



*Hawaii Dental Association
Convention 2020*

Exhibitor Prospectus

January 23-24, 2020
Hawaii Convention Center
Honolulu, HI





Aloha Exhibitors!

The Hawaii Dental Association is pleased to present the premier dental convention in the Pacific. Join us in Honolulu, Hawaii on January 23-24, 2020 for The Hawaii Dental Association Convention (HDAC).

Show your latest products, services and technologies in the beautiful Hawaii Convention Center at our annual two-day convention with exhibit halls open from 8:00am – 5:00pm. Over 100 exhibitors show their products and services to over 2,000 dentists, dental hygienists, business assistants and lab technicians, along with other members of the dental team.

With only 122 booths, you can be sure you will not get lost in a maze of hundreds of exhibitors. The booths sell out, so reserve early. We look forward to seeing you in January 2020!

Mahalo,

Jackie Lum, DDS
Dental Education Program Chair
Hawaii Dental Association

HDA Dental Education Mission Statement

The mission of the Hawaii Dental Association Dental Education Program is to provide to its members excellent and affordable dental continuing education in a collegial atmosphere to aid in the advancement and quality of care for the people of Hawaii.

HDA Mission Statement

The Hawaii Dental Association is dedicated to serving the profession of dentistry and the public of the State of Hawaii. The Association preserves the integrity of the dental profession, strengthens the doctor/patient relationship and promotes the *Principles of Ethics and Code of Professional Conduct* of the American Dental Association.

Schedule at a Glance

EXHIBITOR'S SCHEDULE

| | |
|-----------------------------|-------------------|
| Exhibit Move-in | |
| Wednesday, January 22, 2020 | 8:00 am - 5:00 pm |
| Exhibits Open | |
| Thursday, January 23, 2020 | 8:00 am - 5:00 pm |
| Friday, January 24, 2020 | 8:00 am - 5:00 pm |
| Exhibit Move-out | |
| Friday, January 24, 2020 | 5:00 pm - 9:00 pm |

CONVENTION SCHEDULE

| | |
|-----------------------------------|-------------------|
| Thursday, January 23, 2020 | |
| Registration | 7:00 am - 4:00 pm |
| Lectures | 8:00 am - 4:30 pm |
| Exhibits Open | 8:00 am - 5:00 pm |
| Friday, January 24, 2020 | |
| Registration | 7:00 am - 2:00 pm |
| Lectures | 8:00 am - 4:30 pm |
| Exhibits Open | 8:00 am - 5:00 pm |

Featured Speakers

- Ms. Amy Kirsch
- Dr. Prabu Raman
- Dr. Joel Berg
- Dr. Russell Nishimura
- Dr. John Burgess
- Dr. Samson Ng
- Dr. Jon Suzuki
- Dr. Thomas Viola
- Dr. Lori Trost
- Dr. Travis Nelson



CONVENTION LOCATION

Hawaii Convention Center
1801 Kalakaua Avenue
Honolulu, HI 96815
Phone: 808-943-3500
Parking \$10 per exit. No validation.

EXHIBITOR MANAGEMENT

Please direct all contract/applications, correspondence, and payments to:
HDA Convention 2020
c/o Events International
306 Kamani St, Honolulu, HI 96813
Phone: 808-550-8457
Fax: 808-545-5901

THE EXHIBITION

Booth Registration available online only at:
<http://www.hawaiidentalassociation.net/continuing-education/hda-convention>

For further information please call: 808-550-8457

Cancellation of booth space must be made in writing. Cancellation of booth space may be made with a \$200 processing fee per booth prior to November 23, 2019. Cancellations received on or after November 24, 2019 will result in forfeiture of 100 percent of the total booth fee.

2020 BOOTH FEES

Once again, NO price increase on booths from earlier Conventions! Fees for booths range from \$1,000 – \$1,700. The Hawaii Dental Association must receive full payment for each booth within 10 days of registering. Failure to pay within 10 days of registration will result in the release of the booth(s) back into inventory. All booths measure 8' deep and 10' wide. See exhibit floor plan for specific booth pricing and layout or go to: <http://www.hawaiidentalassociation.net/continuing-education/hda-convention> to select your booth on our booth map.

EXHIBITOR BADGES

HDAC Exhibitor badges provide access to the exhibit hall during set-up, tear down and show hours only. These badges are for exhibiting personnel only. Exhibiting companies who are found registering dentist as exhibit staff will be fined. Exhibitors must have their HDAC badge to enter the exhibit hall. Please note: HDAC Exhibitor badges do not provide access to any conference sessions. Exhibitors interested in attending any lecture/class must register as an attendee and pay the associated fees. We will contact you by email one month prior to the event to get a final list of people who will staff your booth. Six complimentary badges will be provided per booth. Badge pick up is available on Wednesday, January 22nd. All staff/hired staff attending the convention must be registered and wear the HDAC name badge to enter the exhibit hall daily. Entrance without a HDAC badge will not be allowed.

LODGING RESERVATIONS

Ala Moana Hotel (5 min. walk to The Hawaii Convention Center)
Group Rate:
\$159 Kona Tower, \$185 Waikiki Tower
1-800-367-6025 (toll-free)
Ask for the: 2020 Hawaii Dental Association rate.
Cut off: December 23, 2019

2020 Marketing Opportunities



TOTE BAG

This is the premier marketing opportunity. Your logo in one color on one side of the bag and The Hawaii Dental Association Convention 2020 logo on the other side of 2,500 foldable, packable tote bags! Every attendee receives a bag and our Hawaii Dental Association Convention tote bags are used year round!

- **Tote Bag with your Logo \$9,500**

LANYARDS

2,500 lanyards are waiting to make your presence known. With your name and logo together printed on both sides and repeated the entire length, the lanyards are a walking advertisement around the neck of every attendee. No exhibitor is allowed to distribute an alternative lanyard or remove and exchange the sponsored Hawaii Dental Association Convention lanyard to any Hawaii Dental Association convention attendee.

- **Lanyard with your logo \$8,500**

SNACK BREAK

Who doesn't want a snack in between courses? Refresh attendees with two on-licious snack breaks a day (morning and afternoon). Visit with attendees in between courses. Promote your company logo on the snack cups, and receive promotion in our Convention materials.

- **One day (two snack breaks a day) Starting at \$3,000**

PROGRAM ADS

The official meeting program is in the hands of every attendee and is used again and again for reference. What better place to highlight your products and booth location to your target audience than in 2,500 copies of the program? Ads are full-color (half or full page sizes only) and camera-ready copy must be provided.

- **Half-page inside ad ... \$1,000**
- **Full-page inside ad ... \$1,500**
- **Inside front cover ... \$2,000**
- **Inside back cover ... \$2,000**
- **Back cover ... \$2,500**

DIRECT MAIL MARKETING LIST

Announce your presence at the meeting to Hawaii Dental Association members through our member mailing list. Over 85% of Hawaii Dental Association members attended the meeting last year, and Hawaii Dental Association members represent over 90% of the dentists practicing in Hawaii. (Please note that these lists come with a one-time use license only)

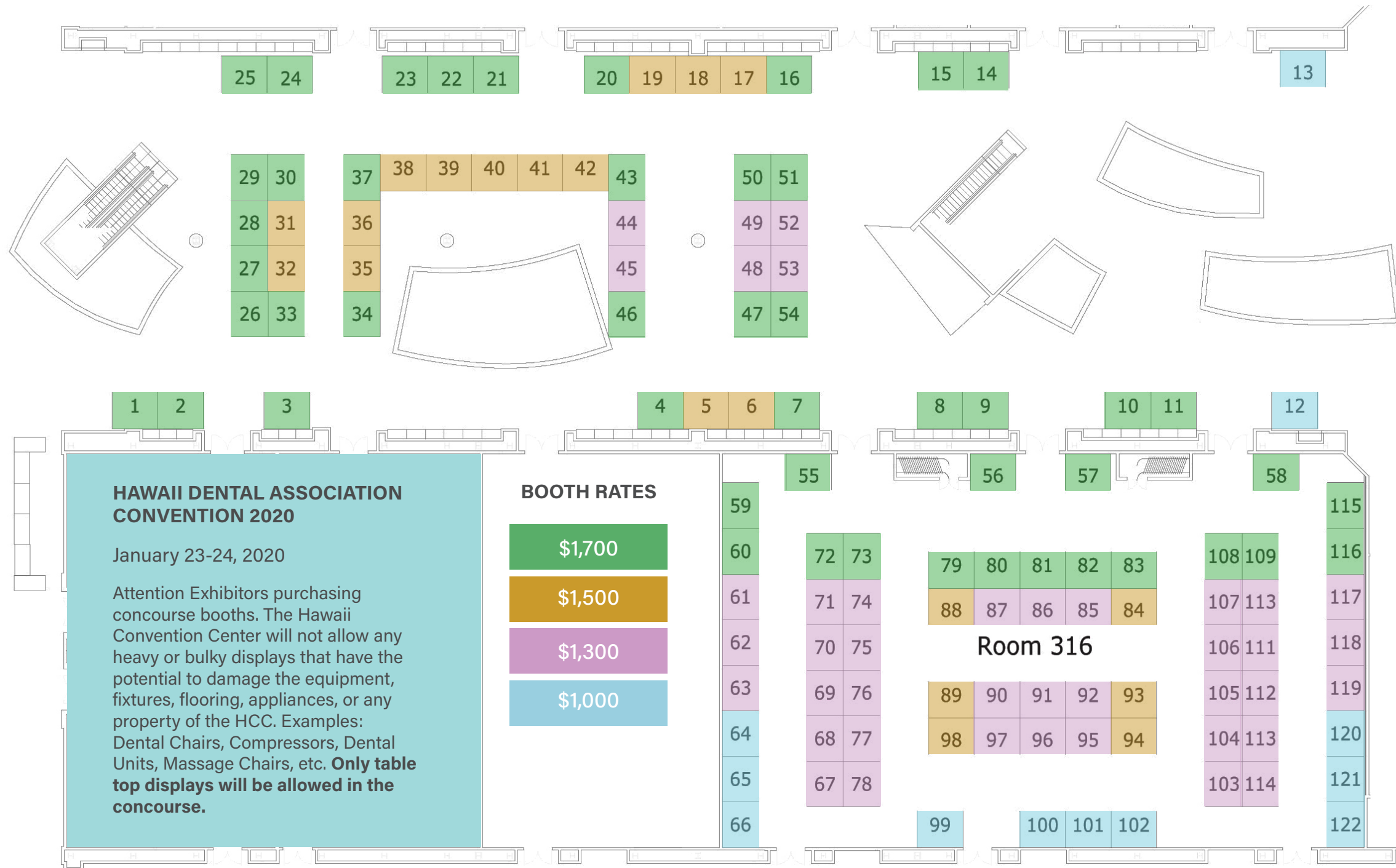
- **Hawaii Dental Association Member Mailing List \$500**

TOTE BAG INSERT

Your promotional piece is inserted into 2,500 Hawaii Dental Association Convention 2020 tote bags and distributed to every attendee. This is a great opportunity to call attention to your products and your booth. Everyone looks in the tote bag to get their lanyard and program and they will get your item and your message at the same time.

- **Tote Bag insert \$300**

2020 Exhibition Space Floorplan



Rules and Regulations Governing All Space Contracts



The Hawaii Dental Association must receive full payment for each booth within 10 days of registering. Failure to pay within 10 days of registration will result in the release of the booth(s) back into inventory. Cancellation of booth space must be made in writing. Cancellation of booth space may be made with a \$200 processing fee per booth prior to November 23, 2019. Cancellations received on or after November 24, 2019 will result in forfeiture of 100 percent of the total booth fee. Hawaii Dental Association shall have the right to dispose of the exhibit privileges and space without liability of any kind on the part of the Hawaii Dental Association. Exhibits admitted only when these terms are met. Payments may be made by check, MasterCard, Visa or American Express.

BOOTHS

Hawaii Dental Association will provide booths consisting of 8' high back wall pipe and drapes and 3' high sidewall pipe and drapes. All booths measure 8' deep and 10' wide. A standard sign, 7" x 44", will be furnished for each booth space with the company name and booth number. Exhibit Hall 316 is carpeted wall-to-wall. You may choose to add additional carpet on top of the wall-to-wall carpet. Exhibit Concourse booth spaces are on slate floors and we highly recommend you order carpet for your space to cover and protect the floor. One booth wastebasket with one trash pick up per day will be included in booth fee. No allowance will be made for facilities not utilized, and **you are allowed up to 6 booth staff at no charge per booth purchased.** Additional decorations or signs required will be provided on a rental or charge basis. In addition, to ensure the safety of your property, 24-hour security service will be provided throughout the meeting. For the Hawaii Dental Association Convention 2020 we are working with exhibition services company Events International (EI) to set up the exhibit space. Any additional services or equipment you desire must be contracted with EI, and NOT with Hawaii Dental Association. EI will forward a brochure on additional services and equipment offered, within sixty days of the meeting date.

Note: Any damage to the walls, floors or other structures or equipment that was caused by your booth contents or your employees will be your responsibility and you assume all cost for the repair of damages. We recommend that if you need to have something moved or rearranged within, into or out of your booth that you contact EI for assistance. Their staff will be available throughout the meeting and will accept full responsibility for proper handling.

EXHIBITION SPACE

The Exhibition Space is located on the third floor of the Hawaii Convention Center, accessible by freight elevators from the freight dock and parking levels. Exhibit Hall 316 is fully carpeted and air-conditioned at an average air temperature of 72° F. The slate floored Exhibit Concourse, is not air-conditioned (it has tropical trade winds, average air temperature of 78° F with morning or afternoon sun.) Electricity, fiber and telephone service will be made available through EI. Arrangements for compressed air may be available, please contact EI. There are no ceiling or wall rigging points available. All hanging items must be ground supported.

Purchase of a Concourse booth: the exhibitor agrees not to bring any heavy or bulky equipment or displays that have the potential to damage the equipment, fixtures, flooring, appliances or any property of the Hawaii Convention Center within the concourse area. Examples: Dental Chairs, Compressors, Dental Units, Massage Chairs, etc. Tabletop displays, pop-up retractable banners and hand carried displays will be allowed on the concourse.

Note: All exhibit concourse booth spaces are on slate floors and must be protected against scratches, scrapes, fractures, cracks, discoloration and stains. We highly recommend you order carpet for your space to cover and protect the floor. You will be liable for any damage to these floors within your booth.



CHARACTER OF EXHIBIT

Hawaii Dental Association reserves the right to decline or prohibit any exhibit, part of an exhibit or proposed exhibit which is not suitable or in accordance with the ethics of the dental profession. Hawaii Dental Association reserves the right to bar any exhibitor. This reservation concerns persons, conduct, printed matter, souvenirs, and catalogs. Interference with the light or space of other exhibits is not allowed. The placement of all signs, banners, and advertising matter shall be subject to the approval of Hawaii Dental Association. Public address or music systems may not be used.

Note: Exhibit personnel must remain within the designated booth space(s) and not in walkways, and may not in any way block any other booth. Exhibitors with gift bags for attendees are not to have their lanyard in the bag. No exhibitor is allowed to distribute an alternative lanyard or remove and exchange the sponsored Hawaii Dental Association Convention lanyard to any Hawaii Dental Association Convention attendee.

CARE OF BUILDING

Exhibitors will be held responsible for any damage done to the building, equipment, or decoration by them or their employees. No nails, tacks, or screws shall be driven into walls, woodwork, picture frames, doorframes, or floors of the building. No signs, posters, announcements, or other articles shall be posted, nailed or otherwise attached to any of the pillars, walls, doors, ceilings, floors, etc. If so posted they will be removed by show personnel and exhibitor will be charged for time involved in removing same. Gasoline, kerosene, acetylene or other inflammable or explosive substances will not be permitted in the building — this is a Hawaii State law. All decorative material must be fireproofed and must conform to the requirements of the Honolulu Fire Department.

FREIGHT

All freight shall enter the building from the freight docks or the parking level. The parking level entrance is limited to hand carried freight, during move-in/out hours. Freight will not be accepted at the Hawaii Convention Center outside of the move-in/event dates. EI is the Hawaii Dental Association official contract drayman. Neither the Hawaii Convention Center, nor the Hawaii Dental Association will accept direct shipment for storage. Please send all shipped items to EI for consolidation. Items received by EI will be delivered to your booth(s) on move-in day. For storage of empties or access freight, please check with EI on availability and locations. Outbound shipping at the conclusion of the show is available through EI or the Hawaii Convention Center Business Center.

DISMANTLE

No crating or packing goods will be permitted in the Exhibit Spaces during the convention. All exhibits will close at 5:00 pm, Friday, January 24, 2020 and EI will supervise removal of exhibits that evening from 5:00 pm – 9:00 pm.

SELLERS PERMIT/ GENERAL EXCISE TAX

Exhibitors who sell merchandise from the show floor must have the appropriate seller's permit and licenses. Merchandise offered for sale may be subject to Hawaii state general excise tax (GET). For information on the GET license, please call 808-587-4242.

HAZARDOUS MATERIAL

All hazardous materials must be registered with the Hawaii Convention Center. Please submit the OSHA Material Safety Data Sheet on your hazardous materials to the Hawaii Dental Association by November 23, 2019. Hazardous materials (chemicals, gases, batteries, paints, oils, petroleum products, corrosives, solvents, and biological contaminants including blood, body fluids, organic matter, used first-aid supplies, and sharps) are the responsibility of the exhibitor. All items must be placed in clearly marked product-safe containers, safely stored and secured, and disposed of properly, according to local, state, and federal regulations. Items may not be left in the facility for later pick-up, or disposed in the facility trash receptacles or sewage systems. Hazardous waste left in the facility will be disposed of immediately at the expense of the exhibitor. This includes charges associated with identification, containment, transportation, disposal, and potential closures of the convention facilities or waste disposal site due to contamination.

PARKING

Parking in the Hawaii Convention Center is available at \$10 per entry. Entrance is on Kalakaua Avenue only. No validation.

SMOKING

Smoking is not permitted in the Hawaii Convention Center building.

RESERVATIONS

Booth reservations can be made online at www.hawaiidentalassociation.net. By registering online you will be agreeing to the rules and regulations in the Exhibitor Prospectus and you must accept these terms on line electronically before completing your booth reservation.

Online payments accepted by MasterCard, Visa, American Express or Check. Checks should be mailed to the Hawaii Dental Association Convention 2020, Exhibits Coordinator 306 Kamani St, Honolulu, HI 96813. **Failure to pay within 10 days of registration will result in the release of the booth(s) back into inventory.** Telephone reservations are not available. Exhibit space reservations will not be binding in the event of fire, strikes, riot, civil commotion, war, or unavoidable circumstances rendering the building housing exhibits unfit for use, or that may prevent the presentation of the meeting. The Hawaii Dental Association shall not be responsible for damages or otherwise to any exhibitor because of war, civil commotion, insurrection, riot, strikes, labor disputes, fire, force majeure, or any causes beyond its control that in any manner restricts, limits or cancels said meeting. All cancellation of booth space must be made in writing. Cancellation of booth space may be made with a \$200 processing fee per booth prior to November 23, 2019. Cancellations received on or after November 24, 2019 will result in forfeiture of 100 percent of the total booth fee, to be retained by the HDAC.

SUBLETTING

Subletting space is prohibited. An exhibitor may not assign, sublet a portion or 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 the HDAC to solicit business or take orders in the exhibitor's space.

All business activities of the exhibitor must be confined to the booth space. Conducting business activities in aisles, lobbies or other areas is strictly prohibited. Exhibitors who violate this rule will suffer sanctions affecting their ability to exhibit at future HDAC meetings.



NON-REGISTERED EXHIBITORS

Solicitation at any function or event of the HDAC including but not limited to the HDAC exhibition hall area, by non-registered person 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 at any function or event of the HDAC including but not limited to educational seminars, which may occur during HDAC outside the exhibitors assigned exhibit space in the exhibit hall and such practices are otherwise governed herein. Companies 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 HDAC. Violators will be required to leave the Exhibit Hall or applicable meeting room.

CERTIFICATE OF LIABILITY INSURANCE

Exhibitors shall indemnify and hold harmless the Hawaii Dental Association and Events International for all liability which might ensue from any cause. All exhibitors **must provide** a current Certificate of Liability Insurance. Your certificate of insurance must name the Hawaii Dental Association and Events International as the additional insured and be sent to The Hawaii Dental Association, hda@hawaiidentalassociation.net or mailed to The Hawaii Dental Association Convention 2020, Exhibits Coordinator, 306 Kamani St, Honolulu, HI 96813. **Certificates must be received by November 24, 2019.** The above mentioned insurance is mandatory for all exhibitors. Failure to provide HDAC with this proof of insurance will result in the exhibitor not being allowed to exhibit floor and may result in the exhibitor not being allowed to pick up badges on site, the exhibitors freight not being delivered to their booth, cancellation of the exhibitors reserved booth space or any other sanction the HDAC deems necessary. The HDAC will cooperate fully but cannot take responsibility for damage to the exhibitor's property, lost incoming or outgoing shipments or moving costs. Any damage caused by inadequately packed property is the exhibitor's responsibility. If exhibit materials fail to arrive, the exhibitor remains responsible for both rental and no refund will be made. The exhibitor is expected to carry insurance against these risks.

Video and Photography Disclaimer

When you attend the Hawaii Dental Association Convention (HDAC), you enter an area where photography, audio, and video recording may occur. By entering the event premises, you consent to interview(s), photography, audio recording, video recording and its/their release, publication, exhibition, or reproduction to be used for news, web casts, promotional purposes, telecasts, advertising, inclusion on websites, or any other purpose by HDAC and its affiliates and representatives. You release HDAC, its officers and employees, and each and all persons involved from any liability connected with the taking, recording, digitizing, or publication of interviews, photographs, computer images, video and/or or sound recordings. By entering the event premises, you waive all rights you may have to any claims for payment or royalties in connection with any exhibition, streaming, web casting, televising, or other publication of these materials, regardless of the purpose or sponsoring of such exhibiting, broadcasting, web casting, or other publication irrespective of whether a fee for admission or sponsorship is charged. You also waive any right to inspect or approve any photo, video, or audio recording taken by HDAC or the person or entity designated to do so by HDAC. You have been fully informed of your consent, waiver of liability, and release before entering the event.



Become an Exhibitor

Visit <http://www.hawaiidentalassociation.net/continuing-education/hda-convention> to register.

Questions? Contact Jeri Yamada at jeri@eventsint.com or call 808-550-8457.

