



ENVISION



CONNECT



IGNITE

THE IDA ANNUAL SESSION
IS NOW THE

Midwest Dental Assembly

JUNE 13-14, 2019
FRENCH LICK RESORT

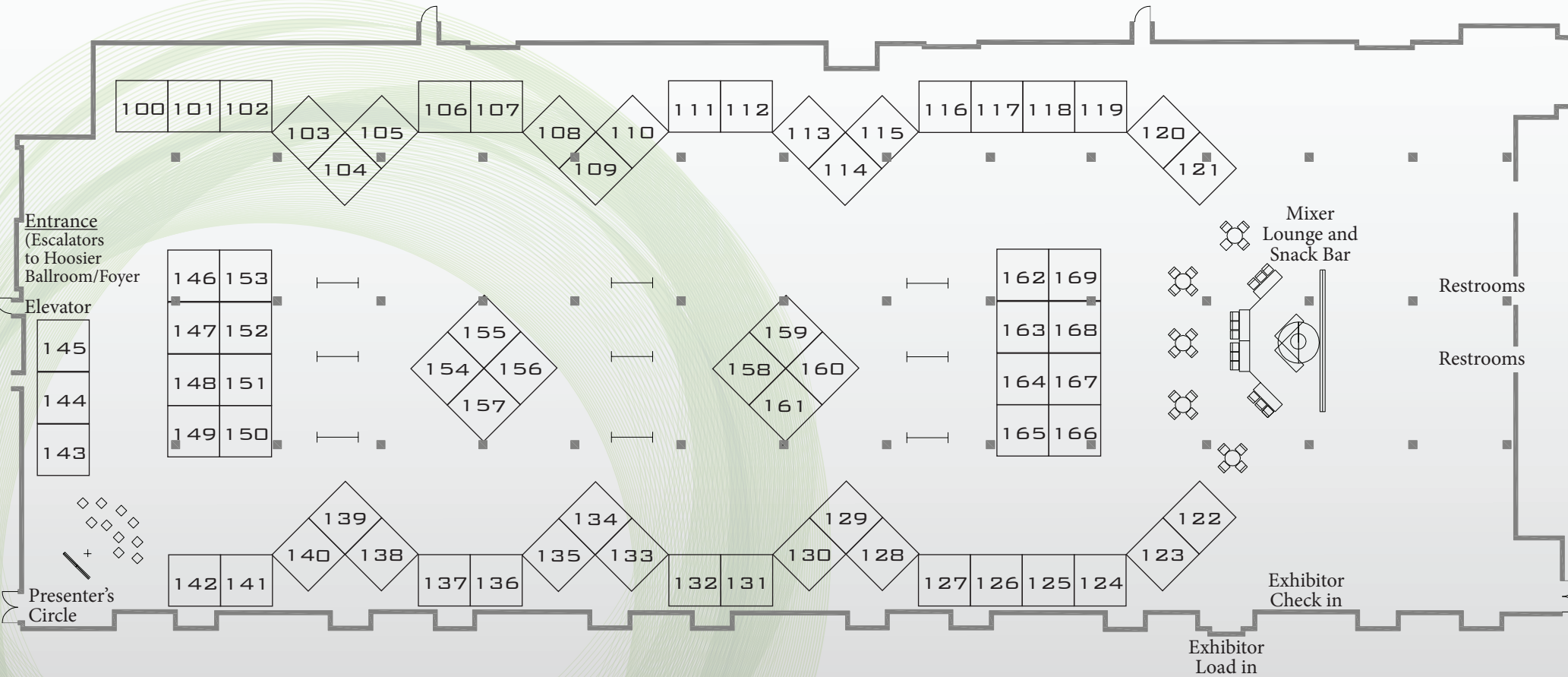
Marketplace Brochure



Midwest Dental Assembly Marketplace

The Midwest Dental Assembly 2019 invites you to participate in our newly designed Marketplace! Our meeting experience brings together the largest group of dental team members in Indiana, featuring an average of 1,300 attendees, including 400+ dentists. **CONNECT** with dental colleagues

through our numerous social events and Marketplace activities, **ENVISION** the possibilities of newly re-energized and enhanced dental team relationships, and get ready to **IGNITE** your dental practice market growth.



EACH 10'X10' STANDARD BOOTH PACKAGE IS \$1,800.

Register online at INDENTAL.ORG/EXHIBITORS.

SCHEDULE OF EVENTS

THURSDAY, JUNE 13, 2019

- 1 – 6 p.m. Load in and Setup
- 7:30 – 10 p.m. Member and Vendor Celebration in The Gardens

FRIDAY, JUNE 14, 2019

- 9 a.m. – 3 p.m. Show hours, Presenter's Circle, Scientific Poster Display and The Mixer Lounge and Bar Open
- 9 – 10 a.m. Marketplace Coffee Break
- 11 a.m. – Noon Marketplace Snack Bar
- 1 – 3 p.m. Marketplace Mix & Mingle
- 3 – 5 p.m. Tear Down Hours

MARKETPLACE INFORMATION

The Marketplace Expo Hall is hosted in the French Lick Springs Hotel Event Center. A drive-up loading dock is available for your use and convenience.

Each 10'x10' booth space includes:

- Standard booth package, \$1,800 each
- Company badges (up to five)
- Guest passes for your clients (up to five)
- Marketplace social events
- Entry to member and vendor celebration
- Meeting app
- WiFi
- Parking

OFFICIAL SHOW DECORATOR

The official Marketplace show decorator is National Expo. Each standard booth package includes:

- One 6'x2'x42" high display table covered in black drape
- Two high stools
- A waste basket
- Carpet
- 8' high purple and silver back drape
- 3' tall purple side drape
- An ID sign with company name and booth number

In March 2019, National Expo will email all vendors a link to view the service kit and order additional booth furnishings, electricity and coordinate shipping. Requests for items not listed above, may be ordered in March, through the National Expo service kit, additional charges may apply. Discounted prices on service kit orders will be available through Thursday, May 30, 2019. For questions, contact National Expo at 217.636.8178.

BADGES AND GUEST PASSES

Each 10'x10' booth space includes five company badges. The deadline to request name badges is Thursday, May 30, 2019, and must be emailed to MEETINGS@INDENTAL.ORG. Vendors should check in and pick up their badges at the Marketplace onsite at the French Lick Springs Hotel Event Center's Expo Hall. Additional badges may be purchased at \$25 each. Each vendor is also given five complimentary guest passes to allow their dental team clients free entry into the Marketplace on Friday, June 14, 2019 (offer not valid for Midwest Dental Assembly CE or special events). Non-participating Marketplace vendors are not admitted into the Midwest Dental Assembly.

HOTEL DETAILS

The Resort offers two greatly discounted hotels: French Lick Springs Hotel at \$144/night++ or the West Baden Springs Hotel for \$194/night++. Complimentary valet and self-parking options are available at both. Guests at the West Baden Springs Hotel should allow extra time to take the free shuttle or trolley back and forth. To reserve rooms at either hotel, call 888.936.9360 or visit INDENTAL.ORG/EXHIBITORS to make online reservations. Reservations must be made by Wednesday, May 22, 2019 to receive this discounted rate. **GROUP CODE: 0619IDA.**

French Lick Springs Hotel (host hotel)
8670 IN-56
French Lick, IN 47432

West Baden Springs Hotel
8538 West Baden Avenue
West Baden Springs, IN 47469

For directions, visit FRENCHLICK.COM or your trusted online resource. Several airlines fly into Louisville International Airport, or you may fly a charter or private plane directly to the French Lick Municipal Airport. Transportation options from the airport include limousine, taxi, bus or rental car.

Marketplace Sponsorship Packages

All opportunities listed are available only to participating Marketplace vendors. Sponsorships may be added to your standard booth package online at INDENTAL.ORG/EXHIBITORS. Final approval on all sponsorship requests will be considered by the Annual Session Subcommittee. All recognition and print opportunities are available based on the timing of final Subcommittee sponsorship approval. Past year event sponsors will be given a 30-day priority notice on sponsorship opportunities. You will receive notice of the Subcommittee's decision within 30 days from the request submission date.

SILVER

Marketplace Passport Listing	\$100
Marketplace Floor Cling	\$200
Marketplace Presenter's Circle (10 min. presentation w/5 min. Q&A).	\$250
Full Color Registration Book Ad	\$250
Meeting App Text Notification.	\$300
Slot Tournament (6/14, 4-5 p.m., 20 ppl.)	\$400
Full Color Meeting App Ad	\$500
Meeting Room Sponsor.	\$500
Exclusive Directional Floor Decal	\$600
One-Hour Attendee Break Station.	\$800
Progressive Dental Team Crusade (6/13, 4-7 p.m., 30 ppl.).	\$1,000
Associates Meet & Greet (6/13, 1-2 p.m., 20 ppl.).	\$1,500
Marketplace Coffee Break	\$1,500
Marketplace Snack Bar	\$1,500
Marketplace Mix & Mingle	\$1,500
Marketplace Massage Station	\$1,500
Afternoon Tea at West Baden (6/13, 2-4 p.m., 50 ppl.)	\$1,800

GOLD

Wilstem Ranch Outings (6/13, 20 ppl.)	\$2,000
Sporting Clay Outing (6/12, 1-4 p.m., 20 ppl.)	\$2,000
IDA Awards Ceremony (6/13, 6-7 p.m., 300 ppl.).	\$2,000
New Dentist Social @ Legendz (6/14, 3-5 p.m., 50 ppl.)	\$2,500
IDA House of Delegates Snacks (6/15, 9:45 a.m., 200 DDS)	\$3,000
Sponsor the IUSD Dental Students (70 students @ \$50 each)	\$3,500

PLATINUM

Welcoming Keynote (6/13, 9-9:30 a.m., 300 ppl.)	\$4,000
Closing Keynote (6/14, 3p.m., 300 ppl.).	\$4,000
Registration Book Mailing w/Back Cover Ad	\$5,500
80s Night Entertainment (6/14, 8-10 p.m., 300 ppl.).	\$6,000
Membership and Vendor Celebration (6/13, 7:30-10 p.m., 500 ppl.)	\$8,000

NEXT STEPS/MORE INFO

Register online at INDENTAL.ORG/EXHIBITORS.

Questions? Contact us at MEETINGS@INDENTAL.ORG.