PM	2,000,000
2	COMPLETION/DEFECTS	2	05/24/2026	05/26/2026	2,000,000
3	PRODUCTS/COMPLETION	3	05/24/2026	05/26/2026	2,000,000
4	RENTAL & EQUIPMENT	4	05/24/2026	05/26/2026	2,000,000
5	EXHIBIT DAMAGE	5	05/24/2026	05/26/2026	2,000,000
6	PAID DAMAGE (any and all)	6	05/24/2026	05/26/2026	2,000,000
7	PAID DAMAGE (any and all)	7	05/24/2026	05/26/2026	2,000,000
8	PAID DAMAGE (any and all)	8	05/24/2026	05/26/2026	2,000,000
9	PAID DAMAGE (any and all)	9	05/24/2026	05/26/2026	2,000,000
10	PAID DAMAGE (any and all)	10	05/24/2026	05/26/2026	2,000,000
11	PAID DAMAGE (any and all)	11	05/24/2026	05/26/2026	2,000,000
12	PAID DAMAGE (any and all)	12	05/24/2026	05/26/2026	2,000,000
13	PAID DAMAGE (any and all)	13	05/24/2026	05/26/2026	2,000,000
14	PAID DAMAGE (any and all)	14	05/24/2026	05/26/2026	2,000,000
15	PAID DAMAGE (any and all)	15	05/24/2026	05/26/2026	2,000,000
16	PAID DAMAGE (any and all)	16	05/24/2026	05/26/2026	2,000,000
17	PAID DAMAGE (any and all)	17	05/24/2026	05/26/2026	2,000,000
18	PAID DAMAGE (any and all)	18	05/24/2026	05/26/2026	2,000,000
19	PAID DAMAGE (any and all)	19	05/24/2026	05/26/2026	2,000,000
20	PAID DAMAGE (any and all)	20	05/24/2026	05/26/2026	2,000,000
21	PAID DAMAGE (any and all)	21	05/24/2026	05/26/2026	2,000,000
22	PAID DAMAGE (any and all)	22	05/24/2026	05/26/2026	2,000,000
23	PAID DAMAGE (any and all)	23	05/24/2026	05/26/2026	2,000,000
24	PAID DAMAGE (any and all)	24	05/24/2026	05/26/2026	2,000,000
25	PAID DAMAGE (any and all)	25	05/24/2026	05/26/2026	2,000,000
26	PAID DAMAGE (any and all)	26	05/24/2026	05/26/2026	2,000,000
27	PAID DAMAGE (any and all)	27	05/24/2026	05/26/2026	2,000,000
28	PAID DAMAGE (any and all)	28	05/24/2026	05/26/2026	2,000,000
29	PAID DAMAGE (any and all)	29	05/24/2026	05/26/2026	2,000,000
30	PAID DAMAGE (any and all)	30	05/24/2026	05/26/2026	2,000,000
31	PAID DAMAGE (any and all)	31	05/24/2026	05/26/2026	2,000,000
32	PAID DAMAGE (any and all)	32	05/24/2026	05/26/2026	2,000,000
33	PAID DAMAGE (any and all)	33	05/24/2026	05/26/2026	2,000,000
34	PAID DAMAGE (any and all)	34	05/24/2026	05/26/2026	2,000,000
35	PAID DAMAGE (any and all)	35	05/24/2026	05/26/2026	2,000,000
36	PAID DAMAGE (any and all)	36	05/24/2026	05/26/2026	2,000,000
37	PAID DAMAGE (any and all)	37	05/24/2026	05/26/2026	2,000,000
38	PAID DAMAGE (any and all)	38	05/24/2026	05/26/2026	2,000,000
39	PAID DAMAGE (any and all)	39	05/24/2026	05/26/2026	2,000,000
40	PAID DAMAGE (any and all)	40	05/24/2026	05/26/2026	2,000,000
41	PAID DAMAGE (any and all)	41	05/24/2026	05/26/2026	2,000,000
42	PAID DAMAGE (any and all)	42	05/24/2026	05/26/2026	2,000,000
43	PAID DAMAGE (any and all)	43	05/24/2026	05/26/2026	2,000,000
44	PAID DAMAGE (any and all)	44	05/24/2026	05/26/2026	2,000,000
45	PAID DAMAGE (any and all)	45	05/24/2026	05/26/2026	2,000,000
46	PAID DAMAGE (any and all)	46	05/24/2026	05/26/2026	2,000,000
47	PAID DAMAGE (any and all)	47	05/24/2026	05/26/2026	2,000,000
48	PAID DAMAGE (any and all)	48	05/24/2026	05/26/2026	2,000,000
49	PAID DAMAGE (any and all)	49	05/24/2026	05/26/2026	2,000,000
50	PAID DAMAGE (any and all)	50	05/24/2026	05/26/2026	2,000,000
51	PAID DAMAGE (any and all)	51	05/24/2026	05/26/2026	2,000,000
52	PAID DAMAGE (any and all)	52	05/24/2026	05/26/2026	2,000,000
53	PAID DAMAGE (any and all)	53	05/24/2026	05/26/2026	2,000,000
54	PAID DAMAGE (any and all)	54	05/24/2026	05/26/2026	2,000,000
55	PAID DAMAGE (any and all)	55	05/24/2026	05/26/2026	2,000,000
56	PAID DAMAGE (any and all)	56	05/24/2026	05/26/2026	2,000,000
57	PAID DAMAGE (any and all)	57	05/24/2026	05/26/2026	2,000,000
58	PAID DAMAGE (any and all)	58	05/24/2026	05/26/2026	2,000,000
59	PAID DAMAGE (any and all)	59	05/24/2026	05/26/2026	2,000,000
60	PAID DAMAGE (any and all)	60	05/24/2026	05/26/2026	2,000,000
61	PAID DAMAGE (any and all)	61	05/24/2026	05/26/2026	2,000,000
62	PAID DAMAGE (any and all)	62	05/24/2026	05/26/2026	2,000,000
63	PAID DAMAGE (any and all)	63	05/24/2026	05/26/2026	2,000,000
64	PAID DAMAGE (any and all)	64	05/24/2026	05/26/2026	2,000,000
65	PAID DAMAGE (any and all)	65	05/24/2026	05/26/2026	2,000,000
66	PAID DAMAGE (any and all)	66	05/24/2026	05/26/2026	2,000,000
67	PAID DAMAGE (any and all)	67	05/24/2026	05/26/2026	2,000,000
68	PAID DAMAGE (any and all)	68	05/24/2026	05/26/2026	2,000,000
69	PAID DAMAGE (any and all)	69	05/24/2026	05/26/2026	2,000,000
70	PAID DAMAGE (any and all)	70	05/24/2026	05/26/2026	2,000,000
71	PAID DAMAGE (any and all)	71	05/24/2026	05/26/2026	2,000,000
72	PAID DAMAGE (any and all)	72	05/24/2026	05/26/2026	2,000,000
73	PAID DAMAGE (any and all)	73	05/24/2026	05/26/2026	2,000,000
74	PAID DAMAGE (any and all)	74	05/24/2026	05/26/2026	2,000,000
75	PAID DAMAGE (any and all)	75	05/24/2026	05/26/2026	2,000,000
76	PAID DAMAGE (any and all)	76	05/24/2026	05/26/2026	2,000,000
77	PAID DAMAGE (any and all)	77	05/24/2026	05/26/2026	2,000,000
78	PAID DAMAGE (any and all)	78	05/24/2026	05/26/2026	2,000,000
79	PAID DAMAGE (any and all)	79	05/24/2026	05/26/2026	2,000,000
80	PAID DAMAGE (any and all)	80	05/24/2026	05/26/2026	2,000,000
81	PAID DAMAGE (any and all)	81	05/24/2026	05/26/2026	2,000,000
82	PAID DAMAGE (any and all)	82	05/24/2026	05/26/2026	2,000,000
83	PAID DAMAGE (any and all)	83	05/24/2026	05/26/2026	2,000,000
84	PAID DAMAGE (any and all)	84	05/24/2026	05/26/2026	2,000,000
85	PAID DAMAGE (any and all)	85	05/24/2026	05/26/2026	2,000,000
86	PAID DAMAGE (any and all)	86	05/24/2026	05/26/2026	2,000,000
87	PAID DAMAGE (any and all)	87	05/24/2026	05/26/2026	2,000,000
88	PAID DAMAGE (any and all)	88	05/24/2026	05/26/2026	2,000,000
89	PAID DAMAGE (any and all)	89	05/24/2026	05/26/2026	2,000,000
90	PAID DAMAGE (any and all)	90	05/24/2026	05/26/2026	2,000,000
91	PAID DAMAGE (any and all)	91	05/24/2026	05/26/2026	2,000,000
92	PAID DAMAGE (any and all)	92	05/24/2026	05/26/2026	2,000,000
93	PAID DAMAGE (any and all)	93	05/24/2026	05/26/2026	2,000,000
94	PAID DAMAGE (any and all)	94	05/24/2026	05/26/2026	2,000,000
95	PAID DAMAGE (any and all)	95	05/24/2026	05/26/2026	2,000,000
96	PAID DAMAGE (any and all)	96	05/24/2026	05/26/2026	2,000,000
97	PAID DAMAGE (any and all)	97	05/24/2026	05/26/2026	2,000,000
98	PAID DAMAGE (any and all)	98	05/24/2026	05/26/2026	2,000,000
99	PAID DAMAGE (any and all)	99	05/24/2026	05/26/2026	2,000,000
100	PAID DAMAGE (any and all)	100	05/24/2026	05/26/2026	2,000,000
ENDORSEMENT OF CERTIFICATE HOLDER: CERTIFICATE HOLDER: ACORD 26 (08/09/05) Additional insured: Florida Dental Association, FDC Endorsed, Gaylord Palms Resort and Convention Center and The Freeman Companies. As respects to claims arising out of the operations of Exhibiting Company at the Florida Dental Convention June 24 - 26, 2027.					
CERTIFICATE HOLDER Florida Dental Association 545 John Knox Rd. Ste. 200 Tallahassee, FL 32303		CANCELLATION IF ANY OF THE ABOVE DESCRIBED POLICES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE SHALL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE Rainprotection Insurance			

SAMPLES & CONTESTS

Samples of approved products, catalogs, pamphlets, publications and souvenirs may be distributed in your assigned booth, provided in the sole judgment of show management, it is done in a dignified manner, does not create a nuisance, and does not interfere with adjoining exhibits. These items may not be distributed or left on tables, furniture, or in bathrooms in common areas outside the Exhibit Hall or in the Exhibit Hall lunch area.

No exhibitor shall sponsor any type of contest or drawing for prizes in connection with FDC without prior written approval from show management.

Exhibitors wishing to sponsor any type of contest or drawing for prizes must obtain written permission from FDC to do so no later than May 20, 2027. The following rules must be adhered to:

- ★ Exhibitor must comply with all local, state and federal laws that apply to such contests or drawings.
- ★ Contest or drawing rules must be posted at the exhibit booth.
- ★ Exhibitor must agree to indemnify FDA in case of any claims arising from the conduct of the contest.
- ★ FDC must be notified in writing of the name(s) of the winner(s) when

the prize(s) have been awarded.

EXHIBITOR-SPONSORED EVENTS AND PROGRAMS

As a condition of FDC accepting the exhibitor's application for space, the exhibitor agrees to refrain from holding any program or event during scientific program and exhibit hours (8 AM-6 PM), or at any other time without written authorization by show management. Exhibitors may not promote or offer continuing education credits for any demonstration or lecture given in the exhibitor's booth and/or in meeting rooms. FDC offers a comprehensive scientific program on a full array of dental topics during the scientific sessions. It is the program that attracts most members to the meeting. Therefore, FDC prohibits educational forums that detract from activities at the convention center during the exhibition.

Exhibitors are advised that hospitality suites may not operate during scientific program and exhibit hours (8 AM-6 PM). Any violation of this stipulation will cause sanctions to be applied to the exhibitor. Exhibitors renting space at FDC agree not to sponsor or conduct a seminar/lecture at any of the hotels in the FDC room block. Violation of this policy will result in the loss of

points and/or future exhibit privileges. Please review the program and exhibit days and hours before completing your application.

FOOD AND BEVERAGE

Exhibitors are not allowed to dispense food or beverage from their booth space unless that food or beverage is the exhibitor's product or is purchased through Gaylord Palms Resort & Convention Center for the purpose of providing hospitality to attendees. The exhibitor must also comply with all Gaylord Palms regulations regarding food and beverage dispensing.

MOTOR VEHICLE DISPLAYS

Exhibitors wishing to display motorized vehicles must submit a request to FDC along with the booth space application listing the number of vehicles by May 27, 2027. All motorized vehicles must comply with the Gaylord Palms Resort & Convention Center's basic fire code regulations. Vehicles cannot have more than one-quarter tank of fuel, the fuel tanks must be taped shut, the battery must be disconnected and taped, and alarm systems must be deactivated after the vehicle is in place. Display vehicles may occupy no more than 80% of the contracted exhibit space and must comply with the line-of-sight rules.

LASER EXHIBITING

In keeping with safety precautions for lasers, FDC has adopted the following policy for those exhibitors displaying lasers in the exhibit area:

- ★ Lasers must be operated only within a suitable enclosed space with eye protection for those viewing and operating the laser.
- ★ All demonstrations of CO2 lasers must be conducted in clear plastic boxes with top and sides enclosed.
- ★ Appropriate plastic-colored cubicles must also be available for other types of lasers being demonstrated.
- ★ No laser equipment may be left unattended in operable condition.

Laser exhibiting companies are required to submit a description of each piece of laser equipment, including its safety features, to FDC by May 27, 2027. Failure to submit this description may result in the denial of the lasers to be shown/demonstrated or the denial of exhibit space.

REMOTE-CONTROLLED DEVICES

Products such as remote-controlled cars, drones, planes, helicopters, robots, etc. are to be demonstrated in a safely controlled area of the exhibit floor (i.e., Demonstration Area). When a remote-controlled device is to be used to demonstrate a product that requires use of

an area outside the exhibitor-assigned booth space, the exhibitor must purchase a Demonstration Area for this purpose.

NOTE FOR DRONE OPERATION: Local facility and city ordinances are in effect in most areas and prohibit drone activity near the public or in public spaces. The accepted drone default regulation is the FAA Small UAS Rule Part 107, which requires drone operators to obtain a Remote Pilot Certificate. Commercial regulations often require permits and insurance.

LIVE DEMONSTRATIONS

Exhibitors are prohibited from conducting demonstrations in their booth involving clinical procedures on patients or live models.

BUSINESS ACTIVITIES OUTSIDE OF BOOTH SPACE

All business activities of the exhibitor must be confined to the rented booth space. Except as provided herein, no business activities are to be undertaken in any aisles, lobbies or other areas of the convention center. Exhibitors who violate this regulation will suffer sanctions.

EXHIBITOR STAFF MEETINGS

Exhibitors will be allowed into the Exhibit Hall one hour before the floor opens and one hour after the floor closes. Please do not

schedule any meetings with non-exhibiting personnel and/or dental professionals at your booth when the Exhibit Hall is not open. Admittance into the hall for any non-registered party whose presence is perceived by show management to promote products or services or to otherwise conduct any form of business on an unauthorized basis will be denied.

MEETING SPACE REQUESTS

Requests for space at the hotel for company personnel meetings must be made in writing to the FDC Exhibits Coordinator. It is a violation of FDC regulations to reserve space directly with the Gaylord Palms Resort & Convention Center. Meetings must be solely for exhibitor personnel and may not include any other meeting registrants. Space/meeting rooms for exhibitor functions are limited and are provided first to sponsors. If additional space is available, it may be assigned to exhibitors who are not sponsors. Sponsors/exhibitors interested in holding a meeting/function during FDC must complete an application and abide by FDC guidelines. Please contact drhodes@floridadental.org for additional information.

SOUND/MUSIC

Loudspeaker displays or other devices that, in the sole judgment of FDC,

show management, may be generally disruptive are not permitted. If objections arise, the offending exhibitor may be reassigned to another booth or be required to discontinue the activity altogether. Refusal to adhere to this rule will result in removal of the exhibiting company and all booth fees will be retained. Except as part of the exhibiting company's product line, live or recorded music may not be played in an exhibit booth without a music license (ASCAP, BMI, SESAC), and prior approval by FDC show management. Speakers and other sound devices should be positioned to direct sound inward (to be contained within the booth) rather than outward (toward aisles and other exhibitor booths).

OTHER REQUIREMENTS

Exhibitors are not allowed to photograph or videotape any booth other than that of the company they represent. Photographing booths will be limited to before or after exhibition hours except by show management. Prior approval and security escorts for such activities must be arranged through FDC show management.

All exhibit and booth materials, particularly drapes, curtains, table covers, etc., must be flameproof and comply with federal, state, and municipal fire laws, insurance underwriter, and

hotel safety regulations. Materials meeting these requirements are available to exhibitors through the exhibit service contractor. All packing containers, excelsior and similar materials must be removed from the exhibition area upon completion of the booth installation. FDC show management will review exhibit setup to ensure compliance with exhibit rules before the Exhibit Hall opens. If there are problems with an exhibit, the exhibitor will be notified and required to make appropriate corrections. As a safety precaution, no children younger than 18 will be allowed in the FDC Exhibit Hall during installation and dismantling. Strollers are not allowed in the Exhibit Hall at any time other than the designated stroller hours on Saturday, June 26, from 9-11 AM, unless medically necessary. Security personnel will enforce this policy.

SERVICE ANIMAL POLICY

Pets are not allowed in the Exhibition Hall for the duration of the Florida Dental Convention, except for service animals. As defined in the Americans with Disabilities Act (ADA), a service animal is defined as a dog that has been individually trained to do work or perform tasks for an individual with a disability. Animals whose sole function is to provide comfort or emotional support do not qualify as service

animals under the ADA. The State of Florida considers the misrepresentation of a service animal a second-degree misdemeanor.

AMENDMENT TO RULES

Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject to the sole discretion of FDC. The foregoing regulations have been formulated in the best interest of all exhibitors. Every exhibitor's cooperation is required.

INFRACTION OF MEETING RULES

The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Any complaints regarding infractions of the rules or disputes between exhibitors should be made to FDC, and its decision will be final. Unethical conduct, unprofessional behavior, sexual harassment, or infraction of the rules on the part of any exhibitor or its representatives, as determined by FDC, will subject the offending exhibitor, their representatives, or both to dismissal from the Exhibit Hall, forfeiture of booth space and booth fee, and/or reduction in seniority status in booth assignments. The exhibitor may, at FDC's sole discretion, also be altogether barred from participation in future meetings. In this event,

it is agreed that no refund shall be made by FDC and that no demand for redress will be made by the exhibitor or his representatives.

VIOLATIONS

FDC reserves the right to restrict or terminate an exhibit without notice if an exhibitor acts unethically, illegally or otherwise violates the rules and regulations, as determined by FDC. In such an event, FDC will not be liable for any refunds, rentals or any other expenses incurred by the exhibitor or its representatives.

SANCTIONS

The rules and regulations presented in this document are intended to bring order and fairness to the technical exhibition. Without enforceability, however, these could be of little value. In addition to being subject to restriction or termination of an exhibit as specifically stated above, FDC exhibitors who violate any of the stipulations or regulations presented in this document

will be subject to the following sanctions.

- ★ 1st violation: loss of current year priority points
- ★ 2nd violation: loss of half of accrued priority points
- ★ 3rd violation: loss of all accrued priority points
- ★ 4th violation: loss of all accrued priority points, closure of the exhibit for the remainder of the current exhibition, and ineligibility to exhibit at next year's exhibition.

FREEMAN-EXHIBITOR LOAD IN POLICY FOR EXHIBIT INSTALLATION & DISMANTLING

Freeman has an agreement with the Local IATSE Union to provide labor for display erection and dismantling. Full-time employees of the exhibiting companies, however, may set their own exhibits without assistance from this local. Any labor services that may be required beyond what your regular full-time employees can provide may be rendered by the Union. Labor can be ordered in advance by ordering online or at the show site service desk.

MATERIAL HANDLING

Exhibitors that arrive in their privately owned vehicle (POV), defined as cars, pick-up trucks, vans and other trucks primarily designed for passenger use, not cargo or freight, may hand-carry their own materials into the exhibit facility. The use or rental of dollies, flat trucks, and other mechanical equipment, however, is not permitted. FREEMAN will control access to the loading docks to provide for a safe and orderly move-in/out. Only full-time employees of the exhibiting companies will be allowed to hand-carry items. Unloading or reloading at the dock of any and all contracted carriers will be handled by FREEMAN. Vehicles that do not qualify or have material that requires mechanical assistance to unload will be directed to the loading docks or FREEMAN Marshaling Yard and will be required to pay the appropriate fees to FREEMAN. Children under 18 are NEVER allowed on the loading dock.

VEHICLES THAT QUALIFY TO USE THE DOCK



Sedan



SUV



Pickup



Van

VEHICLES THAT DO NOT QUALIFY



Trailer



Commercial Van



Rentals



Bobtail

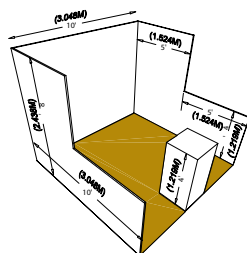


Stakebed

DISPLAY REGULATIONS

HANGING SIGNS/ MATERIALS

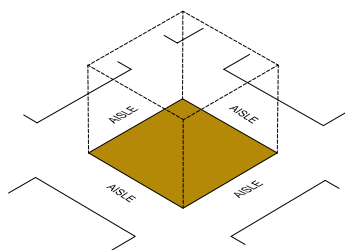
All hanging signs/materials must be preapproved and receive written approval from show management. Hanging signs/materials will only be permitted for Island and Peninsula Booths. Hanging signs will not be allowed for Inline or Endcap Booths — no exceptions. The top of any hanging sign/materials may not exceed 20 ft. in height. Signs suspended over Peninsula Booths must be set back a minimum of 5 ft. from the back wall line of the booth. Any hanging signs that do not have written preapproval will be removed at the exhibitor's expense. No signs or specially built displays or equipment will be permitted to extend above the official booth height of 8 ft. unless the exhibitor occupies an Island or Peninsula space, in which case, the height limit is 16 ft. in the center of the booth. In the case of an exhibitor who does not occupy an Island or Peninsula space, purely decorative material may extend to a ceiling height of 12 ft. provided that, as determined by FDC, it is in good taste; in keeping with the general tone of the meeting; and, it does not interfere with or detract from adjoining exhibits. Exhibitors who request a booth variance must submit a written explanation of design and variance being requested and dimensions clearly identifying the area in which the variance is being requested, at least 60 days prior to installation. No variance will be granted on-site. Double-sided signs are only allowed in Island or Peninsula booth configurations.



INLINE BOOTHS

STANDARD UNITS IN A STRAIGHT LINE

Linear booths consist of an 8-foot-high backdrop and 3-foot-high side dividers mounted on aluminum tubular frames. Perimeter booths (Standard booths located on the outer perimeter wall) may rise up to 12 ft. where the ceiling permits. Solid construction in excess of 48 in. high must be a minimum of 5 ft. back from the aisle. Show management should be notified if a perimeter booth is required. Each exhibitor is entitled to a reasonable sightline from the aisle. Site lines to other booths must be maintained on all end-cap booths. Tall flags or markers on the front of linear booths are prohibited.

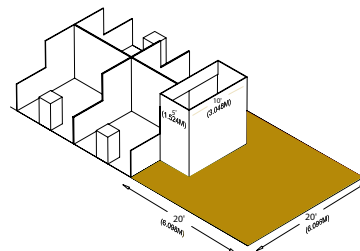


ISLAND BOOTHS

FOUR OR MORE STANDARD UNITS WITH AISLES ON ALL FOUR SIDES

Island booths may extend to all outer edges of the booth space, but must allow for see-through visibility and accessibility from all four sides. They are limited to a maximum height of 16 ft. A written request, 60 days prior to installation, and appropriate drawings must be submitted for approval by the show management if an exhibitor plans to have a booth higher than 16 ft.; have a solid wall higher than 4 ft. running the length or width of the space; or plans booth construction with an unusual or nonstandard configuration.

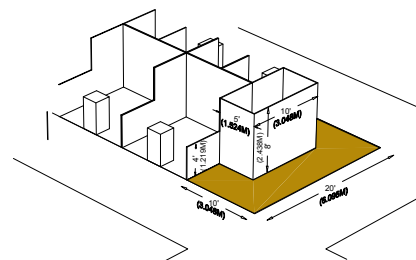
An exhibitor who wants to create an island booth larger than those shown on the exhibit floor plan must purchase the additional booths needed to create the island. This space then becomes the aisle on the fourth aisle of the block of booths. (For example, if an exhibitor wants a 20' x 30' (six booths) island, a 20' x 40' (eight booths) space must be rented).



PENINSULA BOOTHS

FOUR OR MORE STANDARD UNITS BACK TO BACK WITH AN AISLE ON THREE SIDES

The back wall of a peninsula booth must be on the non-aisle side and must not exceed 16 ft. in height. The back wall will be centered (center 10 ft.) on, and not exceed in width, one half the dimension of one side of a sidewall. The remainder of the back wall will not exceed 48 in. in height. All portions on the rear of this back wall must be finished and must not carry identification signs or other copy that would detract from the adjoining exhibits. A written request and appropriate drawings must be submitted to show management for approval 60 days prior to installation. Double-sided signs, logo and graphics shall be set back 10 ft. from adjacent booths.



END CAP BOOTH

TWO STANDARD UNITS WITH AN AISLE ON THREE SIDES — ARE NOT SOLD FOR THIS EVENT

New! CHECKLIST FOR Exhibitor Success

PRE-EVENT PLANNING

- ☐ Review Exhibitor Prospectus, rules and deadlines
- ☐ Provide company description and product categories when registering for your booth
- ☐ Register booth staff and submit badge names
- ☐ Book hotel accommodations at the Gaylord Palms Resort & Convention Center early – it will sell out!
- ☐ Order booth furnishings, carpet, electric, internet and other services through FREEMAN decorating kit
- ☐ Arrange shipping for booth materials and products
- ☐ Schedule staff shifts and booth coverage
- ☐ Set goals for leads, meetings and sales opportunities
- ☐ Invite current clients and prospects to visit your booth
- ☐ Promote your booth through the customized email and social media templates provided to you by FDC

MARKETING MATERIALS

- ☐ Sign up for your FREE lead retrieval app or scanner by May 17, 2027
- ☐ Prepare brochures, flyers, product sheets, and digital presentations or demo videos
- ☐ Take advantage of the array of sponsorship opportunities available to drive attendees to your booth
- ☐ Create special offers or promotions and submit a coupon to be placed on the FDC website
- ☐ Pack giveaways, branded items and business cards

BOOTH PREPARATION

- ☐ Confirm booth design, signage and branding
- ☐ Test monitors, laptops, tablets and chargers
- ☐ Pack extension cords, power strips, tape, tools and supplies
- ☐ Bring table covers and décor
- ☐ Prepare product samples or display items

ON-SITE SETUP

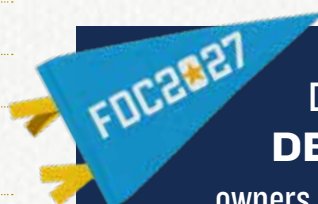
- ☐ Check in at exhibitor registration with your barcode email to print your badge and receive your black lanyard
- ☐ Inspect booth space and test internet, power and technology
- ☐ Set up displays, signage and equipment
- ☐ Brief staff on goals, schedule and key messaging
- ☐ Verify all shipments have arrived

DURING THE SHOW

- ☐ Arrive early each day
- ☐ Greet attendees proactively, including non-dentists
- ☐ Capture leads and schedule follow-up meetings
- ☐ Post live updates on social media
- ☐ Attend the free networking events – Keynote Session, Welcome Cocktail Reception in Exhibit Hall, Thursday Dueling Pianos and Friday Themed Party
- ☐ Select your booth location on-site at FDC for the following year

POST-EVENT FOLLOW-UP

- ☐ Pack and ship materials back
- ☐ Submit any event surveys
- ☐ Follow up with leads within 48 hours to thank customers and prospects for visiting
- ☐ Review ROI, leads and sales results
- ☐ Note improvements for next year



Did you know that **73% OF DENTISTS** are practice owners and many employ a spouse or child at their practice? The team member could be your lead to the dentist!

SPONSORSHIP & ADVERTISING OPPORTUNITIES

STAND OUT. GET NOTICED. DRIVE RESULTS

Knock it out of the park by investing in targeted sponsorships and high-impact advertising. Sponsorships connect your brand with thousands of dental professionals across multiple touchpoints – from printed materials and on-site signage to digital promotions and memorable on-site activations.

These premium opportunities are exclusively available to exhibiting companies and are designed to put your brand directly in front of your target audience before, during and after the event.

WHY SPONSOR?

- ➡ **Boost Visibility:** Be seen by thousands of decision-makers and key influencers.
- ➡ **Increase Engagement:** Drive more traffic to your booth with high-profile placements.
- ➡ **Tailored Impact:** Whether you're launching a new product or building long-term awareness, our sponsorships ensure your message lands with the right people.

Let's build something impactful together. Contact Deirdre Rhodes at 850.350.7108 or drhodes@floridadental.org to discuss the right sponsorship fit for your goals.



EVENT OPPORTUNITIES

Thursday, Welcome Cocktail Reception Bar Sponsor	\$4,000 ea.
Thursday, Dueling Pianos Bar Sponsor	\$4,000 ea.
Friday, Keynote Coffee Kiosk	\$3,000
Friday, Exhibit Hall Pop Up Bar Event at Your Booth	\$6,000
Saturday, Exhibit Hall Pop Up Breakfast Event at Your Booth	\$6,000

ONSITE OPPORTUNITIES

Breezeway LED Screen	\$13,000
Tote Bag (Co-Sponsored)	\$10,000 ea.
Hotel Room Key	\$10,000
Name Badge - SOLD!	\$9,000
Lanyards - SOLD!	\$9,000
Registration Desk Kick Panels - SOLD!	\$5,000
Cube Display	\$5,000 ea.
City Hall Lobby Column Wrap	\$2,850 ea.
Exhibit Hall Atrium Column Wrap	\$2,850 ea.
In Booth Phone Charging Station	\$2,850
Escalator Runner Both Sides/One Side	\$1,850 ea./ \$925 ea.
Phone Charging Table Wrap	\$1,500 ea.
Elevator Window Cling	\$1,500 ea.
RDH Tote Bag - SOLD!	\$1,000
Exhibit Hall Aisle Sign	\$700 per aisle
Stand Alone Sign-Single Sided-Mezzanine Level	\$500 ea.
Exhibit Hall Entrance and/or Exit Floor Cling	\$500 ea.
Atrium Bridge Window Cling (minimum 2)	\$495 ea.
Exhibit Hall Atrium Window Cling	\$450 ea.
RDH tote bag insert	\$350 ea.
Atrium Pole Sign	\$300 ea.
Atrium Floor Cling	\$300 ea.
Shuttle Drop-off Foyer Window Cling	\$300 ea.
Lunch Seating Banner	\$275 ea.
Bathroom Mirror Cling (minimum 5)	\$200 ea.
Escalator Cling	\$325 ea.

DIGITAL MEDIA OPPORTUNITIES

Exclusive Mobile App Sponsor - Includes 3 push notifications	\$10,000
Registration Confirmation Emails - sent automatically after registering - SOLD!	\$3,000
Registered Attendee Print Badge Barcode Email - sent 1 week prior to convention - SOLD!	\$3,000
Push Notification	\$1,575 ea.
Dedicated e-blast Banner (20,000+ contacts)	\$1,575 ea.
Company Logo on Live Interactive Exhibit Hall Map	\$150

PRINT MEDIA OPPORTUNITIES**Registration Brochure 4-color ad - mailed to over 15,500 Florida-licensed dentists**

Back Cover (3/4 page)	\$1,600
Front Inside Cover	\$1,375
Back Inside cover	\$1,375
Full Page	\$1,000
Half Page	\$800

Official Onsite Program 4-color ad - available to 8,500+ attendees onsite

Back Cover (3/4 page) - SOLD!	\$1,600
Front Inside Cover	\$1,375
Back Inside cover - SOLD!	\$1,375
Full Page	\$1,000
Half Page	\$800
Company Logo on Listing in Official Onsite Program	\$150

Preshow Mailer

\$625

MAILING LISTS (EMAIL ADDRESSES ARE NOT PROVIDED)

FDC2026 Full Attendee Mailing list	\$400
FDC2026 Dentist Only Mailing List	\$300
FDC2027 Post-Convention Full Attendee Mailing list	\$400
FDC2027 Post-Convention Dentist Only Mailing List	\$300

EDUCATIONAL OPPORTUNITIES (COURSES/SPEAKERS)

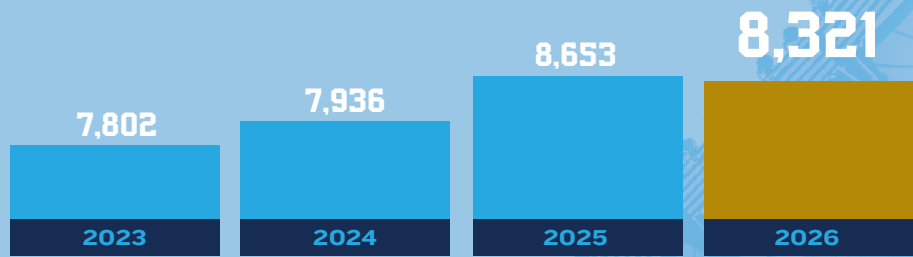
Speaker Education Grants	\$1,000 & up
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CONNECT WITH DENTAL PROFESSIONALS ALL UNDER ONE ROOF!

FDC2027 | JUNE 24-26, 2027

TOTAL REGISTERED



CATEGORY	2023	2024	2025	2026
Dentists	1,987	1,955	2,107	1,998
Dental Hygienists	682	745	900	898
Dental Assistants	725	746	723	714
Lab Technicians	19	33	58	35
Dental Admin Staff/Business Asst	765	769	857	781
Students	897	815	998	780
Exhibitors	1,398	1,411	1,523	1,550
Visitors	11	23	25	36
Others	1,318	1,439	1,462	1,529



Honored as one of the
50 Fastest-Growing Shows of
2025 for attendance and
net exhibiting space.

Act Fast!

65% OF BOOTH SPACE IS ALREADY SOLD!

Reserve your booth today at
www.floridadentalconvention.com.