



# EXHIBITORS' PROSPECTUS AND SPONSORSHIP & ADVERTISING BROCHURE

## MEETING DATES:

NOVEMBER | 26

DECEMBER | 1

## EXHIBIT DATES:

NOVEMBER | 28

DECEMBER | 1



THE LARGEST DENTAL MEETING/EXHIBITION/CONGRESS IN THE UNITED STATES

Held at the Jacob K. Javits Convention Center, New York City

# NEW YORK CITY...

## WHERE THE WORLD DOES BUSINESS



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Dear Potential Exhibitor:

The Organization Committee of the Greater New York Dental Meeting invites you to exhibit at its 2021 Meeting.


Our 2019 Meeting was a huge success. We are delighted to inform you that even with challenges that other events felt, we once again set record high numbers. Total registration in 2019 was 52,614. Included were 19,758 dentists from all 50 states and 13,458 international attendees from 156 countries of which 7,105 were also dentists. Our exhibit floor contained over 650 companies in 1600 booths. With a total registration of 52,614 and no comparable exhibit floor of its size in the U.S., it continues to solidify the position of the Greater New York Dental Meeting as the largest Dental Convention and Exposition in the United States and as the premier buying location for professionals in the Domestic and International Dental community. Our 2020 Virtual Meeting was also highly successful, registering over 15,000 attendees. Hopefully, this type of challenge never again affects our country and the Dental and healthcare industries.

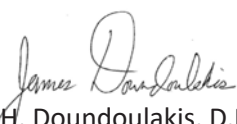
Enclosed you will find the 2021 Exhibitor Prospectus containing an Application/Contract for exhibit space, floor plan, and Rules and Regulations. Kindly complete and sign the Application/Contract, return original copy to us and retain a copy for your records. Please note that a deposit of \$1,100.00 per 10 x 10 booth space must accompany your signed Application/Contract. Application/Contract received without a deposit will NOT be processed and a booth assignment will not be made. Exhibitors from the 2019 Meeting will be given preference providing their Applications/Contracts are received prior to March 15. After this date, booths will be allocated on a first-come, first-served basis and your priority status will no longer be considered.


Our sponsorship opportunities are also displayed in this brochure. Exhibitors who are interested in advertising, banners, signage and/or sponsoring specific events or programs can contact our Sponsorship & Advertising Manager, Dana Soltis at [Dana@gnydm.com](mailto:Dana@gnydm.com). We are always open to collaborate with you on any new ideas. Please contact Dana with any suggestions you would like to design.

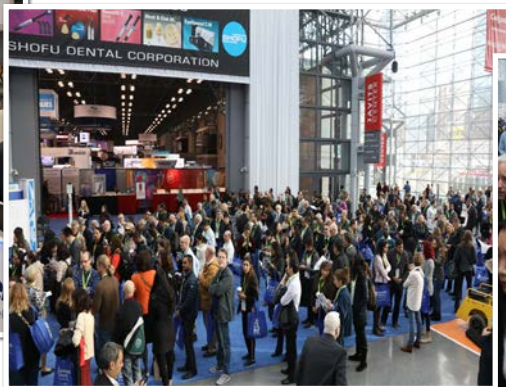
Booth space and sponsorships are unique opportunities that you will want to consider. As an exhibiting company, you are more than an exhibitor; you are our business partner and we will try and maximize your investment. We trust that you will join us in what we expect to be another exciting and rewarding Meeting. If you have any additional questions, please contact us at anytime.

Sincerely,

  
Carla M. Borg  
Exhibits Manager

  
James H. Doundoulakis, D.M.D.  
General Chairman

  
Robert R. Edwab, D.D.S., M.B.A.  
Executive Director



# GREATER NEW YORK DENTAL MEETING™

held at the

JACOB K. JAVITS CONVENTION CENTER OF NEW YORK

## GNYDM 2021

### MEETING DATES

Friday, November 26 -  
Wednesday, December 1

### EXHIBIT DATES

Sunday, November 28 -  
Wednesday, December 1

James H. Doundoulakis, D.M.D.  
General Chair

Richard L. Oshrain, D.M.D.  
General Chair-Elect

Robert R. Edwab, D.D.S., M.B.A.  
Executive Director

Ms. Carla M. Borg  
Exhibits Manager

Ms. Dana A. Soltis  
Sponsorship & Advertising Manager

Co-Sponsored by the  
NEW YORK COUNTY DENTAL SOCIETY

and the  
SECOND DISTRICT DENTAL SOCIETY  
of the State of New York



### EXECUTIVE OFFICE:

200 West 41<sup>st</sup> Street - Suite 1101 | New York, NY 10036-7203, USA

Phone (212) 398-6922 | Fax (212) 398-6934

E-mail: [carla@gnydm.com](mailto:carla@gnydm.com) | Website: [www.gnydm.com](http://www.gnydm.com)

THE FOLLOWING RULES & REGULATIONS GOVERN EXHIBITS AT THE  
97<sup>th</sup> ANNUAL GREATER NEW YORK DENTAL MEETING. PLEASE READ CAREFULLY.



1. APPLICATION/CONTRACT FOR SPACE

An Application/Contract for exhibit space at its 2021 Meeting must be made in writing to the Greater New York Dental Meeting Organization Committee (the "Committee"), and must be accompanied by a deposit of \$1,100.00 for each 10 x 10 booth space requested prior to July 30, 2021 or full payment thereafter. No Application/Contract will be considered unless accompanied by said payment. The Exhibitor's properly signed Application/Contract, together with Certificate of Insurance and the appropriate payment must be returned to:

Ms. Carla Borg, Exhibits Manager  
 Greater New York Dental Meeting  
 200 West 41<sup>st</sup> Street- Suite 1101  
 New York, NY 10036-7203

Exhibit space shall be assigned solely by the Committee. The Committee at its discretion, accepts or rejects applications for booth space.

Applicants are advised that final confirmation of exhibit space may be delayed due to the volume of applications received at the time of submission and deposit of the applicant's check should not be construed as confirmation of acceptance. Until the applicant receives final written acceptance or denial of exhibit space, any funds expended for the development or construction of an exhibit booth are done so at the applicant's own risk.

The Committee does not guarantee that it will be able to assign the space requested. Previous booth location will be considered but cannot be guaranteed.

In addition, the Committee cannot guarantee that competitors will not be placed near each other, but will endeavor not to do so.

The priority mailing deadline is March 15, 2021. After this date, booths will be allocated on a first-come, first-assigned basis. Previous Exhibitors will receive preference providing their Application/Contract is received prior to March 15.

Assignments of space not rejected in writing by the Exhibitor within 14 days after notification of space assignment will be presumed to be accepted by the Exhibitor.

In order to be included in the Exhibitor Guide classified listing, Exhibitors must submit their product classifications together with the Application/Contract so it can be included on the GNYDM website.

The number of product listings allowed is based on the number of booths rented, and this information is detailed on the classification listing form part of the Application/Contract. Enter correct product codes on the form as these codes are used for data entry in the production of the Program & Exhibit Guide.

2. CHARGES FOR SPACE

EXHIBIT BOOTHS

|         |                    |         |
|---------|--------------------|---------|
| 8 X 10  | SPACE .....        | \$3,850 |
| 8 X 10  | CORNER SPACE ..... | \$4,390 |
| 10 X 10 | SPACE .....        | \$4,820 |
| 10 X 10 | CORNER SPACE ..... | \$5,515 |
| 10 X 15 | SPACE .....        | \$7,190 |

The price of the booth includes the following: pipe and drape 8' high (2.5m) in the rear and 36" (91.44cm) on each side; a single-line identification sign with Exhibiting Company name and booth number; 12 Exhibitor badges per 10 x 10 booth and a listing on our website and any publications that might be published.

Exhibitors requesting island space must rent additional space to create an island configuration. For example, if the Exhibitor requests a 20' x 30' island (six booths), a 20' x 40' space (eight booths) will be needed to create the island.

The minimum size for a peninsula booth configuration is 20' x 20'. This policy is due to the limited number of corner booths. Exhibitors requesting a peninsula configuration must adhere to the following policy: no solid exhibition construction will be permitted to exceed 48 inches in height unless it is at least 5' from the nearest aisle. This means that peninsula booths cannot have a 20' back wall. (Only 10')

PAVILIONS

Island space with widths greater than 20' (which includes renting aisle space), may be obtained with written approval of the Committee. In designated areas of the Exhibit Hall aisle space may be rented and become a contiguous part of your Exhibit. Minimum size for Pavilion configuration is 20 x 50. The Exhibitor will have to purchase a 30 x 50 space in order to create a 20 x 50 Pavilion. No blocking of the aisle is permitted.

CONFERENCE ROOMS

Conference rooms are only available to exhibit booth lessees. They are located on the north perimeter of the Exhibit Hall and can be used for a variety of purposes: sales discussions with customers, staff lounges, staff meeting rooms or storage. Assignments are on a first-come basis. All refreshments utilized in conference rooms must be ordered through Cultivate. 10' X 10' conference rooms are available at a cost of \$3,450.00 each. Multiple rooms can be combined into a single space. Each conference room has 8 foot high hardwall construction, two door keys, a sign and carpet. Customization, additional lighting, furnishings and upgrade of conference rooms are available through Freeman.

DAILY CONFERENCE ROOMS

Each room includes: hardwall configuration,

carpeting, keys, table and chairs.

|               |                |
|---------------|----------------|
| 10 X 10 ..... | \$1,090.00/day |
| 10 X 20 ..... | \$1,675.00/day |

EXECUTIVE SUITES

Four 11 x 30 suites overlooking the exhibit floor are available for \$8,560.00 each for the entire Meeting. Each suite provides the Exhibitor with carpeting, private bathroom and kitchen facilities, conference table and 8 chairs set up. This is an ideal meeting room for busy executives, private meetings with customers and/or a staff lounge. Food service is available through Centerplate.

3. TERMS OF PAYMENT

The Committee requires a deposit of \$1,100.00 for each booth space or conference room with the Application/Contract. The entire balance must be received by the Committee on or before August 2, 2021. An Application/Contract made after August 2, 2021, must be accompanied by full payment. An Application/Contract received after October 29, 2021, must be accompanied by full payment in the form of certified check or cash. In the event that the Exhibitor shall fail to make payment of any balance on or prior to said due date, then and in addition to any and all other rights and remedies thereby available to it, the Committee may, at its option, terminate the contract, retain as liquidated damages any payment made thereunder, and assign the space specified therein to any third party or parties or use the same for such other purposes, if any, as it may deem appropriate, all without notice and without further liability to the Exhibitor. Each payment by the Exhibitor shall be made by check payable to the Greater New York Dental Meeting and such payment shall not be deemed made until the check clears the bank on which it is drawn. Each check and contract shall be delivered to Ms. Carla Borg at the Greater New York Dental Meeting, 200 West 41<sup>st</sup> Street - Suite 1101, New York, NY 10036-7203. All checks shall be drawn upon and payable in U.S. dollars only at banks located and authorized to transact business in the United States. Third party checks are not accepted. A \$40.00 bank charge must be paid for each overseas bank draft submitted. A charge of \$40.00 will be assessed for any check returned from bank unpaid for any reason.

4. CANCELLATION

If the Exhibitor shall seek to cancel its contract, written notice thereof shall be given to the Committee by registered or certified mail. If such notice is received by the Committee prior to June 1, 2021, the Exhibitor shall be entitled to a refund of its entire payment. If such notice is received between June 4 and July 30, 2021 the Exhibitor shall be entitled to a refund of

money paid in excess of the \$1,100.00 deposit for each space requested. If such notice is received on or after August 2, 2021, the Exhibitor shall not be entitled to any refund whatsoever. An Exhibitor making Application/Contract after August 3, 2021, will have fourteen (14) days following assignment of space to cancel its contract and receive a refund of its entire payment. Upon receipt of any such notice of cancellation, the Committee may assign the Exhibitor's space to any third party or parties or use the same for such other purposes as it may deem necessary, all without notice and without further liability to the Exhibitor.

**Exhibitors are not entitled to a refund, and the Meeting will not issue a refund, to exhibitors under any circumstances after November 1, 2021.**

If the Exhibitor shall seek to cancel a conference room and/or executive suite, written notice is required. If such notice is received by the Committee prior to June 3, 2021, the Exhibitor shall be entitled to a refund of its entire payment. If notice is received after June 3, Exhibitor is entitled to a refund of money paid in excess of \$1,100. After August 3, Exhibitor is not entitled to any refund of monies paid.

5. THE EXHIBITION

The exhibition shall be held at the Jacob K. Javits Convention Center of New York, operated by the New York Convention Center Operating Corporation (the "Center"). The Exhibitor shall be subject to the applicable rules and requirements of the Center, in addition to the obligation to comply with the provisions of the contract with the Committee.

The following shall be the exhibition hours during the Meeting, and the Exhibitor shall keep its exhibit open and on display and properly manned throughout all such hours, but none others:

|                       |                     |
|-----------------------|---------------------|
| Sunday, November 28   | 9:30 A.M.-5:30 P.M. |
| Monday, November 29   | 9:30 A.M.-5:30 P.M. |
| Tuesday, November 30  | 9:30 A.M.-5:30 P.M. |
| Wednesday, December 1 | 9:30 A.M.-5:00 P.M. |

Failure of the Exhibitor to comply with the provisions of this Paragraph "5" shall constitute a substantial violation of these Rules and Regulations and of the contract of which it forms a part.

6. SETTING UP EXHIBITS

Subject to the conditions hereinafter stated, exhibit space will be available for the setting up of displays at 10:00 A.M. on Friday, November 26, 2021. The Exhibitor must have all packing cases, crates and containers emptied and labeled and ready for pick up and storage by 10:00 A.M. on Saturday, November 27, 2021, and the entire exhibit, with all dis-

plays, must be complete and ready for inspection and exhibition by 5:00 P.M. on Saturday, November 27, 2021. In the event that the Exhibitor shall fail to carry out and complete such setting up within the time and in the manner thus specified, the Committee may, at its option, remove the Exhibitor's property from the exhibition area and store or otherwise dispose of the same in such fashion as it may deem necessary, but at the sole cost and expense of the Exhibitor, and such failure on the Exhibitor's part shall constitute a substantial violation of these Rules and Regulations.

At no time and under no circumstances, shall the Exhibitor keep or store any packing cases, crates or containers or any other packing materials at, under or behind its displays or in or at its exhibit.

7. FAILURE TO OCCUPY SPACE

Any space not claimed and/or occupied one hour after the show opening may be resold or reassigned without refund or credit.

8. JAVITS CENTER SERVICES

The Center has the exclusive right to install and provide telephone, telecommunication, water, waste water, plumbing and electrical services. The Javits Center also has the exclusive right to supply the labor utilized within the Center to perform any of the services described in the Javits Center Work Rules set forth in Paragraph "9" hereof, and neither Exhibitor nor any contractor employed by Exhibitor, nor any vendors supplying goods or services to Exhibitor shall utilize any other labor to perform such services. Such labor shall be provided on written order at the established rates of the Center for such services and shall be utilized pursuant to the Javits Center Work Rules as set forth in Paragraph "9" hereof.

Exhibitor must include the Javits Center Work Rules in any contract or agreement between Exhibitor and any contractor or vendor and Exhibitor must require compliance with said rules by any contractor, vendor and its agents, representatives, employees and subcontractors. Exhibitor is responsible for such compliance, and failure by a contractor, vendor or its agents, representatives, employees or subcontractors to comply with this Paragraph or the Javits Center Work Rules set forth in Paragraph "9" hereof shall be a substantial violation of these Rules and Regulations. The Center has the right to approve all prices charged by any contractor for services described in the Javits Center Work Rules.

With regard to services not mentioned in Paragraph "8" or Paragraph "9" hereof, Exhibitor may contract with persons approved by the Committee and the Center for services not available from the Center.

All work or labor involved in or connected with the loading, unloading and moving Exhibitors' freight materials and machinery must be performed in accordance with the Javits Center Work Rules set forth in Paragraph "9" hereof.

All work or labor involved in or connected with the construction, erection, installation, maintenance or dismantling of exhibits, including, without limitation, all displays, backgrounds, booths, appointments and floor or base coverings, and any and all parts or portions thereof, are and shall be within the jurisdiction of the International Brotherhood of Carpenters and Joiners, New York District Council, which also has and shall have jurisdiction over the uncrating and recrating of all exhibit materials, equipment and other property, and all work or labor requiring the use of bolts, screws or nail fasteners, all work or labor involved in or connected with tying, hanging, nailing or taping of flags, banners, drapes or signs, including but not limited to wall draperies, table skirting, booth equipment draperies, flags, bunting or party decorations, all work or labor involved in or connected with the laying of tile, carpet or rugs, skidding, reskidding and turntables, all work or labor regarding handling, distributing or delivering of furniture, carpeting, rugs, modular interlocking booth systems, other standardized equipment or other equipment owned or leased by Exhibitor must be performed in accordance with the Javits Center Work Rules set forth in Paragraph "9" hereof.

Notwithstanding the Javits Center Work Rules, hand-carry items can be brought into the Center through the front of the building (eastside - 11th Avenue only), as long as parking regulations are obeyed. Parking locations will be assigned by the Event Manager. Parking is limited to vehicles no larger than a Ford Econoline van. Vehicles must be attended by a licensed driver at all times. Exhibitors may use nothing larger than a two-wheeled baggage cart (plastic or rubber wheels only) to move their items.

Notwithstanding the Javits Center Work Rules, "Pop-up" displays equal or less than 10 feet in length, capable of being carried by hand by one person may be brought into the Center. Exhibitors moving items must use doors and routes designated by the Event Manager. Individuals moving these items must be employees of Exhibitor and must carry identification and be wearing either an Exhibitor or installation badge to verify that fact.

Exhibitors may unpack, pack and arrange their merchandise and products in their exhibit. Exhibitors may install or dismantle their exhibit and lay carpet in their exhibit as long as the booth size is 100 square feet or less and the work can be done without tools. Those performing the work must be employees of the Exhibitor and must carry identification and be wearing either an Exhibitor or installation badge to verify that fact.

Advance arrangements for all such union work or Center labor shall be made by the Exhibitor with the Official Full Service Contractor,
   
**GREATER NEW YORK DENTAL MEETING**
  
**Exhibiting Company Name, Booth # \_\_\_\_\_,**
  
**C/O Freeman, 140 Central Avenue, Kearny, NJ 07032,** and if further information should be sought as to such union work or Center labor, the Exhibitor may telephone said firm at (201) 299-7575.

9. JAVITS CENTER WORK RULES

Contractor and Exhibitor must hire Javits Center labor to perform the following tasks:

(a) Loading, unloading and moving Exhibitor freight materials and machinery, loading and unloading decorating contractors' equipment to and from a marshalling point on the exhibit show floor, but Exhibitor hand-carry items are exempted from this requirement.
   
**No 4-wheeled carts permitted.**

(b) Crating and rekrating, and all work involved in the erection and dismantling of exhibits, displays, backgrounds and booths; all work requiring the use of bolts and screws or nail fasteners; tying, hanging or nailing, taping of flags, banners, signs, tile and rug-laying, skidding and reskidding and turntables; handling and delivery of furniture, carpeting, modular interlocking booth systems and other contractor owned and leased equipment; pad wrapping, protection work, ramp protection; and installing draperies, including but not limited to wall draperies, table skirting, booth equipment draperies, flag and bunting and party decorations, but "Pop-up" booths are exempted from this requirement.

Contractors are permitted to use their own personnel as managers and supervisors of the labor described above, provided that they have completed a questionnaire and have been approved by the Center, that they are performing only legitimate managerial tasks, and that the company maintains a reasonable ratio of managers and supervisors to labor. Violation of any of these conditions shall result in a revocation not only of the supervising employee's authorization, but also of the contractor's authorization to conduct business at the Center.

Employees of the Center, contractors, employees of contractors, Exhibitors and employees of Exhibitors are prohibited from giving to or accepting from anyone, directly or indirectly, any gratuities or anything else for any reason in the Center or in relation to any work performed in the Center.

10. USE OF EXHIBITOR APPOINTED CONTRACTOR

If an Exhibitor plans to use a contractor other than Freeman for installation and dismantling of its exhibit, they must complete an Exhibitor Appointed Contractor form. Notice of this intent must be sent to the Greater New York Dental Meeting and Freeman by August 27, 2021. Exhibitors who have not sent notification by this date must use the Official Full Service Contractor. The Contractor, and any of its employees or agents must comply with the Javits Center Work Rules set forth in Paragraph "9" hereof. In addition, the selected Contractor must complete a "Javits Center questionnaire" and provide the Greater New York Dental Meeting with the following: a copy of its license to operate in the State of New York and the Jacob K. Javits Convention Center, a list of all personnel to be conducting services for the Exhibitor, and an original certificate of insurance listing the Greater New York Dental Meeting, the New York Convention Center Operating Corporation, the State of New York, the New York Convention Center Development Corporation, the Empire State Development Corporation, the Triborough Bridge and Tunnel Authority and Freeman and its employees as additional named insureds, as set forth in the indemnification and insurance provisions in the contract for exhibit space. The Exhibitor is responsible for supplying the appointed Contractor with the necessary information included in the exhibit packet. The employees of the Appointed Contractor must report to the registration area to pick up their badges prior to commencing work. The Exhibitor assumes liability for the Exhibitor Appointed Contractor and his employees. Solicitation for business by any Exhibitor Appointed Contractor on the exhibit floor is expressly forbidden. Any Exhibitor Appointed Contractor not meeting the above requirements and deadline will not be allowed to erect or dismantle said exhibits.

11. DISMANTLING OF EXHIBITS

Exhibit Hall 3A Exhibitors must be packed by 11:00 A.M. Thursday, December 2, 2021 to facilitate moving out by 9:00 P.M. that evening. All transportation arrangements for these Exhibitors must be made with Freeman Company by 4:00 P.M. on December 2, 2021 or will be subject to re-routing. (Subject to change)
   
 Exhibit Halls 3E, 3B and 3D must be packed by 9:00 P.M. Thursday, December 2, 2021 and transportation arrangements must be made by 10:00 A.M. Friday, December 3, 2021. Please contact Exhibits Manager or the Official Full Service Contractor for more details. (Subject to change)

Since the Official Full Service Contractor for the Meeting will, beginning at 5:00 P.M. on

Wednesday, December 1, 2021, arrange with Javits Center labor to remove all aisle carpeting and to return from storage to the Exhibitor's booth for packing its cases, crates and containers, the Exhibitor shall arrange with the Official Full Service Contractor or their Exhibitor Appointed Contractor for Javits Center labor, at its expense, to dismantle and pack its entire exhibit and all displays and materials included therein and shall arrange to have the Official Full Service Contractor using Convention Center labor remove the same, together with any and all other property belonging to the Exhibitor or for which it is responsible, from the Center.

If the Exhibitor uses an automobile, station wagon, small van or like vehicle for such removal, it may do so on Wednesday evening, December 1, 2021, by checking into the freight service desk starting at 4:00 P.M. and by packing its entire exhibit, with all its displays, materials and other property, in such vehicle.

Such removal shall be accomplished between 6:30 P.M. and 9:30 P.M. that day, namely, Wednesday, December 1, 2021, in the same order in which the check-in took place. During those hours the Official Full Service Contractor will withhold the loading of trucks, and will not commence such loading until about 8:00 A.M. on Thursday, December 2, 2021.

In the event that the Exhibitor shall fail to effect removal of all its property within the time and in the manner specified above, such removal may be effected by the Committee or its designee, and the Exhibitor's property may be stored or otherwise disposed of by such means, at such times and under such circumstances as the Committee may deem appropriate, but at the sole cost and expense of the Exhibitor. The Exhibitor releases the Committee or its designee from any claim for damages resulting from such storage or disposal.

12. EXHIBIT LIMITATIONS

All exhibits must be constructed and set to the rear of the booth space. No exhibit can be set forward as to block, cover or screen any other exhibit. In addition, the Exhibitor shall conform to and comply with the following requirements in the installation, maintenance and display of its exhibit. It is required that plans for all island/peninsula exhibits be submitted to the Greater New York Dental Meeting for review/approval at least 90 days prior to Meeting dates. If not received, exhibitor will be responsible for any onsite charges for changes required that do not adhere to the regulations of the Meeting:

(a) No exhibit shall cover, screen or obscure any exit or other signs, or interfere with access

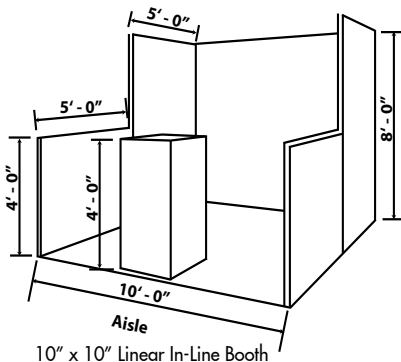


to exits, fire-fighting equipment, first aid facilities or emergency or other equipment;

(b) No exhibit shall be permitted to obstruct or otherwise interfere with any part of the exhibition area, or passage to washrooms, checkrooms, exits or concession locations, or obscure, cover or screen, either in whole or in part, any other exhibit or exhibits, or any washrooms, checkrooms, exits or concession locations;

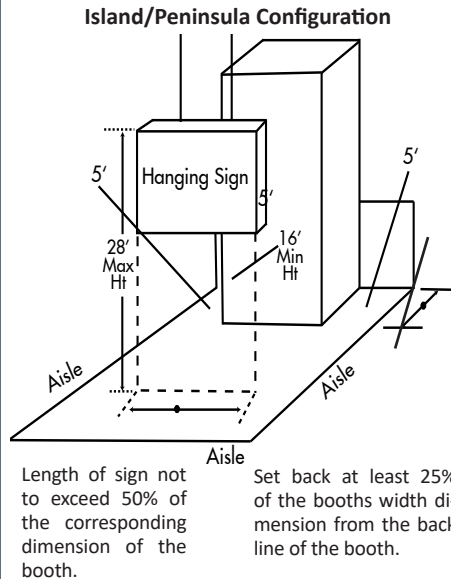
(c) The Exhibitor shall provide either a suitable background or booth for its exhibit, with all framework and exposed surfaces thereof properly covered and decorated, and with all background placements located solely along the solid lines shown on the Floor Plan, and not elsewhere. All booths must be carpeted at the Exhibitors' expense;

(d) No background, sign, decoration or other material or installation shall exceed (28) feet in height at any point or place, except in exhibit spaces, numbered, 1900 through 2400 where the height may not exceed fourteen (14) feet; and no side or dividing partition or other separator between exhibits shall extend higher than forty-eight (48) inches above floor level; five feet from aisle; (see diagram); and any sign or display that extends higher than the (8) foot background curtain may not have copy or design facing in the direction of other companies. The rear of the sign/display must be suitably finished or draped. Double-sided or rotating signs are only allowed for those Exhibitors who have an island or peninsula configuration within the confines of their booth. If a close-out is deemed necessary by the Committee, it becomes the responsibility of the Exhibitor to order it from the Contractor;



(e) Attachment to Exhibit Hall ceiling beams or truss is permitted only through the Official Full Service Contractor, Freeman. Requests for written approval of hanging signs truss and banners must be submitted to the Exhibits Committee by July 6, 2021, and to Freeman 60 days before installation. The request must include a description or drawing of the sign, truss or banner, proposed method of installation, location of hanging points, and total weight. All hanging signs, truss and banners must be set back at least 25% of the booth's width dimension from the back

line of the booth. Hanging signs and graphics will not be permitted to a total length which exceeds 50% of the corresponding dimension of your booth. Please note that no signs, truss or banners may be hung without prior written approval from show management. Should there be any discrepancy between what the Committee approved and what is actually hung on-site, the sign will be removed at the Exhibitor's expense; Hanging signs cannot exceed 28' for maximum height or be lower than 16' of said sign.



(f) Any awning, topping, covering or other projection or installation over the exhibit or extending forward from the face of the back or background of the exhibit shall not exceed sixty (60) inches in length or depth so long as such extension is 5 feet from the aisle and shall not, to any extent, obstruct, block or interfere with light or lighting for, or full use or visibility of, the space of any other Exhibitor;

(g) No Duplex exhibit shall be permitted without the written consent of the Committee with a 60 day notification, and no Exhibit, nor any part thereof, shall extend or project beyond the space assigned to the Exhibitor, and all of the Exhibitor's activities shall be conducted and carried on, and its representatives shall function and operate, solely within the confines of said space;

(h) No Exhibitor shall install, maintain, operate or use any public address or other sound system whatever or any loudspeaker of any kind without written permission of the Committee. Sound must be limited to the confines of the booth at a volume not to disturb or disrupt the activities of neighboring Exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. The Committee retains the right to determine acceptable levels of sound.

(i) No Exhibitor shall install, maintain, operate or use any light, lighting or other contrivance, device or equipment of any type, which in the

judgement of the Committee, may be a source of interference or inconvenience to any other Exhibitor or to the Exhibition. Blinking lights and rotating signage are only permitted with the prior written approval of the Committee.

(j) The Exhibitor shall, throughout the exhibition, keep and maintain its exhibit and all parts thereof in clean, dust free and otherwise orderly condition, with all literature, so called "hand-outs" and similar written or printed materials kept in neat and trim fashion, and any needful reserve quantities thereof properly stored in closed containers within the exhibit space. In the event that the Exhibitor shall cause or create any excessive litter or waste, the same will be removed by the Center's Building Service Department at the expense of the Exhibitor;

(k) The Exhibitor shall not: (1) make any material change in its exhibit or the displays therein after the initial installation thereof; (2) fail to keep its exhibit open, operating and adequately manned during the stated exhibition hours; or (3) discontinue, close or remove its exhibit, either in whole or in part, until the conclusion of the entire exhibition, unless otherwise directed or authorized by the Committee;

(l) The Committee shall be the sole judge as to acceptability of exhibits. An exhibit may not display any product or distribute advertisements for any product that infringes on the registered trademark, copyright or patent of another company. All exhibits shall conform to and comply with: all requirements of both the Committee and the Center;

(m) Gasoline powered vehicles used for exhibit or display will be allowed to operate in the Center only during move-in and move-out periods, and when on display shall be subject to the following restrictions: (1) no more than one gallon of fuel shall be kept in the tank of any vehicle; (2) no tank shall be re-fueled or emptied within the confines of the Center; (3) every tank shall be equipped with a key-lock gasoline cap; (4) all battery cables must be disconnected and the ends taped; (5) each vehicle must be locked during non-exhibit hours; (6) a tagged set of keys to each vehicle must be delivered to the Center's Security Office immediately upon entry of the vehicle into the Center; (7) no repairs or alterations to any vehicle shall be made in or at the Center; (8) adequate and suitable fire extinguishers and fire prevention equipment shall be provided by the Exhibitor and kept in close proximity to each vehicle; and (9) a protective sheet of visqueen, tarpaulin or comparable material shall be placed and kept under all vehicles and other movable equipment and devices in all areas within the Center in which such vehicles, equipment or devices are operating or being operated; (10) spotting FEE: Exhibitors with mobile or motorized equipment will require guidance to their respective booth(s). This guidance is required and provided by Freeman to prevent damage that may occur to exhibits, or property of others, or when necessary to move crates that may be in the aisles. Exhibitors may



drive their motorized equipment in and out of the exhibit areas or Freeman will supply an operator when available.

## 13. COMPLIANCE WITH LAW AND OTHER REQUIREMENTS

Exhibitor will obtain, at its expense, any permits required for the exhibit and shall provide the Center and the Committee with copies of said permits prior to August 27, 2021.

Exhibitor shall not use or permit the exhibit space to be used:

- (a) in conflict with any law, ordinances, rule or regulation of any governmental authority;
- (b) in any manner which could violate the Exhibitor's insurance or increase the rate of the Committee's or the Center's insurance;
- (c) in any manner which constitutes waste or nuisance;
- (d) in any manner which causes injury to the Center, alteration to the Center; or
- (e) in violation of the Center's Rules and Regulations, including without limitation the Javits Center Work Rules, as such may exist from time to time.

Exhibitors who want to sponsor any type of contest, raffle or drawing for prizes must obtain written permission from the Exhibits Committee. The following rules must be adhered to:

- (a) the Exhibitor must comply with all local, state and federal laws that apply to such raffles, contests or drawings;
- (b) contests, raffle or drawing rules must be posted at the booth. The rules must include: eligibility; date and time of drawing (contest, raffle); the words "no purchase necessary to enter"; odds of winning; how winners will be notified; how participants can find out who won; etc;
- (c) the Exhibitor must complete a form which will be supplied and agree to indemnify the Greater New York Dental Meeting in the event of any claims arising from the operation of the raffle or contest;
- (d) The Greater New York Dental Meeting must be notified of the name(s) of the winner(s) when the prize(s) have been awarded.

No Exhibitor shall construct, install, maintain or use as part of or in connection with its exhibit or the displays therein any material, equipment or other item or thing which does not comply with the Life Safety Code, with all requirements of the Fire Department of The City of New York, the Department of Buildings

of The City of New York, the Bureau of Gas and Electricity of the Department of General Services of The City of New York, the Division of Water Resources of the Department of Environmental Protection of The City of New York and the New York Board of Fire Underwriters, and with all other laws and requirements of the Federal, State, County and City departments, agencies, officials and authorities having jurisdiction in the premises.

Without limiting the foregoing provisions of this Paragraph "13", compliance is also required with the following:

- (a) Only such open flames as are essential to an exhibit and for which a Fire Department permit has been issued shall be allowed in or at the Center, and then only at such times, under such conditions and with such precautions as the Committee and the Center shall specify;
- (b) No explosives, fuel, combustible or hazardous material, decorative material not fireproofed or any materials or substances deemed hazardous by the Fire Department of The City of New York may be brought into the Center;
- (c) All curtains, draperies, carpets, fabrics, plastics and decorative and other items and materials to be included in or made part of any exhibit shall, at the Exhibitor's expense and prior to the delivery, installation or use thereof in or at the Center or the exhibit, be fireproofed or flameproofed by methods or means approved by the Fire Department of The City of New York, and the Exhibitor shall furnish, in advance, a notarized statement or certificate attesting to such fireproofing or flameproofing;
- (d) No oilcloth, tarpaper, plastics, synthetics or other materials of any kind which cannot or may not be effectively fireproofed or flameproofed shall be delivered, installed or used in or at any exhibit; and
- (e) The Exhibitor shall, at its expense, permit and arrange for any such flame test or tests as the Committee, the Center or the Fire Department of The City of New York may request or require.

## 14. ASSIGNMENT SUBLETTING OR SHARING

The Exhibitor shall use its space solely and exclusively for the exhibition of the materials, equipment or services normally manufactured, distributed or furnished by it in the regular course of its business, and for no other items or purposes of any kind.

The Exhibitor shall not assign, sublet, license or otherwise release, transfer, apportion or dis-

pose of its exhibit space or any part thereof, and any use of all or any part of said space by or for any person, firm or entity other than the Exhibitor, upon any terms whatever, is expressly prohibited.

Each space may be used only by a single business entity and no sharing of space will be permitted.

## 15. EXHIBITS OR EDUCATIONAL PROGRAMS IN OTHER AREAS

**The Exhibitor shall, during the Meeting period from Friday, November 26, 2021, through Wednesday, December 1, 2021, use or employ for exhibit or display purposes, or for the conduct of seminars, clinics, promotions, or for the distribution of samples, literature or like items, or for any similar or related activities involved in or connected with its business or business affairs or operations, only the exhibit space for which it has contracted with the Committee, and shall not, during that period, use or attempt to use, for any such purposes, whether directly or indirectly, any other area in the Center, or any exhibit, display or other space of any type in any hotel, hall, room or other quarters or facilities of any kind located within The City of New York without the written approval of the Committee. Any failure or refusal of the Exhibitor to comply with or conform to the provisions of this Paragraph "15" shall constitute a substantial violation of these Rules and Regulations.**

Evening social functions that incorporate any educational component including lecture, seminar, clinic and/or product demonstration, shall be permitted in appropriate forums.

## 16. NEW PRODUCT AND TECHNOLOGY PAVILION

Exhibitors can display their newest products and/or services free of charge at the New Product and Technology, centrally located for prime visibility.

## 17. CARE OF THE CENTER

The Exhibitor shall be responsible for all damage to the Center, its structures, furnishings, facilities, equipment and appurtenances, caused or contributed to by the Exhibitor, its agents, employees, representatives, guests or visitors, irrespective of whether such damage shall be attributable to any negligence on the part of the Exhibitor; and the Exhibitor shall promptly pay for such damage and for all costs and expenses on account thereof, and shall indemnify, keep and hold harmless and defend the Committee from and against the same. In addition:

- (a) The Exhibitor shall not: (1) mark or paint on, drill, screw or cut into, place hooks or tacks, or

in any manner injure, mar, deface or alter or otherwise change any walls, columns, partitions, floors, escalators, doors, signs or other aspects or parts of the Center, its structures, furnishings, facilities, equipment or appurtenances; (2) tape, hang, paste, tack, nail, wire, screw or otherwise affix, attach, append or otherwise connect any signs, bills, self adhesive stickers, badges, banners, decorations, displays, advertisements or other articles, materials, items or things to walls, columns, partitions, floors, escalators, doors, signs or other aspects or parts of the Center, its said structures, furnishings, facilities, equipment or appurtenances; or (3) remove any ceiling or floor tiles or wall plates; (4) lay any carpet over Center carpets; or (5) remove, disable, disconnect, detach, impair or otherwise interfere with any of the Center's automatic door closing devices or equipment, or prop open or otherwise keep open any of the Center's doors or other accesses;

(b) At no time shall the Exhibitor bring into, store or keep in or at the Center any gasoline, kerosene, acetylene, helium or other fuel or volatile or inflammable liquids or gases, or any fireworks, flash pots (whether empty or filled), explosives, combustibles or other hazardous substances, materials, fluids or gases except as otherwise provided in Paragraph "12" hereof, and except such as shall be permitted by law and the authorities having jurisdiction thereof, and then only at such times, under such conditions and with such precautions as the Committee and the Center shall specify;

(c) The Exhibitor shall not pour grease, contaminated material or any other waste materials into the Center's drains, and shall use for such purpose only the metal containers that will be made available, at the Exhibitor's request, by the Center's Building Service Department;

(d) The Exhibitor shall not use in either its exhibit space or in any other area of the Center: any so-called "glitter" or like materials; or any so-called "stick-ons" or other adhesive decals, badges, velcro or similar items of any kind;

(e) The Exhibitor shall exercise the utmost care and caution in the use of lamps, lights and other electrical equipment and devices included in its exhibit, and, at all such times as its exhibit may be unmanned or unattended, all electricity and electrical current for said equipment and devices shall be effectively shut off and secured; and

(f) The Exhibitor shall not bring into the Center or keep or use in its exhibit any electrical or related or other equipment or devices which have not been officially approved by the Underwriters Laboratories.

## 18. ELECTRICAL AND OTHER CONNECTIONS

No wiring, installations or connections for any utility or other services or facilities, including, but not limited to, electrical, video, audio, water, compressed air and other equipment and accommodations, shall be made or effected by or for the Exhibitor without the prior written consent of the Committee and the Center and, if such consent is granted, then such wiring, installations and connections shall be made at the sole cost and expense of the Exhibitor, in such manner and by such means as the Center may require, by such contractors as shall be designated by the Center, and under the supervision of the Center's Building Service Department. The Exhibitor shall pay directly to the Center, promptly upon receipt of bills or invoices therefor, all charges for such wiring, installations and connections and for the operation and use of the same, as well as for the costs and expenses to be incurred for the removal thereof. The Center may require of the Exhibitor advance deposits or payments for all such charges.

At least four (4) months prior to the commencement of the Meeting, the Exhibitor shall advise the Committee in writing of the wiring, installations and connections it seeks for use at said Meeting and, in the absence of receipt of such advice, either the Committee or the Center may thereafter refuse or deem itself unable to grant or consider granting consent for the same.

There will be available through existing facilities at the Center alternating (AC) electric current of 110 volt, 60 amp, single phase, or 208 volt, 60 amp, single or three phase, or 460 volt. If the Exhibitor anticipates a need for other or different electric current for its exhibit, written notice thereof, within the above mentioned period of four (4) months, shall be given by the Exhibitor to both the Committee and the Center, but no assurance is given that such other or different electric current can or will be provided or that consent thereto will be granted by the Center or the Committee.

Exhibitors may plug in their own electrical devices and equipment for properly ordered 110 volt electrical service of 1500 watts or less. All plugs must be U-ground 3-prong plugs.

## 19. ELECTRICAL SIGNS AND DEVICES

No flickering, strobe, flashing, blinking, changing, rotating, laser lights or similar sign, sign-board or equipment may be installed or used by the Exhibitor without written permission of the Committee under any circumstances whatever, and no other electrical sign, device or equipment of any type shall be installed or used by the Exhibitor without the prior written consent of the Committee and the Center.

All decorative fountains must be waterproof and must be pre-tested and approved by the Center's Building and Service Department prior to installation.

Any electrical connections, light, truss, etc., must remain within the designated space, unless written permission is given by the GNYDM Committee.

In the event that, due to fire or other casualty, strikes, lockouts or labor difficulties, construction operations, severe weather conditions, explosions, sabotage, accident, riot, civil commotion, terrorism, act of war or any action or condition of the Center, or any litigation, action of the elements, act of God, governmental restrictions, legal requirements or other circumstances beyond the Committee's control, the Meeting is not held, the exhibition is barred, prevented or cancelled, or the Exhibitor's space is wholly unavailable for its use (for reasons other than any breach or default on the part of the Exhibitor) then and in any of such events the sole obligation of the Committee shall be to refund to the Exhibitor prorated daily sums theretofore paid to the Committee under the Exhibitor's contract, and both parties shall thereupon be deemed released of and from all further liability under said contract.

## 20. CIRCUMSTANCES BEYOND CONTROL

In the event that, due to any of the aforesaid events, occurrences, contingencies or circumstances, the exhibition shall terminate or be discontinued, or the Exhibitor shall be deprived of its space (for reasons other than its own breach or default), after the commencement of the exhibition but prior to the scheduled conclusion thereof as hereinbefore specified, then the contract charge for the Exhibitor's said space shall be apportioned appropriately, the Committee shall refund to the Exhibitor the pro rata portion of said contract charge applicable to the unused period of the exhibition, and both parties shall thereupon be deemed released of and from all further liability under said contract.

## 21. SECURITY

Although the Committee intends to adopt certain security measures for the Meeting, the same shall not be deemed nor constitute, in any respect or to any extent, the assumption by the Committee or the Center of any liability or responsibility for the safety or security of the Exhibitor, its agents, employees, representatives, guests or visitors or its exhibit, displays or other property. There shall be no bailor and bailee relationship between the Committee or the Center and the Exhibitors, or any person described above. Exhibitor will promptly notify the Committee and the Center, in writing of any incident or loss or damage to the property of Exhibitor or invitees occurring within the premises during the Meeting.



The Exhibitor is therefor urged to take all such steps, measures and precautions as may be necessary to protect itself, its agents, employees, representatives, guests and visitors, as well as its exhibit, displays and other property, against all possible injury, damage, loss and destruction during the Meeting, including without limitation, loss or damage occasioned by theft, fire, act of God or other insurable casualty, and if the Exhibitor shall seek or require any special safeguards or any extra security, it shall make arrangements therefor, in advance of the commencement of the Meeting, with the Security Contractor for the Meeting.

## 22. LIABILITY

Exhibitor is fully responsible for all acts or omissions of its contractors and vendors. Exhibitor will ensure that such persons comply with Javits Center Work Rules set forth in Paragraph "9" hereof and will be responsible for any substantial non-compliance by such persons.

There shall be no liability or responsibility on the part of the Committee, the Center, the Security Contractor for the Meeting, or the Official Full Service Contractor for the Meeting, or any of their respective agents, employees and representatives, for any injury or damage to the Exhibitor, its agents, employees, representatives, guests or visitors, or for any loss, damage or destruction of any property belonging to the Exhibitor or used in or in connection with its exhibit or the displays therein. This shall apply irrespective of the manner in which or the circumstances under which any such injury, damage, loss or destruction may occur, and irrespective of whether the same may arise out of any negligence or claimed negligence on the part of the Committee, the Center, the Security Contractor or the Full Service Contractor. All claims and causes of action therefor shall be, and be deemed to be waived, released and discharged for all purposes.

The Exhibitor shall indemnify, keep and hold safe and harmless and defend the Committee, the Center, the State of New York, the New York Convention Center Development Corporation, the Empire State Development Corporation, the Triborough Bridge and Tunnel Authority, the Security Contractor, and the Official Full Service Contractor and their respective boards of directors, officers, agents, and employees and each of them ("Indemnities") from all claims, losses, liability, damages, actions and judgments arising in, at, out of or in connection with the Exhibitor's exhibit or the installation, maintenance, conduct, use, operation or removal of said exhibit or any part or parts thereof. This includes without limitation, any and all such claims, losses, damages and judgments which may arise out of, be attributable to or in any manner or to any extent involve any negligence or claimed negligence

on the part of the Committee, the Center, the Security Contractor or the Official Full Service Contractor.

On or before August 27, 2021, the Exhibitor agrees to provide the Committee with an original certificate of insurance issued by an insurance carrier authorized to do business in The State of New York, evidencing the following insurance coverage in support of the Exhibitor's aforesaid agreement to indemnify, keep and hold safe and harmless and defend. In addition to the Exhibitor, such certificate of insurance shall name as additional insureds the Indemnities.

(a) General Liability-\$1,000,000 per occurrence/ \$2,000,000 aggregate

(b) Workmen's Compensation covering employers liability as well as Workers Compensation for the employees:

Bodily injury by accident:

\$100,000 each accident

Bodily injury by disease:

\$500,000 policy limit

Bodily injury by disease:

\$100,000 each employee.

(c) Automobile-\$500,000 per occurrence combined single limit.

(d) Excess Liability-\$3,000,000.

All insurance coverage shall also contain a "waiver of subrogation" endorsement and shall provide that the Greater New York Dental Meeting be given at least 30 days notice prior to any termination, cancellation or material change in insurance coverage.

Please note: Facsimiles or photocopies of the Certificate of Insurance are not accepted. Only original Certificates will satisfy this request.

Failure to comply with this regulation may jeopardize your ability to exhibit at the Greater New York Dental Meeting.

## 23. SHIPMENTS AND CONSIGNMENTS

All exhibit materials and equipment shipped by or on behalf of the Exhibitor for delivery at the Center prior to 8:00 A.M., Friday, November 26, 2021, must be consigned to the Official Full Service Contractor for the Meeting, to wit,

**GREATER NEW YORK DENTAL MEETING**  
**Exhibiting Company Name, Booth # \_\_\_\_\_**  
**C/O Freeman, 140 Central Avenue, Kearny, NJ 07032**, and, if further information should be sought as to any such consignment, the Exhibitor may telephone the Official Full Service Contractor at (201) 299-7575. No shipment of any materials or equipment will be accepted at the Center in advance of Friday, November 26, 2021.

Any shipments made by or on behalf of the

Exhibitor for delivery at the Center on or after November 26, 2021, shall be consigned to the Exhibitor in care of the Meeting at the Center.

All shipments by or for the Exhibitor, irrespective of when made, must be on a prepaid basis and clearly marked with the Exhibitor's space number at the exhibition. All deliveries of such shipments will terminate at the Center's loading dock area, and all pick ups of such shipments are to be made at said loading dock area. The handling of such shipments and the transfer of the same to and from the Exhibitor's space at the exhibition will be performed, at the Exhibitor's expense, by Javits Center labor employed or engaged by the Official Full Service Contractor for such purposes. All deliveries intended to be made by the Exhibitor directly to the Center must first be checked in at the Center's Traffic Control location at West 39th Street and 12th Avenue, New York, New York, (Big Blue Trailer) and all papers for those deliveries must immediately be turned over to the Office of the Traffic Control Supervisor in said Big Blue Trailer. Such deliveries will be received ONLY on Friday and Saturday, November 26 and 27, 2021, both of which dates are overtime days for the Official Full Service Contractor and overtime rates will therefor apply. To avoid such overtime expense, the Exhibitor may, instead, ship in advance to Freeman, and all deliveries received at the Warehouse prior to Friday, November 12, 2021, will be forwarded to the Center by 8:00 A.M. on Friday, November 26, 2021. All deliveries received at the Warehouse from Monday, October 18, 2021, through Friday, November 12, 2021, will be forwarded to the Center on Friday, November 26, 2021, beginning at 8:00 A.M., and overtime rates will be applicable to all such deliveries. There will be no extra charge for the storage of exhibit materials or equipment at the Warehouse since such charge is included in the advance receiving rate. FedEx and UPS do not deliver to the Javits Center on Friday and Saturday, November 26-27, 2021.

During the setting-up and dismantling of exhibits, or the moving in or out of the same as specified in Paragraphs "6" through "11" hereof, as well as during the exhibition itself, no sidewalk deliveries or pick ups will be permitted under any conditions whatever, and no exhibit materials or equipment of any kind, other than such as can properly be hand-carried, shall be taken, moved or transported on any escalators or passenger elevators in the Center.

All hand-carried materials or equipment shall be of such size and quantity as may readily be carried through revolving doors without impairment or interruption of normal operation and use of such doors.

Any use of hand trucks, dollies or flats is prohibited, but Exhibitors may use hand luggage with integral wheels, sample cases or folding baggage carts which comply with the require-

ments stated above for hand-carried materials or equipment.

There shall be no liability or responsibility whatever on the part of the Committee, the Center, the Security Contractor or the Official Full Service Contractor for any loss, damage or destruction of any of the materials, equipment or other property shipped by or for the Exhibitor, irrespective of whether the same be consigned to or picked up by or for the Committee, the Center, the Exhibitor, the Security Contractor or the Official Full Service Contractor, or any other person or party.

In the event of any labor or related dispute, whether jurisdictional or otherwise, or in the event of any other problem or difficulty involved in or connected with any shipment, consignment or pick up by or for the Exhibitor, then the Committee or the Center may reject, accept, move, delay, immobilize or otherwise deal with any such shipment, consignment or pick up of any or all of the Exhibitor's materials, equipment and other property included therein, in any such manner and by any such means as the Committee or the Center may deem necessary in the circumstances, and without any liability therefor to the Exhibitor.

## 24. RESTRICTIONS AND REQUIREMENTS

The Committee shall have and expressly reserves, the right to conduct, carry on, maintain, regulate and operate the exhibition in such manner and by such means as it, in its sole discretion, deems advisable or proper.

The Committee shall have the further right to prohibit, bar, prevent and remove any exhibit or proposed exhibit, or any part or portion thereof, which in the judgment of the Committee is unsuitable or inappropriate for the exhibition or is not in keeping with the character, standards or purposes of the exhibition. Such right shall extend, but shall not be limited, to all materials, equipment, displays, installations and other items or things included in, constituting part of, or used or referred to in or in connection with any such exhibit.

The Committee shall also have full right and authority to relocate Exhibitors and to alter or revise the floor plan for any cause or reason that the Committee, in its judgment, may deem necessary or advisable.

The Committee shall have the right to bar, eject and remove from the exhibition and the area in which the same is conducted any and all persons whom it may deem disorderly or objectionable or who fail or refuse to comply with any of these Rules and Regulations.

Smoking or carrying a lighted cigar, cigarette or pipe in any exhibition area or in any other room or area used by or reserved for the Meet-

ing is strictly forbidden. The distribution of balloons, push or pulled wheeled baggage and any and all other similar promotional items are prohibited.

The movement of palletized freight using a pallet jack is prohibited on all carpets, unless the Committee and the Center grant their permission, in which case the carpet must be protected with plywood or masonite.

No alcoholic beverages of any nature shall be brought into the Center and no animals or pets shall be allowed in the Center except such as constitute part of an approved exhibit or are seeing-eye dogs.

No wheelchairs, carriages or similar or related equipment or devices are permitted on escalators.

The Center has the right to operate all concessions at the Center, and Exhibitor shall not sell or dispense any concessions or samples in the Center without the prior written approval of the Committee and the Center, except Exhibitor may, however, take orders for services or merchandise which are the subject of the Meeting and distribute samples incident to a particular exhibit at the Meeting, **and then only within the confines of its exhibit**, and provided that no charge is made for the same. Distribution must be done in a dignified manner, must not create a nuisance nor interfere with adjoining exhibits. Should a nuisance or traffic problem due to the distribution of product, samples or souvenirs occur, the Exhibitor will be required to halt distribution, or to distribute the item only at certain times. However, and apart from such samples or souvenirs, no delivery or transfer of goods or other items shall, under any circumstances, be made in any exhibition area, and no payment for any such goods or other items, whether in cash, by check or credit card, or in any other form, shall be made, processed or accepted in said area.

Except in designated locations such as Pavilions, all aisles must at all times remain open and unobstructed, and any use of any aisle for an exhibit, display, demonstration, solicitation of business, distribution of materials, or any other purpose, except free passage through the exhibition area, is expressly prohibited. Any violation of this rule by an Exhibitor will be deemed a substantial breach of its contract with the Committee and its obligations to the Center.

Any exhibit, display, demonstration, solicitation of business, distribution of materials or other advertising, publicity, canvassing or similar or related activities at the exhibition by, for or on behalf of any person, firm or entity other than the Exhibitor is forbidden.

Exhibitor personnel may not enter, photograph or videotape the exhibit space of another Exhibitor without permission of the latter.

Promotional literature and booth copy may cite in footnotes references from dental and other scientific literature, provided the reference is truthful and is a fair and accurate representation of the body of literature supporting the claim. Unwarranted disparagement or unfair comparisons of a competitor's products or services is not allowed.

Firms and representatives not assigned exhibit space are prohibited from soliciting business in any form in the exhibition hall in the Javits Convention Center. Violators of this prohibition will be required to leave the building. Grey market product sales without manufacturer's approval is prohibited.

Copyrighted music can only be used on the Exhibit Floor with written permission from the Committee after submission of proof of licensing agreement between the Exhibitor and licensing agencies. Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. Exhibitor is solely responsible for any fines or charges incurred by the Meeting for the use of the Exhibitor's music.

**"Live" demonstrations or treatment on patients are not permitted in the Exhibit Hall under any circumstances.**

The Greater New York Dental Meeting has adopted the following policy for Laser Company Exhibitors in the exhibition area:

- (a) Lasers must be operated by trained authorized personnel acting under a senior compliance officer who must be present on-site;
- (b) Adequate warning signage of laser usage with the appropriate wavelength being used must be posted;
- (c) Safety glasses of the proper density and wavelength must be worn by all attendees in the demonstration area;
- (d) Water availability and adequate and suitable fire extinguishers must be in near proximity of the laser;
- (e) Demonstrative enclosures with proper density and wavelength observation areas must be utilized;
- (f) Combustible and explosive material must be removed from the laser demonstration area prior to usage;
- (g) All coverings in the Javits Center must be fire retardant, which includes coverings utilized in the area near the laser;
- (h) Beam and reflection protection modalities must be utilized;
- (i) Proper electrical and lighting installation must be maintained;



(j) No laser equipment may be left unattended in operable condition at any time and a staff member must always be present at the booth during the show hours;

(k) **IMPORTANT NOTE:** A description of each piece of laser equipment and their safety features must be submitted to the Greater New York Dental Meeting by August 24, 2021, and failure to submit such description may result in denial of the laser to be shown/demonstrated or denial of exhibit space.

## 25. REGISTRATION

Each person attending the exhibition is required to promptly register with the Committee and shall, at all times during the exhibition wear the badge issued upon such registration. Any transfer of any such badge is prohibited and, in the event that any such transfer is made, both the individual to whom the badge was issued and the one to whom it was transferred will be compelled to immediately leave the Meeting areas and will be barred from further attendance thereat. Badges are the property of the Committee and are not transferable.

The Exhibitor's representatives at the exhibition shall be limited and restricted to its executives and employees, and then only in such numbers as the Committee, in its judgment, shall deem necessary. Consultants are not considered employees of an Exhibitor. Each of said representatives shall register with the Committee and shall, at all times during the exhibition, wear in conspicuous fashion the badge to be issued upon such registration. The Exhibitor shall not allow or permit any person or persons into its exhibit space, except its said registered representatives.

Exhibiting firms will be permitted to register up to twelve (12) representatives per booth space

purchased. Exhibiting companies are allowed to rotate booth staff during the Meeting by returning an Exhibitor badge to Exhibitor registration and requesting a replacement for newly arrived staff who must show proof of employment by the exhibiting firm.

It is expressly understood that, under no circumstances, shall the Exhibitor register a dentist unless he or she is in its full time employ. Any failure or refusal of the Exhibitor to comply with or conform to the provisions of this Paragraph "25" shall constitute a substantial violation of these Rules and Regulations.

## 26. INTEGRAL PART OF CONTRACT

Each and all of the provisions of these Rules and Regulations shall be deemed to be and constitute an integral part of the Exhibitor's contract for its space at the Meeting, with the same full force and effect as if set forth at length in said contract. The Committee reserves the right to interpret these Rules and Regulations in its sole discretion as well as the right to decide all matters relevant to the Meeting which may not be specifically covered by these Rules and Regulations.

## 27. DEFAULT

In the event that the Exhibitor shall, at any time after payment to the Committee of the full contract charge for its space at the Meeting, fail to comply with or otherwise violate any of the terms of said contract (including any of the provisions of these Rules and Regulations) on its part to be complied with, then and in that event and in addition to any and all other rights and remedies thereby available to it, the Committee may, at its option, terminate said contract, retain as liquidated damages all sums paid by the Exhibitor thereunder, remove any and all property of said Exhibitor which

may be in the exhibition area, and assign the Exhibitor's space to any third party or third parties or use the same for such other purposes as it may deem necessary, all without notice and without further liability to the Exhibitor.

In the event that the Committee shall default (other than by reason of any of the events, occurrences, contingencies or circumstances specified in Paragraph "20" hereof) in complying with the terms of said contract on its part to be complied with, then and in that event its liability to the Exhibitor for any and all damages which the Exhibitor may thereby suffer, sustain or incur shall in no event exceed, and shall for all purposes be limited to, the amount theretofore paid by the Exhibitor to the Committee under the aforesaid contract.

## 28. GOVERNING LAWS

These Rules and Regulations and the contract with the Exhibitor of which the same form a part shall be governed by, and shall be interpreted and construed under and in accordance with, the laws of The State of New York applicable to agreements executed and to be performed entirely within that State. The Exhibitor hereby consents to the jurisdiction of the courts of The State of New York and the United States District Court for the Southern District of New York with respect to any matter arising with respect to these Rules and Regulations and the aforesaid contract, shall subject itself to the jurisdiction of such courts and agrees that service of process upon it may be made in any manner permitted by the laws of The State of New York. Without limiting the generality of the foregoing, service of process will be deemed sufficient if sent by registered or certified mail to the Exhibitor at the address set forth in the Exhibitor's' contract.

**Social distancing space will be added to the floorplan after the Jacob K. Javits Convention Center and the New York State Department of Health publish rules for convention center exhibit space.**

**The Greater New York Dental Meeting takes pictures throughout it's event. By exhibiting/attending the Meeting, you consent to the GNYDM's use of the picture in it's publications. The GNYDM will not be liable for any claims associated with it's use. Moreover, you agree that you are not entitled to any remuneration for said use.**



# GREATER NEW YORK DENTAL MEETING

## APPLICATION/CONTRACT FOR EXHIBIT SPACE

This form must be returned no later than:  
March 15, 2021 for Seniority Assignments

### GREATER NEW YORK DENTAL MEETING™

200 West 41<sup>st</sup> Street - Suite 1101  
New York, New York 10036-7203  
Phone: (212) 398-6922 Fax: (212) 398-6934  
E-mail: carla@gnydm.com  
Website: [www.gnydm.com](http://www.gnydm.com)

97<sup>th</sup> Annual Session  
November 26 – December 1, 2021  
Exhibit Dates:  
November 28 - December 1, 2021  
Jacob K. Javits Convention Center  
New York City, New York

Instructions: Type or clearly print. Sign and return the original copy to the above address, with **\$1,100.00 deposit per booth, made payable to the Greater New York Dental Meeting. Final payment is due on July 30. Full payment must accompany contract after August 2.** Valid Certificate of Insurance is required. Full payment is required for international companies. The company name, address, city, state/country, customer service phone, fax numbers, E-mail and Website address as shown on this form are for use in the Program and Exhibit Guide.

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

Address \_\_\_\_\_ City, State/Country, Zip Code \_\_\_\_\_

Company Email \_\_\_\_\_ Company Website \_\_\_\_\_

Customer Service Telephone ( ) \_\_\_\_\_ Fax \_\_\_\_\_

Exhibit Contact Person \_\_\_\_\_ Email \_\_\_\_\_ Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Advertising Contact Person \_\_\_\_\_ Email \_\_\_\_\_ Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Sponsorship Contact Person \_\_\_\_\_ Email \_\_\_\_\_ Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Size of Booth Space required \_\_\_\_\_ ft. deep x \_\_\_\_\_ ft. wide Total number of Booths requested \_\_\_\_\_

Indicate preference ☐ Standard ☐ Corner ☐ Island ☐ Peninsula ☐ Pavilion

Number of Booths \_\_\_\_\_ x \$1,100.00 = Total deposit enclosed \$ \_\_\_\_\_

Number of Conference Rooms \_\_\_\_\_ x \$1,100.00 = Total deposit enclosed \$ \_\_\_\_\_

Number of Executive Suites (only 4 available) \_\_\_\_\_ x \$1,400.00 = Total deposit enclosed \$ \_\_\_\_\_

Daily Conference Room \_\_\_\_\_ 10 x 10 = \$1,090.00/ Daily Conference Room \_\_\_\_\_ 10 x 20 = \$1,675.00 \$ \_\_\_\_\_

### APPLICATIONS RECEIVED WITHOUT DEPOSIT OR FULL PAYMENT PER BOOTH WILL NOT BE PROCESSED.

If possible, we do not wish to be next to or across from: \_\_\_\_\_

Provide a brief description of primary products and/or services: \_\_\_\_\_

**PRODUCT CLASSIFICATION:** From the classification listing on the reverse side of this application/contract, select the appropriate code numbers for the categories which best describe your products/services. Indicate code for each product description in the space below up to your maximum (See reverse side). **Every effort will be made to include company name, company information and product listings on its website and any potential publications.**

|           |           |           |           |           |
|-----------|-----------|-----------|-----------|-----------|
| 1. _____  | 2. _____  | 3. _____  | 4. _____  | 5. _____  |
| 6. _____  | 7. _____  | 8. _____  | 9. _____  | 10. _____ |
| 11. _____ | 12. _____ | 13. _____ | 14. _____ | 15. _____ |

**THE GREATER NEW YORK DENTAL MEETING DOES NOT ASSUME ANY LIABILITY OR RESPONSIBILITY FOR ANY TYPOGRAPHICAL ERRORS, OMISSIONS OR INACCURACIES OF ANY KIND IN ANY OF ITS PUBLICATIONS.**

**WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE MEETING AS PUBLISHED IN THE 2021 EXHIBITORS' PROSPECTUS, WHICH ARE A PART OF THIS CONTRACT AS IF PUBLISHED HEREIN.**

AUTHORIZED SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_ DATE \_\_\_\_\_

PRINT FULL NAME \_\_\_\_\_



# GREATER NEW YORK DENTAL MEETING

## PRODUCT CLASSIFICATION FORM

The table below indicates the maximum listings allowed to an exhibitor:

1-2 booths...up to 6 product listings  
3-4 booths...up to 8 product listings

5-6 booths...up to 10 product listings  
7-10 booths...up to 12 product listings

10 or more booths...up to 15 product listings

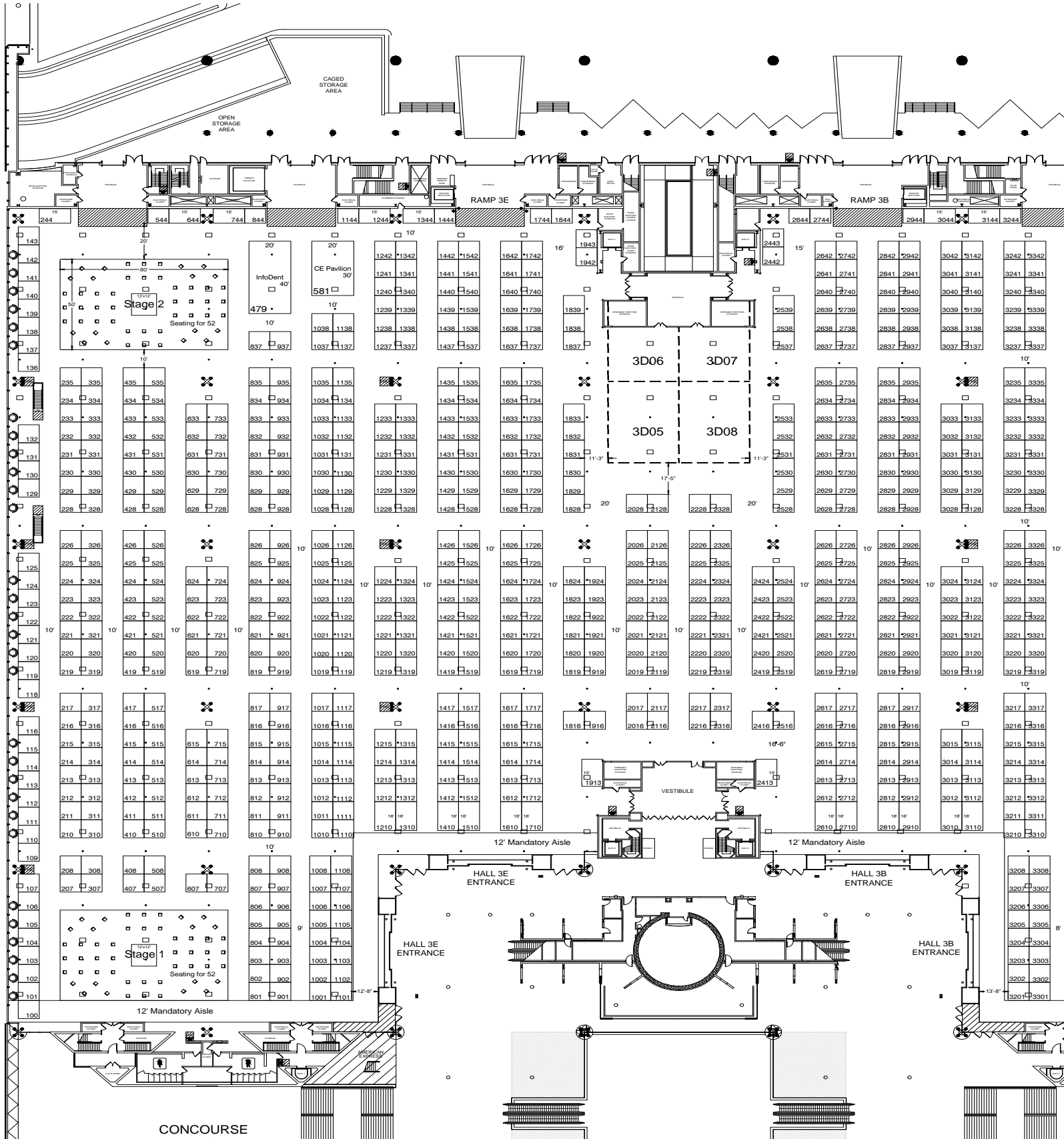
|      |   |      |  |      |                                      |      |   |
|------|---|------|--|------|--------------------------------------|------|---|
| AB03 | 3D Printing                               | CU05 | Curing Units                               | IR05 | Irrigators                           | PU02 | Publications, Professional & Scientific |
| AB05 | Abrasives, Disks/Points/Wheels            | DA05 | Darkroom Equipment & Supplies              | LA05 | Laboratory Equipment & Supplies      | PU05 | Pulp Testers                            |
| AC05 | Acrylics & Accessories                    | DE05 | Dental Dealers                             | LA07 | Lasers                               | RE05 | Record Keeping Systems                  |
| AI04 | Air Abrasives                             | DE06 | Dental Equipment, Mobile/Portable          | LA09 | Lathes, Chucks                       | RE06 | Refining Resources                      |
| AI05 | Air Compressors                           | DE07 | Dental Hygiene Materials                   | LA12 | Laundry Services                     | RE08 | Repair Kits, Denture                    |
| AL05 | Alloys                                    | DE08 | Dental Laboratories                        | LE01 | Leasing                              | RE09 | Repair Services                         |
| AM05 | Amalgamators                              | DE09 | Dental Lab Equipment & Supplies            | LI05 | Lights, Operating                    | RE10 | Restorative Materials & Accessories     |
| AN05 | Analgesia/Anesthesia Equipment & Supplies | DE10 | Dental Office Design                       | LI06 | Lights, Other                        | RE11 | Retirement Programs                     |
| AN06 | Analgesics                                | DE12 | Dentifrices                                | LO05 | Loupes                               | RE13 | Retraction Materials                    |
| AN08 | Anatomical Models                         | DE14 | Denture Adhesives                          | LU05 | Lubricants                           | RU05 | Rubber Dam & Accessories                |
| AN10 | Anesthetics                               | DE15 | Denture Base, Reline, Repair Resins        | MA05 | Marketing Aids & Research            | SA05 | Saliva Ejectors                         |
| AN12 | Antibacterial Soaps & Detergents          | DE16 | Denture Cleaners                           | MA08 | Masks                                | SA10 | Saliva, Synthetic                       |
| AN14 | Antibiotics                               | DI05 | Diagnosis & Testing Services               | ME05 | Medical Waste Services               | SC05 | Scalers                                 |
| AP05 | Apex Locators                             | DI07 | Diagnostic Equipment, All Types & Services | ME07 | Medicaments                          | SC06 | Scalers, Ultrasonic                     |
| AR05 | Articulating Paper, Film/Ribbon           | DI09 | Diamond Points & Disks                     | ME09 | Metal, Recovery & Refining           | SH05 | Sharpeners, Instrument                  |
| AR06 | Articulators                              | DI11 | Dietary Products                           | MI05 | Microscopes                          | SL05 | Sleep Apnea                             |
| AS05 | Asepsis Products                          | DI12 | Digital Imaging                            | MI06 | Milling Technology                   | SN01 | Snoring Appliances                      |
| AT05 | Attachments                               | DI13 | Digital Impression Taking Systems          | MI08 | Mirrors (Hand)                       | SO05 | Soaps & Lotions                         |
| AU05 | Audiovisual Equipment & Materials         | DI14 | Digital Impression                         | MO05 | Model Forming Tools & Accessories    | SO08 | Solder, Fluxes                          |
| AU08 | Autoclaves & Accessories                  | DI15 | Digital Laboratory                         | MO06 | Models Demonstration                 | SK03 | Skin Care Products                      |
| BL02 | Bleaching Products                        | DI16 | Digital Radiography                        | MO09 | Mouthwashes (Rinses)                 | ST05 | Sterilizers                             |
| BL05 | Blood Pressure Diagnostic Instruments     | DI17 | Disinfecting Solutions                     | NU05 | Nutritional Products                 | ST06 | Sterilizer Accessories                  |
| BO05 | Bonding Agents                            | DI18 | Disinfecting Solutions                     | OF05 | Office Equipment, Furniture/Decor    | ST07 | Sterilizing & Disinfecting Solutions    |
| BO07 | Bone-Grafting Materials                   | DI20 | Disposable Needles                         | OP05 | Office Supplies                      | ST10 | Stools, Lab                             |
| BO09 | Bookkeeping Systems                       | DR05 | Disposable Products                        | OP06 | Operating Room Supplies & Equipment  | ST11 | Stools, Operatory                       |
| BO11 | Books                                     | ED05 | Dry Air Systems, Filtration                | OP06 | Optical Aids                         | SU05 | Surgical Supplies                       |
| BU05 | Burs, All Types                           | EL05 | Education Materials                        | OR05 | Optical Aids                         | SU08 | Sutures                                 |
| BU07 | Business & Finance Service                | EM05 | Electrosurgical Equipment                  | OR06 | Oral Hygiene Aids                    | SY05 | Syringes                                |
| BU08 | Business Systems & Equipment              | EN05 | Emergency Drugs/Equipment                  | OR09 | Oral Irrigation Devices              | TE02 | Technology                              |
| CA01 | Cabinets                                  | EQ05 | Endodontic Instruments & Supplies          | OS05 | Orthodontic Materials & Accessories  | TE05 | Teeth, Artificial                       |
| CA03 | CAD/CAM Materials & Accessories           | EQ06 | Equipment Leasing                          | OT01 | Orthodontic Materials & Accessories  | TE08 | Teeth, Artificial                       |
| CA04 | CAD/CAM Outsourcing                       | EQ06 | Equipment Repair & Maintenance             | OT01 | Other                                | TM05 | Telecom, Services & Equipment           |
| CA05 | CAD/CAM Systems                           | EV05 | Equipment Repair & Maintenance             | PA01 | Payroll Services                     | TM05 | TMD Diagnostic & Treatment Products     |
| CA06 | Cameras, Extra Oral                       | EX05 | Evacuators & Evacuator Systems             | PA05 | Pads, Mixing                         | TO05 | Tooth Shade Guides                      |
| CA07 | Cameras, Intra Oral                       | EY05 | Exercise Equipment                         | PA08 | Paper Products                       | TO07 | Toothbrushes, Hand                      |
| CA09 | Casting Machines & Accessories            | FI05 | Eyewear, Protective                        | PA10 | Patient Financing Services           | TO09 | Toothbrushes, Power                     |
| CA10 | Casting Alloys                            | FI08 | Fiber Optic Products                       | PA11 | Patient Record Forms                 | TO12 | Torches                                 |
| CE05 | Cements, All Types                        | FI10 | Filling Materials & Accessories            | PA21 | Patient Education Materials          | TO14 | Toys & Novelties                        |
| CH05 | Chairs & Accessories                      | FL05 | Financial Planning & Services              | PE03 | Periodicals, Professional/Scientific | TR05 | Trays, Impression                       |
| CH08 | Chewing Gum                               | FL08 | Flossing Materials                         | PE05 | Periodicals, Professional/Scientific | UL05 | Ultrasonic Equipment & Supplies         |
| CL05 | Claim Processing                          | FU05 | Flouride Products                          | PE06 | Periodontal Exam Systems             | UN05 | Uniforms, Gowns/Shoes                   |
| CL08 | Cleaners                                  | FU07 | Furnaces                                   | PE09 | Periodontal Materials                | UN08 | Units & Components                      |
| CO05 | Collection Services                       | GL05 | Furniture                                  | PH05 | Personnel Services                   | UP05 | Upholstery                              |
| CO07 | Communication Systems                     | GR05 | Gloves                                     | PH08 | Pharmaceuticals                      | VA05 | Vacuum Investing Machines               |
| CO09 | Composite Instruments & Accessories       | HA05 | Group Health Plans                         | PI05 | Photographic Equipment & Supplies    | VA07 | Vacuum Units & Accessories              |
| CO11 | Composites                                | HA07 | Handcare Products & Services               | PI08 | Pins                                 | VA10 | Varnishes                               |
| CO15 | Computer Hardware/Software                | IM05 | Handpieces, Operating & Laboratory         | PL08 | Pit & Fissure Sealants               | VI05 | Vibrators & Accessories                 |
| CO17 | Computer Imaging                          | IM07 | Implant Systems & Devices                  | PO05 | Plating Equipment & Supplies         | WA02 | Waterline Filtration Systems            |
| CO10 | Cone Beam                                 | IN05 | Impression Materials                       | PO06 | Porcelain Products                   | WA05 | Wax Patterns, Molds/Removers            |
| CO20 | Continuing Education & Training           | IN07 | Infection Control Products                 | PR05 | Portable Delivery Systems            | WA07 | Waxes & Accessories                     |
| CO21 | Cosmetic Restorations                     | IN09 | Instruments (Hand), General                | PR07 | Practice Marketing Services          | XR05 | X-Ray Film & Supplies                   |
| CO22 | Cotton Products                           | IN12 | Instruments (Hand), Surgical               | PR10 | Practice Sales                       | XR06 | X-Ray Machines & Equipment              |
| CR05 | Crowns and/or Crown & Bridge Materials    | IN14 | Insurance                                  | PR12 | Preventive Dentistry Products        | XR07 | X-Ray Processors & Accessories          |
|      |   | IN15 | Interior Decorating                        | PR13 | Prophylaxis Angles & Kits            | ZI03 | Zirconia                                |
|      |   | IN16 | Internet Services                          | PR15 | Prophylaxis Brushes & Cups           |      |   |
|      |   | IN18 | Intraoral Video Cameras                    | PR17 | Prophylaxis Materials                |      |   |
|      |   | IN19 | Investment Materials & Equipment           | PR21 | Protective Coverings                 |      |   |
|      |   |      | Investment Services                        |      | Prosthetic & Laboratory Supplies     |      |   |

# GREATER NEW YORK

## November 28 - Dec 1

### Jacob K. Javits Convention Center

#### Level 3 Exhibit

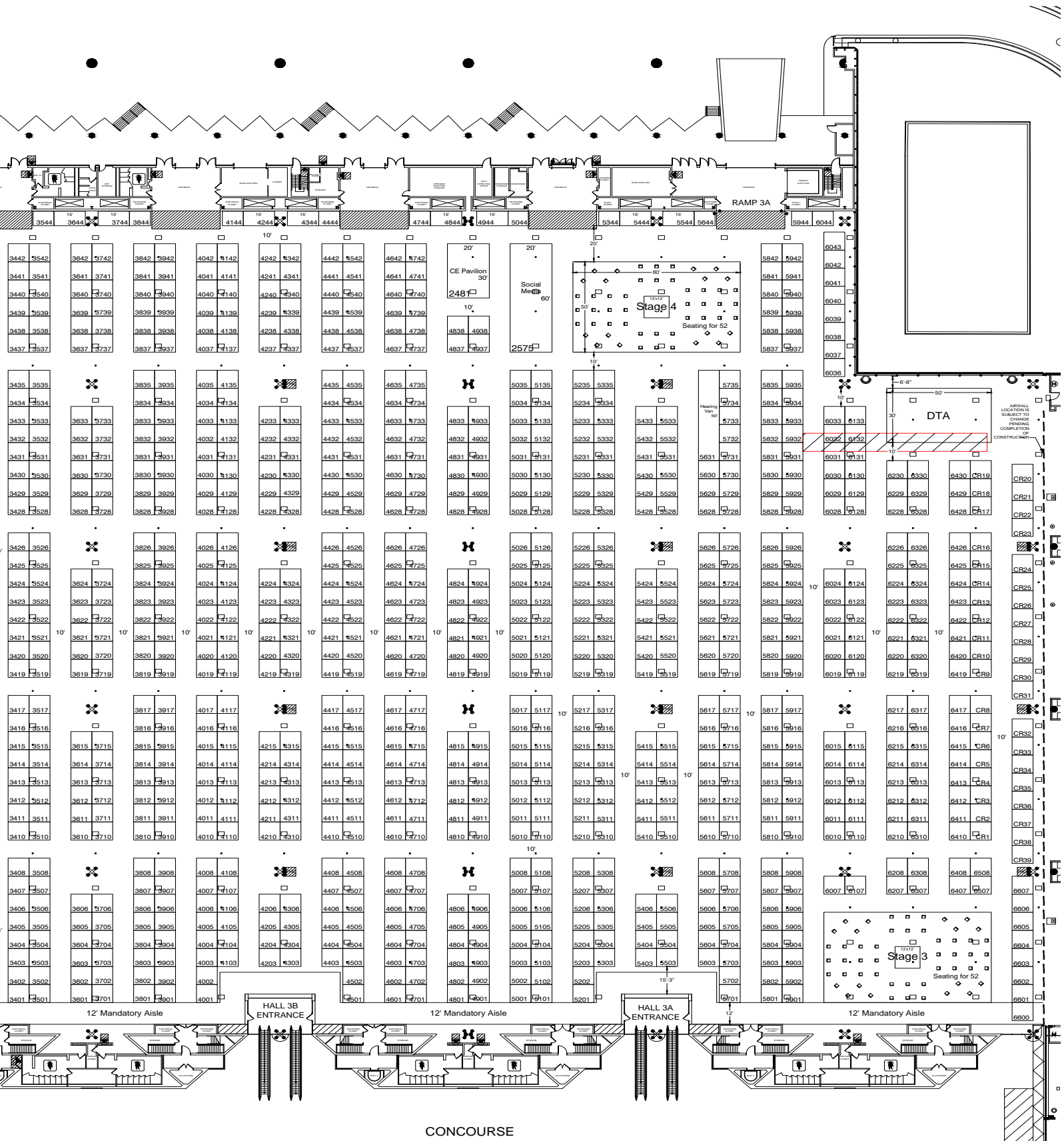




# K DENTAL MEETING

December 1, 2021  
Convention Center  
Hall Floor Plan

(Floor Plan subject to change)



## Checklist of Important Dates

|                        |  |                          |  |
|------------------------|--|--------------------------|--|
| Monday,<br>March 15    | Deadline for return of Application/<br>Contract from priority mailing.   | Friday,<br>November 12   | Last day for exhibit materials and<br>equipment shipped by or on behalf of the<br>Exhibitor for delivery at the Center for<br>November 26 set-up to be received by<br>Freeman. |
| Tuesday,<br>June 1     | Exhibitors cancelling before this date<br>will be entitled to a full refund.   |                          |  |
| Friday,<br>July 9      | Deadline for special electrical wiring.  | Friday,<br>November 26   | 10:00 A.M.<br>Set up at Jacob K. Javits Convention Center<br>begins.   |
| Monday,<br>August 2    | No refunds or extensions beyond this date.<br>Application/Contract made after this date<br>must be accompanied by full payment.                                  | Saturday,<br>November 27 | 5:00 P.M.<br>Entire exhibit, with all displays<br>completely set up and ready for inspection.  |
| Monday,<br>August 2    | Final balance of Exhibit Booth payment due.  | Sunday,<br>November 28   | 9:30 A.M.<br>Exhibit Hall opens.   |
| Monday,<br>August 2    | End of partial refund period, no refunds<br>after this date.   | Wednesday,<br>December 1 | 5:00 P.M.<br>Exhibit Hall closes.<br>Dismantling of exhibits begins.   |
| Friday,<br>August 13   | Exhibitors' Manual available on-line.  | Thursday,<br>December 2  | 9:00 P.M.<br>Entire exhibits removed from Exhibit Hall 3E.   |
| Thursday,<br>August 26 | Deadline for the submission of the original<br>Certificate of Insurance, and deadline for<br>notification of intent to use an Exhibitor<br>Appointed Contractor. | Friday,<br>December 3    | 10:00 A.M.<br>Entire exhibits removed from Exhibit Hall<br>3A/B/D.   |
| Friday,<br>October 15  | All finished banners must be received by<br>Freeman.   |                          |  |

## Free New Product Display

We are once again offering free space in the New Product and Technology Pavilion to our 2021 exhibitors. Don't miss the opportunity to have your newest product displayed at the 97th Greater New York Dental Meeting free of charge. This conveniently located pavilion will be easily accessible and visible to all attendees throughout the entire Meeting. Your product will be displayed along with your Company Name and booth number, so attendees can locate your booth on-site for additional information. This Pavilion space is limited and will be assigned on a first-come, first-placed basis. A Listing of new products will also be posted on our website for participating exhibitors.



# Sponsorship & Advertising Opportunities

The Greater New York Dental Meeting offers a wide range of sponsorship opportunities to increase the visibility of your brand beyond the exhibit hall.

## Early Sign Up Sponsorship & Advertising Discounts:

- Sign up by March 2<sup>nd</sup> and receive a 10% discount
- Sign up between March 3<sup>rd</sup> and April 3<sup>rd</sup> and receive a 5% discount

## QUESTION? / CONTACT

Ms. Dana Soltis, Sponsorship & Advertising Manager  
Email: [dana@gnydm.com](mailto:dana@gnydm.com) / Phone: 212-398-6922

By becoming a sponsor or advertiser,

show your brand's  
strength to your  
competition

increase brand  
awareness by spon-  
soring attendee favor-  
ites and must-attend  
events.

attendees will  
remember your  
company, products  
and features

attendees will  
recognize your brand

**IT'S TIME TO THINK  
OUTSIDE THE BOOTH!**

**HIGHLIGHT YOUR COMPANY AND SALES OPPORTUNITIES...**

# GNYDM 2021

## SPONSORSHIPS AT-A-GLANCE

|  |              |
|--|--------------|
| • Aisle Signs                                  | Page 20      |
| • Badge  | Page 20      |
| • Bags   | Page 20      |
| • Banners                                      | Page 20      |
| • Banners over Staircase 2-Sided               | Page 20      |
| • Bathroom Stall Doors                         | Page 20      |
| • Brochures (Advertising)                      | Page 26      |
| • Charging Stations                            | Page 20      |
| • Column Wrap Inside Exhibit Hall              | Page 20      |
| • Column Wrap Outside Exhibit Hall             | Page 20      |
| • Educational Programs                         | Page 23 & 25 |
| • Education Registry Login Screen              | Page 21      |
| • Escalator Runners                            | Page 21      |
| • Floor Minders                                | Page 21      |
| • Free Standing Signs (2-Sided)                | Page 21      |
| • General Practice Residency Fair              | Page 23      |
| • Hotel Keys                                   | Page 21      |
| • JumboTron Advertising                        | Page 21      |
| • Lanyards                                     | Page 21      |
| • Notebooks & Pens                             | Page 21      |
| • PPE  | Page 24      |
| • Pavilions                                    | Page 23      |
| • Registration Area Demonstrations & Classroom | Page 22      |
| • Scientific Poster Sessions                   | Page 23      |
| • Shuttle Bus Headrest Cover                   | Page 22      |
| • Shuttle Bus Service                          | Page 22      |
| • Social Media                                 | Page 24      |
| • Staircase to the Crystal Palace              | Page 22      |
| • Staircase to Education Wing                  | Page 22      |
| • Table Top Graphics                           | Page 22      |
| • Window Advertising                           | Page 22      |

**DESIGN YOUR OWN SPONSORSHIP  
THE GNYDM WELCOMES ALL INNOVATIVE IDEAS!**







## AISLE SIGNS - EXHIBIT HALL AISLES \$15,000

Your company's name and logo will appear at the bottom of each aisle sign throughout the Exhibit Floor. **Production included.**



## BADGE - \$15,000

Your company's 4-Color Advertisement will be printed on the back of the badge. Everyone at the show is required to wear a badge. This provides the opportunity for your company to be seen by every attendee.



## BAGS - 1 EXHIBITOR / \$15,000

Tote bags are of great demand to all dental professionals walking the Exhibit Floor. Have your logo and/or advertisement on one side and the Meeting logo on the other. 20,000 will be distributed to all of your designated attendee groups. Includes the cost of production.



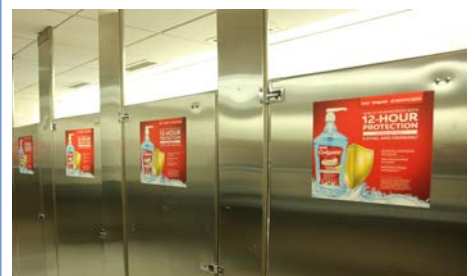
## BANNERS - \$9,875 (MULTIPLE YEAR CONTRACTS AVAILABLE)

Banners can be placed throughout the Jacob K. Javits Convention Center, in the registration and educational areas. Sponsorship includes installation, teardown and Javits Center space rental, but **does not include production costs.** Call for available locations and sizes.



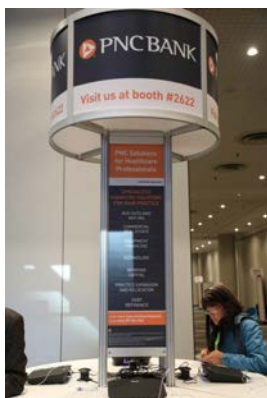
## BANNERS OVER STAIRCASE CONCOURSE SIDE... \$14,950 EDUCATION SIDE... \$13,950

A two-sided banner (20' x 40') is placed over the grand staircase to the Crystal Palace Registration Area and Education Area. Sponsorship includes installation, teardown and Javits Center space rental, but **does not include production costs.**



## BATHROOM STALL DOORS OR MIRRORS \$12,000

Capture the attention of all the attendees. Place fun and innovative 3M graphics in the bathrooms on the exhibit floor letting attendees know about your product and the location of your booth. Also included is a 1 meter sign at every door.



## CHARGING STATION 1 STATION - \$3,950 2 STATIONS - \$5,900 3 STATIONS - \$8,900

Help attendees "get a charge" by sponsoring the mobile charging station located on the exhibit floor. Includes companies advertising message on the free standing charging station.



## COLUMN WRAPS - INSIDE EXHIBIT HALL \$8,500 EACH

Located on the exhibit Floor, these column wraps provide your company the perfect opportunity for additional branding near your booth. Place Your Company's logo and marketing message where thousands will see it on a daily basis.



## COLUMN WRAPS - OUTSIDE EXHIBIT HALL \$8,500 EACH

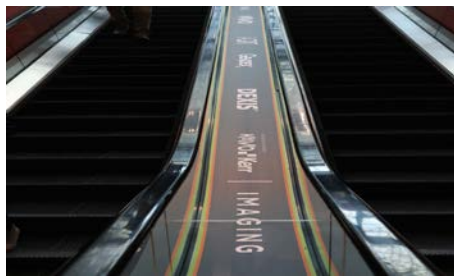
Located in prime, high-traffic locations, the Indoor Column Wraps are a great way to get noticed by buyers as they make their way through the registration lobby and to the exhibit halls. Wrap your brand on one of many available locations sure to make a BIG impact.





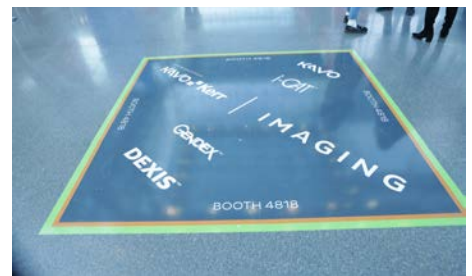
## **EDUCATION REGISTRY LOGIN SCREEN** **\$10,975**

Designated areas on the Exhibit Floor are available for attendees to record Continuing Education Credits using the barcode on their badge. Sponsors receive recognition on individual computer terminals, in Greater New York Dental Meeting publications, as the sponsor.



## **ESCALATOR RUNNERS** **\$6,495 PER ESCALATOR (3 AVAILABLE)**

Escalator Runners feature the sponsor's message on a long banner running between the up and down escalators.



## **FLOOR MINDERS** **7' X 7' DIAMOND - \$2,975** **5' X 5' SQUARE...\$2,675**

A 3M adhesive graphic can be placed on the floor near the registration area or the exhibit hall. Sponsorship includes installation, tear-down and Javits Center space rental and production costs.



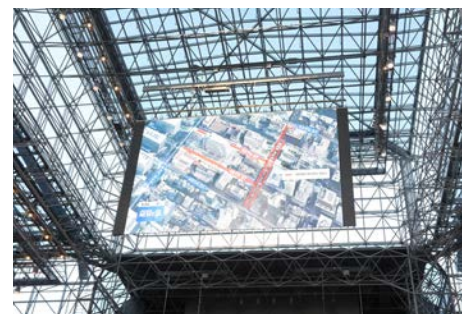
## **FREE STANDING SIGNS** **2 SIDED - \$3,075**

Your Company's advertisement or product is displayed near the registration area on free standing 38 1/2" x 87" signs or exhibit hall entrance area. Costs include fabrication, labor set-up and dismantling and Javits rental. Each additional panel variation - \$275/panel.



## **HOTEL KEYS - \$9,950**

Your company's advertisement/logo displayed on the room keys at our headquarters hotel, the Marriott Marquis, Sheraton and Westin. Production costs are included.



## **JUMBOTRON & TV ADVERTISING** **\$5,500 PER MINUTE**

The Jacob Javits consists of (1) 600 sq. ft. LED JumboTron situated in the center of the Crystal Palace and 70+ 42" plasma TVs with audio and video located throughout 4 levels of the Javits. The same content goes to the JumboTron and TVs Saturday through Wednesday. Show off your companies products and services where all attendees can see your advertisement.

Your advertisement will play 1 min for each hour of the show, Saturday through Wednesday. You can also split the 1 min per hour for 15 sec x 4 times per hour or 30 sec x 2 times per hour.



## **LANYARDS - \$15,000**

Every attendee at the Greater New York Dental Meeting must wear an identification badge. Supply us with approved lanyards and we will distribute them to all attendees. The badge holder kiosks are located on the registration level. Approximately 25,000. The Sponsoring company must supply the lanyards and have them approved to GNYDM standards.



## **NOTEBOOKS & PENS - \$9,500**

Your Company provides a notebook and pen for dental professionals at the Meeting. These books have your name and logo as well as the Greater New York Dental Meeting name and logo on the front cover. Product promotional literature can be inserted. The verbiage of the notebooks must be approved by the Greater New York Dental Meeting. They can be distributed in designated 1E Hall educational classrooms. This is an excellent way to get your Company's name in the forefront of dental education.



## REGISTRATION AREA (2 AVAILABLE) DEMONSTRATIONS & CLASSROOM CALL FOR PRICING

Show case your products or run educational events in this 35' x 35' space right next to the registration area. This Hi-Traffic area will allow attendees to see you when they Register and walk in the front doors. Hang a banner over your area so attendees can see it throughout the Javits Center.



## SHUTTLE BUS HEADREST COVERS \$9,500

The Sponsor's message is available on both sides of the headrest cover. Sponsorship includes production of a two-color design, installation and removal. Eight designated show buses will run continuously throughout the Meeting to and from the Jacob K. Javits Convention Center and Hotels.



## SHUTTLE BUS SERVICE - 3 BUSES \$31,000 / 8 BUSES \$175,000

For six consecutive days, buses will operate from early morning until evening throughout New York City, transporting dental professionals between their Hotels and the Convention Center. Your advertisement will be seen not only by the dental community but by thousands of pedestrian consumers who live, work or are visiting New York City during the height of the festive holiday season.

As the Sponsor, your Company's name and/or message will appear on the side of buses, route signs in hotel lobbies, on flyers containing bus schedule information and in our Program & Exhibit Guide. Sponsorship includes cost of signage production, display and labor.



## SIGNAGE (DIGITAL) - CALL FOR PRICING

Have your branding digitally and your message as a frame around the monitor of our Digital Signs. The Educational Information Monitors at the show is where attendees go to find their classroom assignments on-site during the show. 8 Monitors are available.



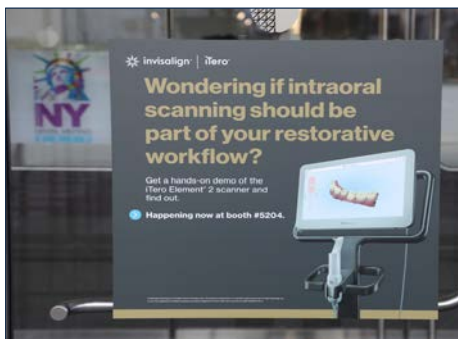
## STAIRCASES TO THE REGISTRATION AREA... \$17,950 EDUCATION AREA... \$13,500

This eye catching advertisement allows your company to be the first attraction seen by attendees entering the Convention Center. 3M Ad graphics are placed on the risers of the staircase back of the main concourse staircase steps. Sponsorship includes cost of graphic production, installation, teardown and Javits Center space rental.



## TABLE TOP GRAPHICS \$3,048 / 4 TABLES

Put your Company logo/ad on table tops located in our food court and cafes. Sponsorship includes installation, teardown and Javits Center space rental, and cost of production.



## WINDOW ADVERTISING DOOR PANEL / SIDE

Placed eye-level, 2'x2' square 3M graphics on the glass doors along the entrance to the Crystal Palace. This includes installation, teardown, Javits Center space rental and cost of production. Minimum of eight.

- \$8,950 package of 8
- \$12,950 package of 12
- \$16,950 package of 16
- \$21,000 package of 20





## EDUCATION PROGRAMS (COSTS VARY AS PER PROGRAM)

Your Company can sponsor scientific sessions. You can suggest speakers who must be approved by our Education Committee, or we can provide them for you. Signage and Program Guide recognition are included.



## GENERAL PRACTICE RESIDENCY FAIR COLLATION - \$5,000

Held on Sunday, the Fair provides junior and senior dental students with the opportunity to gather information regarding available general practice residencies from representatives of over 60 hospital dental programs. With the growing importance of residency programs, this unique event is well-attended and provides your Company with exposure to the young graduating dentist.

Sponsorship includes: banners at the Fair area advertising your company as the sponsor, refreshments, a table within the Fair for the distribution of materials to attendees by your representative, appropriate signage promoting the event and Program Guide recognition. Materials are allowed to be distributed by the sponsoring company.



## Option A - \$3,000

Sponsorship includes signage, recognition in our Program Guide, a table for brochures and your company representatives.

## Option B - \$3,000

Any company or educational organization can sponsor a Scientific Poster Awards Competition. Sponsor supplies judges and awards. A social media post and email blast announcing the winner is included.

## SCIENTIFIC POSTER SESSIONS - \$3,000

The Scientific Poster Session is an annual Sunday event that brings together dentists, post graduate residents, new dentists, dental and hygiene students, hygienists and technicians from the United States and many international countries. This three hour session attracts attendees interested in research, dental procedural developments and technological advances.





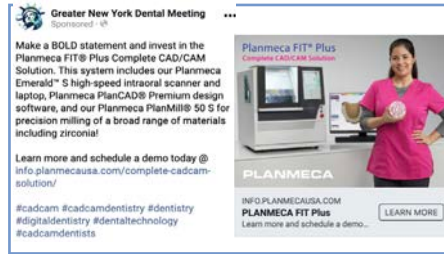
SHARE NEW PRODUCTS, EQUIPMENT AND TECHNOLOGY.

ADVERTISE YOUR EDUCATIONAL PROGRAMS AND SPEAKERS TO REACH NATIONAL AND INTERNATIONAL AUDIENCES.



### SPONSORED POSTS - \$650.00

The GNYDM will publish a curated post inclusive of art work, copy, and link of sponsors choice to be published across GNYDM's Facebook and Instagram channels. The post will be published at an optimized time according to GNYDM's audience insights to generate optimal organic reach. All graphics, copy, and links will be provided by sponsor and are subject to review and must comply with our social media policies.



### PAID ADS - \$850.00

The GNYDM will produce a paid ad using the objective of "Traffic" from our Facebook Business Manager account to be published across Facebook, Instagram, and all relevant placement options. The "Traffic" ad objective is to drive people to your website or app. The GNYDM will work with the advertiser to specify their customized target audience. By utilizing Demographics, Interests, Behaviors, and other targeting data your advertisement will meet the right audience and drive traffic to your chosen url. All graphics, copy, and links will be provided by advertiser and are subject to review and must comply with our social media policies, as well as, any and all of Facebook's advertising policies and Special Ad Classifications.



### SOCIAL MEDIA LOUNGE - \$6,000

The lounge is a place for attendees and companies to gather, chat, get social and share. Build your company's Social Media Pages by sponsoring the GNYDM Social Media Lounge. The lounge is an interactive social media spot to provide hands-on guidance to attendees and your staff to build up your social media marketing. Your branding would be integrated throughout the lounge and your team could interact with guests.

*Get Social with the Greater New York Dental Meeting!*



### HAND SANITIZER BOTTLES - \$15,000 EACH

Two Available Stand out at Coverings by featuring your full-color branding on 20,000 personal hand sanitizer bottles that will be distributed to attendees in the convention center lobby. Sponsor is responsible for providing hand sanitizers. GNYDM approval is required.

### FACE MASKS - \$15,000 EACH

Feature your logo on 20,000 reusable, cloth face masks available to attendees. Sponsor is responsible for providing masks. GNYDM approval is required.



## **8<sup>TH</sup> ANNUAL WORLD IMPLANT EXPO**

The World Implant EXPO which will focus on the sector of Implantology. The GNYDM will expand its exhibit floor to include increasing sales opportunities for companies involved with implant products, technology, bone replacement materials and equipment.

For additional information on the Implant EXPO, contact the Implant EXPO Chairman, **Dr. Clifford E. Salm** at [implants@gnydm.com](mailto:implants@gnydm.com).



## **7<sup>TH</sup> ANNUAL GLOBAL ORTHODONTIC MEETING**

The Greater New York Dental Meeting initiates its newest addition to its educational and exhibit program. For additional information contact the Global Orthodontic Chairman, **Dr. Gail Schupak**; [orthodontics@gnydm.com](mailto:orthodontics@gnydm.com).



## **5<sup>TH</sup> ANNUAL PEDIATRIC DENTISTRY SUMMIT**

This program will benefit both pediatric dentists and general dentists. Attendees will learn new techniques and fresh approaches to the treatment of your young patients! For additional program information, contact **Dr. Lois A. Jackson**; [peditrics@gnydm.com](mailto:peditrics@gnydm.com)



## **5<sup>TH</sup> ANNUAL SLEEP APNEA SYMPOSIUM**

Your company can sponsor a program to inform attendees the Latest Research and awareness in Dental Sleep Medicine. Attendees will learn how to establish Sleep protocols in their practice. Contact **Dr. Marc B. Gainor**; [doctorgainor@verizon.net](mailto:doctorgainor@verizon.net).



## **4<sup>TH</sup> ANNUAL 3D PRINTING & DIGITAL DENTISTRY CONFERENCE**

3D Printing & Digital Dentistry Conference. Sponsor lectures and demonstrations on 3D Imaging Applications in Dentistry. For more information contact **Dr. William Bongiorno**; [CyberDent@mac.com](mailto:CyberDent@mac.com).



## **4<sup>TH</sup> ANNUAL PUBLIC HEALTH CONFERENCE**

Public health promotes and protects the health of people and the community where they live, learn, work and play. Health professionals will discuss how we can improve the health of this entire population. For more information contact **Dr. Jack Dillenberg**; [jdillenberg@atsu.edu](mailto:jdillenberg@atsu.edu).



## **4<sup>TH</sup> ORAL CANCER SYMPOSIUM**

The Oral Cancer symposium is a 2-day program that specifically covers all aspects of Oral Cancer from diagnosis to treatment to reconstruction and dental prostheses. Your company will be recognized as the sponsor in all promotions, publications and signage for this program. Contact **Dr. Edward J. Miller, Jr.**; [ejmjaws@hotmail.com](mailto:ejmjaws@hotmail.com) for more information



## **3<sup>RD</sup> ANNUAL WOMEN DENTISTS LEADERSHIP CONFERENCE**

The conference is designed to empower and mentor current and future women dentists to use their talents and reach their full potential. The conference includes prominent leaders from the worlds of politics, business and dentistry where attendees can network, learn the best practices, leadership skills and many more topic. Contact **Dr. Lois A. Jackson**; [peditrics@gnydm.com](mailto:peditrics@gnydm.com) for more information.



## **2<sup>ND</sup> ANNUAL SPECIAL CARE DENTISTRY FORUM**

The Special Care Dentistry Forum will provide educational topics and discussions to dental professionals and other individuals who are dedicated to promoting oral health and treating patients with special needs. Contact **Dr. Lawrence Bailey**; [ddsllary@aol.com](mailto:ddsllary@aol.com) for more information





# GREATER NY DAILY

## DENTAL MEETING.

### 2021

97<sup>th</sup> ANNUAL SESSION

## GNYDM DIGITAL NEWSLETTER AND ONSITE GUIDE

### The Exclusive Newspaper of the GNYDM

The official digital newspaper will be emailed out to attendees 4x prior to the meeting (August, September, October, November) with up-to-date content and information. The newspaper link will be published on the GNYDM website and the link will be posted on the GNYDM's Social Media Channels highlighting your company. All sponsors will also be listed in the table of content on page two. In addition, the GNYDM will give sponsors a free ad in the printed onsite newspaper. The onsite newspaper is distributed each day of the show at the entrances to the exhibits, registration areas, and bus drop off areas. The newspaper includes, daily course/events listings, exhibit floor plan, education programs and classroom location, exhibitor listings, current dental articles and previous day wrap up. This is the **ONLY** daily newspaper distributed on-site for attendees to get general information and newsworthy articles about the show and advertisers. This is a great opportunity to reach attendees.

Contact Ms. Dana Soltis for information and contract: [dana@gnydm.com](mailto:dana@gnydm.com).

Pricing is for 1 advertisement in all 4 digital newsletters – emailed to all GNYDM attendees, posted on the GNYDM website and links published with your company highlighted on GNYDM Social Media Channels (minimum 4 times). In addition, ad will be included in the Onsite Guide for all 4 days of the GNYDM.

**There will be a one-time \$500 fee to change your advertisement daily.**

Premium and full page advertisement receive a 500 word complimentary article in one edition.

Inside Front Cover - \$8,750.00

Inside Back Cover - \$ 8,550.00

Full Page - \$6,500.00

Half Page - \$3,950.00

Back Cover - \$ 8,950.00

Quarter Page - \$2,200.00

The dimensions are as follows:

Full page: 9.75 w x 14.25 h

Half page: 9.75 w x 6.625 h

Quarter page: 4.75 w x 6.625 h

Submit files in jpg, tiff or PDF. CMYK - 300 dpi.



# ADVERTISING

## DIGITAL PROGRAM & EXHIBIT GUIDE

The Program & Exhibit Guide is published annually. The Guide contains course synopses and speaker photographs, as well as an Exhibitor Directory, Product Index and Floor Plans. It encourages attendees to visit the Exhibit Hall and helps locate specific products and services. The Guide also serves as a year round reference source for use in the dental office for locating exhibitors and products. Take advantage of this opportunity to attract attendees to your booth and allow them to locate your telephone numbers and website address throughout the year.

**DEADLINES:** Your completed advertising contract and full payment, is due June 30, 2021. Advertising space will not be reserved without full payment. Cancellations will not be accepted. All artwork is due June 30, 2021. The Greater New York Dental Meeting is not responsible for reproduction quality.



## SPECIFICATIONS

### COVER AND PREFERRED POSITION RATES

|                            |          |
|----------------------------|----------|
| Inside Cover Double Spread | \$12,695 |
| Back Cover                 | \$10,895 |
| First Page                 | \$7,900  |
| Inside Back Cover          | \$8,500  |
| Opposite Table of Contents | \$6,975  |

**ONLY 4-COLOR ADS WILL BE ACCEPTED FOR THESE POSITIONS.**

### ADVERTISING RATES

|                      |         |
|----------------------|---------|
| Full Page            | \$3,995 |
| Half Page Horizontal | \$2,850 |

**BOOTH NUMBERS WILL BE STRIPPED IN FREE OF CHARGE.**

|                       | Decimal (WxH)  | Numerical (WxH) | Horizontal            | Decimal (WxH) | Numerical (WxH) |
|-----------------------|----------------|-----------------|-----------------------|---------------|-----------------|
| Full Page before trim | 8.625 x 11.125 | 8 5/8 x 11 1/8  | Half Page before trim | 8.625 x 5.625 | 8 5/8 x 5 5/8   |
| Trimmed Size          | 8.5 x 10.875   | 8 1/2 x 10 7/8  | Trimmed Size          | 8.5 x 5.5     | 8 1/2 x 5 1/2   |
| Safety                | 8.125 x 10.5   | 8 1/8 x 10 1/2  | Safety                | 8.125 x 5.125 | 8 1/8 x 5 1/4   |
| Non-Bleed             |                |                 | Non-Bleed             |               |                 |
| Full Page             | 8 x 10.375     | 8 x 10 3/8      | Half Page             | 8 x 5.125     | 8 x 5 1/4       |

### ADVERTISING REQUIREMENTS:

Please prepare your advertisement for submission as a High-Res PDF, Photoshop, InDesign, Illustrator EPS or TIFF file. Advertisements created in Microsoft Word or other applications not mentioned above **are not** usable. If you use a MAC, **include** a PDF, TIFF or editable EPS file in addition to source files. All EPS files should have fonts converted to outlines. All images must be at least 300 dpi. All advertisements **must** use CMYK colors and be accompanied by a color proof and production contact information. Advertisements with dimensions differing from those listed under Advertising Dimensions are subject to a 10% additional charge.

## EMAIL BLAST

Promote your product and company to the GNYDM email list of 70,000 with an email blast banner AD. The banner will be included on the bottom of the Attendee Blasts. Included with the banner a URL of your choice will be linked to the banner. - **\$1,100.00**





# GREATER NEW YORK DENTAL MEETING

## ADVERTISING CONTRACT

### GREATER NEW YORK DENTAL MEETING™

200 West 41st Street - Suite 1101

New York, New York 10036-7203

Phone: (212) 398-6922 Fax: (212) 398-6934

E-mail: [dana@gnydm.com](mailto:dana@gnydm.com)

Website: [www.gnydm.com](http://www.gnydm.com)

### 97<sup>th</sup> Annual Session

November 26 – December 1, 2021

Exhibit Dates:

November 28 - December 1, 2021

Jacob K. Javits Convention Center

New York City, New York

**TYPE OR PRINT THIS CONTRACT. SIGN AND RETURN COMPLETED CONTRACT TO** (212) 398-6934. Have questions or need additional information? Contact Dana Soltis at (212) 398-6922 or [dana@gnydm.com](mailto:dana@gnydm.com)

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

Address \_\_\_\_\_ City, State/Country, Zip Code \_\_\_\_\_

Company Email \_\_\_\_\_ Company Website \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax \_\_\_\_\_

Advertising Contact Person \_\_\_\_\_ Email \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

### PROGRAM & EXHIBIT GUIDE

- ☐ Inside Cover Double Spread
- ☐ Back Cover
- ☐ Inside Back Cover
- ☐ First Page
- ☐ Opposite Table of Contents
- ☐ Full Page
- ☐ Half Page

\$12,695

\$10,895

\$8,500

\$7,900

\$6,975

\$3,995

\$2,850

### SOCIAL MEDIA

- ☐ Sponsored Post

- ☐ Paid AD

- ☐ Social Media Lounge

\$650

\$850

\$10,000.00

### ADVERTISING

- ☐ JumboTron Advertising

- ☐ Email Blast Banners

\$5,500 per min

\$1,100

**TOTAL SPONSORSHIP AMOUNT** \_\_\_\_\_

### CONTRACTS RECEIVED WITHOUT FULL PAYMENT WILL NOT BE PROCESSED.

#### PAYMENT

All payments for advertising must be made by company check or credit card\* (\*plus a 3% convenience fee.) All contracts must be accompanied with full payment.

**All advertising are non-cancelable and non-refundable.** Material/art must be e-mailed or shipped to **Dana Soltis, [dana@gnydm.com](mailto:dana@gnydm.com)** to arrive by the specified due date. Artwork submitted after specified deadline will incur additional charges.

**GREATER NEW YORK DENTAL MEETING DOES NOT ASSUME ANY LIABILITY OR RESPONSIBILITY FOR ANY TYPOGRAPHICAL ERRORS, OMISSIONS OR INACCURACIES OF ANY KIND IN ANY OF ITS PUBLICATIONS.**

**WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE MEETING AS PUBLISHED IN THE 2021 EXHIBITORS' PROSPECTUS AND SPONSORSHIP & ADVERTISING BROCHURE, WHICH ARE A PART OF THIS CONTRACT AS IF PUBLISHED HEREIN.**

AUTHORIZED SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_ DATE \_\_\_\_\_

PRINT FULL NAME \_\_\_\_\_





# GREATER NEW YORK DENTAL MEETING

## SPONSORSHIP CONTRACT

### GREATER NEW YORK DENTAL MEETING™

200 West 41st Street - Suite 1101

New York, New York 10036-7203

Phone: (212) 398-6922 Fax: (212) 398-6934

E-mail: [dana@gnydm.com](mailto:dana@gnydm.com)

Website: [www.gnydm.com](http://www.gnydm.com)

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

Address \_\_\_\_\_ City, State/Country, Zip Code \_\_\_\_\_

Company Email \_\_\_\_\_ Company Website \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax \_\_\_\_\_

Sponsorship Contact Person \_\_\_\_\_ Email \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

### SPONSORSHIPS

|   |                       |  |                    |
|---|-----------------------|--|--------------------|
| <input type="checkbox"/> Aisle Signs                        | \$15,000              | <input type="checkbox"/> JumboTron Advertising                           | \$5,500 per min    |
| <input type="checkbox"/> Bags                               | \$15,000              | <input type="checkbox"/> Laynards  | \$15,000           |
| <input type="checkbox"/> Badge                              | \$15,000              | <input type="checkbox"/> Notebooks & Pens                                | \$9,500            |
| <input type="checkbox"/> Banners                            | \$9,875               | <input type="checkbox"/> Registration Area Demonstrations<br>& Classroom | Call for pricing   |
| <input type="checkbox"/> Banners Over Staircases            |                       | <input type="checkbox"/> Shuttle Bus Headrests                           | \$9,500            |
| <input type="checkbox"/> Concourse Side                     | \$14,950              | <input type="checkbox"/> Shuttle Bus Service                             |                    |
| <input type="checkbox"/> Education Side                     | \$13,950              | <input type="checkbox"/> 3 Buses   | \$31,000           |
| <input type="checkbox"/> Bathroom Stall Doors               | \$12,000              | <input type="checkbox"/> 8 Buses   | \$175,000          |
| <input type="checkbox"/> Celebrity Luncheon                 | \$20,000              | <input type="checkbox"/> Signage   | Call for pricing   |
| <input type="checkbox"/> Charging Stations                  |                       | <input type="checkbox"/> Staircase Graphics                              |                    |
| <input type="checkbox"/> 1 Station                          | \$3,950               | <input type="checkbox"/> Registration Area                               | \$17,950           |
| <input type="checkbox"/> 2 Stations                         | \$5,900               | <input type="checkbox"/> Education Area                                  | \$13,500           |
| <input type="checkbox"/> 3 Stations                         | \$8,900               | <input type="checkbox"/> Table Top Graphics                              | \$3,048 / 4 Tables |
| <input type="checkbox"/> Column Wrap - Inside Exhibit Hall  | \$8,500               | <input type="checkbox"/> Window Advertising                              |                    |
| <input type="checkbox"/> Column Wrap - Outside Exhibit Hall | \$8,500               | <input type="checkbox"/> Package of 8                                    | \$8,950            |
| <input type="checkbox"/> Education Registry Login Screen    | \$10,975              | <input type="checkbox"/> Package of 12                                   | \$12,950           |
| <input type="checkbox"/> Escalator Runners                  | \$6,495 per escalator | <input type="checkbox"/> Package of 16                                   | \$16,950           |
| <input type="checkbox"/> Face Masks                         | \$15,000              | <input type="checkbox"/> Package of 20                                   | \$21,000           |
| <input type="checkbox"/> Floor Minders                      |                       |  |                    |
| <input type="checkbox"/> 7' x 7' Diamond                    | \$2,975               |  |                    |
| <input type="checkbox"/> 5' x 5' Square                     | \$2,675               |  |                    |
| <input type="checkbox"/> Free Standing Signs                | \$3,075               |  |                    |
| <input type="checkbox"/> Hand Sanitizer                     | \$15,000              |  |                    |
| <input type="checkbox"/> Hotel Keys                         | \$9,950               |  |                    |

### EDUCATIONAL SPONSORSHIP

|  |         |
|--|---------|
| <input type="checkbox"/> General Practice Residency Fair | \$5,000 |
| <input type="checkbox"/> Individual Education Programs   | Varies  |
| <input type="checkbox"/> Scientific Poster Sessions      | \$3,000 |
| <input type="checkbox"/> Scientific Poster Award         | \$3,000 |

### TOTAL SPONSORSHIP AMOUNT

### CONTRACTS RECEIVED WITHOUT FULL PAYMENT WILL NOT BE PROCESSED.

### PAYMENT

All payments for sponsorships must be made by company check or credit card\* (\*plus a 3% convenience fee.) All contracts must be accompanied with full payment.

**All sponsorships are non-cancelable and non-refundable.** Material/art must be e-mailed or shipped to **Dana Soltis, [dana@gnydm.com](mailto:dana@gnydm.com)** to arrive by the specified due date. Artwork submitted after specified deadline will incur additional charges.

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AUTHORIZED SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_ DATE \_\_\_\_\_

PRINT FULL NAME \_\_\_\_\_



# GREATER NEW YORK DENTAL MEETING

## WEEKLY DIGITAL NEWSLETTER ADVERTISING CONTRACT

### GREATER NEW YORK DENTAL MEETING™

200 West 41st Street - Suite 1101

New York, New York 10036-7203

Phone: (212) 398-6922 Fax: (212) 398-6934

E-mail: [dana@gnydm.com](mailto:dana@gnydm.com)

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

Address \_\_\_\_\_ City, State/Country, Zip Code \_\_\_\_\_

Company Email \_\_\_\_\_ Company Website \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax \_\_\_\_\_

Advertising/Marketing Contact Person \_\_\_\_\_ Email \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

### WORLD SHOW DAILY

- |   |            |   |            |
|---|------------|---|------------|
| <input type="checkbox"/> Inside Front Cover + (Includes 500 Word Article) | \$8,750.00 | <input type="checkbox"/> 1/2 Page Advertisement | \$3,950.00 |
| <input type="checkbox"/> Inside Back Cover + (Includes 500 Word Article)  | \$8,550.00 | <input type="checkbox"/> 1/4 Page Advertisement | \$2,200.00 |
| <input type="checkbox"/> Back Cover + (Includes 500 Word Article)         | \$8,950.00 | <input type="checkbox"/> Change Ads Each Day    | \$500.00   |
| <input type="checkbox"/> Full Page + (Includes 500 Word Article)          | \$6,500.00 |   |            |

**TOTAL SPONSORSHIP AMOUNT** \_\_\_\_\_

### CONTRACTS RECEIVED WITHOUT FULL PAYMENT WILL NOT BE PROCESSED.

#### PAYMENT

All payments for advertising in the Daily must be made by company check or credit card\* (\*plus a 3% convenience fee.) All contracts must be accompanied with full payment.

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AUTHORIZED SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_ DATE \_\_\_\_\_

PRINT FULL NAME \_\_\_\_\_



BE SEEN...

BE HEARD...



AT

SELL MORE...

2021

GREATER  
**NY**  
DENTAL MEETING®





# MARK YOUR CALENDAR



**GREATER  
NY  
DENTAL MEETING**

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**THE LARGEST DENTAL MEETING/EXHIBITION/CONGRESS IN THE UNITED STATES  
HELD AT THE  
JACOB K. JAVITS CONVENTION CENTER, NEW YORK CITY**

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## **FUTURE MEETING DATES**

**2022**

**MEETING DATES:**

**NOVEMBER 25-NOVEMBER 30**

**EXHIBIT DATES:**

**NOVEMBER 27-NOVEMBER 30**

**2023**

**MEETING DATES:**

**NOVEMBER 24-NOVEMBER 29**

**EXHIBIT DATES:**

**NOVEMBER 26-NOVEMBER 29**

**2024**

**MEETING DATES:**

**NOVEMBER 29-DECEMBER 4**

**EXHIBIT DATES:**

**DECEMBER 1-DECEMBER 4**

**\*NO PRE-REGISTRATION FEE\***

**WWW.GNYDM.COM**