



Education • Technology • Exhibitors • Speakers • Social Events • Networking

CSDA

Commitment to Excellence in Dentistry



145th Annual Charter Oak Dental Meeting

May 5 - 7, 2010

Mohegan Sun Resort Casino

2010 Exhibitor Information and Registration

145th Charter Oak Dental Meeting

It is my sincere pleasure to invite you to the Connecticut State Dental Association's 145th Annual Meeting at the Mohegan Sun Resort Casino being held May 5 - 7, 2010.

We are very excited about the stimulating combination of exhibits, social activities and superior continuing education we have planned. Once again, this meeting furthers our tradition of providing exceptional value for each member of the dental team in terms of clinical performance, practice efficiency and teambuilding. National speakers and clinicians will be with us to help fulfill the State of Connecticut Dental Practice Act's mandated continuing education requirements. Other course offerings will feature world renowned speakers on an assortment of dental, personal and social issues, and will provide timely and comprehensive information enabling us to better address the challenges of our profession and our lives.

Our Exhibit Hall, which has consistently filled to capacity, will again provide a wide-ranging, multi-faceted display of the latest technological services and equipment on the market. We will offer our attendees values that cannot be matched anywhere else, with the meeting's success being very much a result of your participation. Bring your best products and most compelling presentations – add to the fun and excitement with offers that are ONLY available at the meeting.

The 2010 Annual Meeting promises to be an unforgettable experience. I look forward to having you join us!



Dr. Bruce Tandy
2010 CSDA President

CSDA Commitment to Excellence in Dentistry

Welcome to the Connecticut State Dental Association's 145th Annual Meeting, May 5 - 7, 2010 at the Mohegan Sun Resort Casino. We hope that you will be joining our meeting this year. Not only will we continue the traditions of education, friendship and fun with the most comprehensive and exciting programs ever offered, we will also address the needs of the entire dental team and satisfy the State of Connecticut mandated continuing education requirements for Connecticut dentists.

We ask that you carefully read the enclosed Exhibit Contract and Rules and Regulations. If you are a returning Exhibitor and your official application and booth deposit are received by October 31, 2009 you will be able to retain your current booth assignment. In addition, if you prepay your booth in full prior to October 31, 2009 you will receive a \$100 discount. Any request for a change of location will be accepted on a first come first served basis. We have also added special premium exhibit space in the pre-function area. Should this be an option your company would like to explore, please contact the CSDA Central Office.

Special Event Rentals (SER) is our official decorating company. Upon receipt of the contract and deposit, an exhibitor kit will be sent to you. Each 8' x 10' booth space will include a skirted 8' table, side and rear drapes, two chairs and a waste paper basket. The Exhibit Hall is fully carpeted. Telephone and electrical services must be pre-ordered directly from the Mohegan Sun.

In addition to a practice management theme for the entire dental team, we will also increase our marketing efforts. As an added incentive to attract even more attendees to the Exhibit Hall our keynote speakers will be lecturing in the salons immediately adjacent to the Exhibit Hall. Complementary chair massages will be provided on the floor as well. You are invited to submit information about your products and those special offers you will be showcasing and we will include them in our Convention Specials Newsletter which will be sent to all meeting attendees. A hyperlink to your corporate website will be posted on our web-site (www.CSDA.com) if that information is submitted with the exhibit space application.

We encourage our Exhibitors to register and attend our social events. We plan exciting parties you won't want to miss on both Wednesday and Thursday nights. These are great opportunities for you to spend more time with your clients and prospective clients in a relaxed atmosphere. If your company has interest in sponsoring one of our events, please contact the CSDA Central Office. The CSDA appreciates your commitment to our event. We look forward to working with you to create a very successful meeting.

Gary K. Dubin, DDS
General Chairman

Brian S. Duchan, DMD
Exhibit Chairman

Exhibit Space Application

Instructions: Type or print all sections of this contract; sign and return. The 2010 Exhibit Rules and Regulations are an integral part of this contract.

COMPANY _____ DATE _____

PRODUCT _____

BOOTH SIGN TO READ _____

KEY CONTACT / TITLE _____ TELEPHONE _____

LOCAL REPRESENTATIVE _____ TELEPHONE _____

LOCAL REPRESENTATIVE ADDRESS _____

LOCAL REPRESENTATIVE E-MAIL ADDRESS _____

AUTHORIZED SIGNATURE _____

COMPANY ADDRESS _____

CITY / STATE / ZIP _____

TELEPHONE _____ FAX _____

E-MAIL _____

Provide your web address to add a link on CSDA website.

I'd like to pay by:
 VISA MC AMEX _____ Exp. Date _____

Name on Card _____

Billing Address _____

If possible, do not locate our company next to or across from:

Booth Rates: All Booths are 8' x 10'
Corner: \$1,800
Inside: \$1,500

Booth Request

1st choice Inside booth
2nd choice Corner only
3rd choice Either

We would like to retain our 2009 booth space(s).

How many booths desired?

1 2 3

Total booth cost: \$ _____
Discount (-\$100) \$ _____ if paid in full by 10/31/09
Deposit: \$ _____ 50% due per booth, payable in U.S. funds and due with contract.
Balance due: \$ _____

Return contract and check made payable to: **Connecticut State Dental Association**
835 West Queen Street, Southington, CT 06489
860-378-1800 phone / 860-378-1807 fax / csoucy@csda.com
Applications with credit card payment can be faxed to: (860) 378-1807 or mailed to the address noted above.

Contract Rules & Regulations

The following 2010 rules and regulations will govern technical exhibits at the 145th annual meeting of the Connecticut State Dental Association. To avoid any misunderstanding, please read the rules and regulations and enclosed contract carefully. The rules and regulations constitute an integral part of your contract. An authorized signature on the contract confirms acceptance of the 2010 rules and regulations.

Setting Up of Exhibits

Wednesday, May 5, 2010 - 12:00p.m. until 9:00p.m.

All crates must be out of the exhibit hall aisles by 8:00a.m. on Thursday, May 6, 2010. Any crates remaining in the aisles at this time will be removed at the exhibitor's expense. Exhibitors can register Wednesday, May 5, 2010 from 12:00p.m. - 7:00p.m. The registration desk will reopen Thursday, May 6, at 7:30a.m.

Exhibit Dates & Hours

Thursday, May 6, 2010 8:30a.m. - 5:00p.m.

Friday, May 7, 2010 8:30a.m. - 4:00p.m.

Each Booth Includes

8' high back drape and 3' high side drape, one 8' skirted table, two folding chairs, one wastebasket, one sign. *(Please note: we reserve the right to use a 3' rear drape on end cap booths.)*

Dismantling of Exhibits

Friday, May 7, 2010 from 4:00p.m. - 11:30p.m. Early dismantling of exhibit booth will not be allowed and will result in exhibitor losing preferred location request for the following year.

Booth Assignment

Booth space will be assigned by the Director of Exhibits. In assigning space to applicants, consideration will be given to date deposit is received and seniority status.

Rates, Refunds & Deposits

Booth rates are stated in the official contract. No space will be assigned without a complete contract and a 50% deposit per booth at the time the exhibit contract is returned to the Connecticut State Dental Association. If the appropriate deposit is not made, reserved space may be reassigned or cancelled at the option of the Director of Exhibits.

Payment in full

Reserved exhibits space is due and payable by March 1, 2010. If the appropriate amount is not paid by the due date, your contract may be cancelled without refund of any deposit amount. Any application or contract for booth space made on or after March 1, 2010 must include payment in full.

All cancellations

Must be in writing and received by the Connecticut State Dental Association by the dates stated below. If space is assigned and a subsequent cancellation received before January 15, 2010, there will be a \$250 per booth cancellation fee. If cancellations are received after January 15, 2010, the entire booth fee will be retained by the Connecticut State Dental Association. The Connecticut State Dental Association, in the event of conflict regarding space requests or conditions beyond its control, reserve the right to rearrange the floor plan. Any assigned booth space not claimed and

Contract Rules & Regulations

occupied by the start of the meeting, or regarding which no special arrangements have been made prior to the opening of exhibits, may be resold or reassigned by the Connecticut State Dental Association without obligation on the part of the Connecticut State Dental Association with no refund whatsoever to the exhibitor.

Registration

Each exhibit is limited to individuals, business firms, manufacturers and dealers who have contracted and paid for space. Exhibit booths must be manned by registered exhibitor personnel at all times during all open exhibit hours. All exhibits personnel must be bona fide employees of the exhibiting company or representatives who received commission, brokerage, or salary from the exhibitor, but excluding representatives who maintain and own inventories of merchandise for resale. False certification of individuals as exhibitors' representatives, misuse of exhibitors' badges or any other method or devices used to assist unauthorized persons to gain admission to the exhibit floor may be subject to a fine and expulsion of the exhibitor from the exposition and barring him/her from further entrance to the floor without obligation on the part of the CSDA for a refund of any fees.

Upon the exercise of the authority by the Connecticut State Dental Association, the exhibitor, his employees and/or agents, waives any rights claims for damages against the Connecticut State Dental Association arising out of the enforcement of this paragraph.

Space

The exhibitor acknowledges that the Connecticut State Dental Association is merely a licensee of Mohegan Sun and that the exhibit halls of the Mohegan Sun are licensed to the Connecticut State Dental Association. Accordingly, the exhibitor shall use its exhibit space in compliance with all rules and regulations will respect to such use from time to time imposed by Mohegan Sun. In addition, the exhibitor will only display products or materials manufactured or distributed by it in the regular course of its business, and, for no other items or things of any nature. The exhibitor recognizes and agrees that the contract of which these rules and regulations are a part, constitutes a sub-license agreement of its space, and shall not assign, further sub-license or otherwise apportion or dispose of its exhibit space or any other part thereof, or any use of all or any part of said space to any person, firm or entity other than the exhibitor without permission from the Connecticut State Dental Association.

Liability & Security

All exhibits and respective contents are at the exhibitor's risk. The Connecticut State Dental Association will not be responsible for damage or loss by fire, riots, strikes, etc. However, as an additional service to the exhibitors, general security will be provided for the protection of exhibits from Wednesday, May 5, 2010 from 9:00p.m. until 5:00p.m. Friday, May 7, 2010.

Sponsorship Opportunities

Convention Tote Bags

includes CSDA logo and your company logo
\$5,000.00 (1 opportunity)

Convention Neck Cords

your exclusive company name
\$3,000.00 (1 opportunity)

CSDA Continuing Education Speaker

sponsorship includes one inside exhibit booth
\$6,000.00 (multiple opportunities)

Sponsorship of Morning Coffee Break

\$2,000.00 (2 opportunities)

Ads in Annual Meeting Program Book

- full page ad: \$1,000.00
- half page ad: \$ 600.00
- one quarter page ad: \$ 400.00

Golf Tournament

Tee Sponsor - \$ 250.00
Silver Sponsor - \$1,500.00
Gold Sponsor - \$3,000.00

All sponsorships of \$1,500 or more will be cited in the Annual Meeting Program Booklet and distributed to more than 9,000 individuals. In addition sponsors will be offered a 10% discount on any purchased advertisement.

What Can You Do That Is Free?

The CSDA will provide you with statement stuffers promoting your participation at the Annual Meeting. Send us your request by March 1 in order to receive a ready to stuff flyer designed to fit into a #10 envelope. We also will provide, upon written request, brochures outlining our dynamic speaker line-up and social events should you wish to have your sales team distribute them as a reminder that you will be at our show. In addition, CSDA will send a Convention Specials Newsletter in March to all members and attendees highlighting the meeting as well as any special pricing and incentives being offered by the various exhibitors. Your convention special listing in this newsletter is FREE, as well as a hyperlink to your corporate website which will be posted on our website (www.CSDA.com) providing that information is submitted with the exhibit space application.

Thursday Night Party

- Gold "Presenting" Sponsor plus 10 tickets to The Party \$5,000.00
- Silver Sponsor plus 6 tickets to The Party \$2,000.00
- Bronze Sponsor plus 4 tickets to The Party \$1,000.00
- Dessert Table Sponsor (includes name and logo napkins) plus 4 tickets to The Party \$1,500.00
- Dessert Party \$3,000.00
- Dessert Party Entertainment \$2,000.00
- Band Sponsor \$1,500.00 includes 4 tickets to The Party

Annual Meeting Event Kickoff

- Hors d'oeuvres Party and Reception for House Delegates and Connecticut Leadership - \$2,000.00

Accommodations

Convention Space

You have never experienced a meeting in a place like the Mohegan Sun -- a spellbinding blend of business, entertainment, and exhilaration. A legendary destination, straight out of the imagination. A place expertly designed to set new standards for meetings and conventions.

Accommodations

Relax, Refresh, Rejoice. After a busy day participating in the Charter Oak Dental Meeting, the hotel rooms offer solace with over 1,200 luxurious guest rooms and 175 suits providing the ultimate in comfort and amenities. Special room rates are being offered to Connecticut State Dental Association meeting attendees.

Dining

Coffee breaks, lunches, hors d'oeuvres, and evening social events are planned out as part of the Charter Oak Dental Meeting. The Mohegan Sun also offers meeting attendees premier dining experience at 29 different restaurants designed to satisfy even the most exotic appetites.

Shopping

Mohegan Sun offers many fine shops and boutiques. You will discover top designer men's and women's fashions, casual and leisure apparel, fragrances, fine jewelry and accessories and even unique Native American handcrafts.

Relaxation

Mohegan Sun's world class spa, salon and fitness center, featuring a 16,000 square foot indoor/outdoor swimming pool will leave you feeling renewed and rejuvenated. From mud therapy and Shiatsu massage to European facials and seaweed wraps, you won't find a more complete array of treatments and services at a spa.

Entertainment

The stars are out and shining every night at Mohegan Sun. Singers, Comedians, Rock 'n Roll Bands, and Jazz Quartets. Whichever way you turn, you are surrounded by top performers and entertainers.

Don't miss the parties we have planned!

Contact the CSDA Central Office to register.

Mohegan Sun Hotel Accommodations

Special convention rates have been made available to us for this meeting for Wednesday, May 5 and Thursday, May 6.

The rates are as follows:

Single/Double Standard: \$209.00

Additional Persons: \$ 15.00

Call Mohegan Sun: 877-664-3426. A limited number of rooms are available at the discounted rate until Monday, April 5, 2010.

Use CSDA #10 Code when making reservations in order to receive this rate. Note: Mohegan Sun reservations require a one night deposit. Cancellations made prior to April 5, 2010 will be honored with no penalty. Cancelled reservations made on or after April 5, 2010 will result in a loss of the one night deposit.

Important Information:

All rooms quoted are exclusive of applicable local taxes of 12%. The cutoff date for these special rates is April 5, 2010. After that date the regular room rates will prevail. Reservations should be made directly with the hotel of your choice. You must mention that you are with the Connecticut State Dental Association in order to be eligible for the above rates.

Getting There

Created by the Mohegan Tribe of Indian of Connecticut in 1996, Mohegan Sun is one of the world's most amazing meeting destinations, providing the ultimate in meeting facilities, food and beverage, accommodations and entertainment. It is not just a place for meetings - it is a place for achievements, for memorable events, and for unforgettable experiences. We invite you to attend the Charter Oak Dental Meeting and experience it for yourself.

There is fast convenient access from anywhere in the U.S. The Sun is less than 1 hour from Hartford and Providence international airports, and less than 2 hours from Boston and New York. Mohegan Sun is just minutes off Interstate 95.

By Rail

Convenient rail access from major Northeast cities to New London are just 20 minutes to Mohegan Sun. Shuttle service is available. Call the Mohegan Sun for schedule information (888.770.0140).

By Sea

Travelling to Mohegan Sun from Long Island is smooth sailing on the high-speed Orient Point Ferry departing every morning, seven days a week, every day of the year and arriving in New London, just 45 minutes later.

The Port Jefferson Ferry provides convenient service from Long Island to Bridgeport, just an hour drive to Mohegan Sun via Interstate 95.

Driving Directions

From New York City: Take I-95 North to Exit 76 - 395 North. Take Exit 79A (Route 2A) East. Less than 1 mile to Mohegan Sun Boulevard.

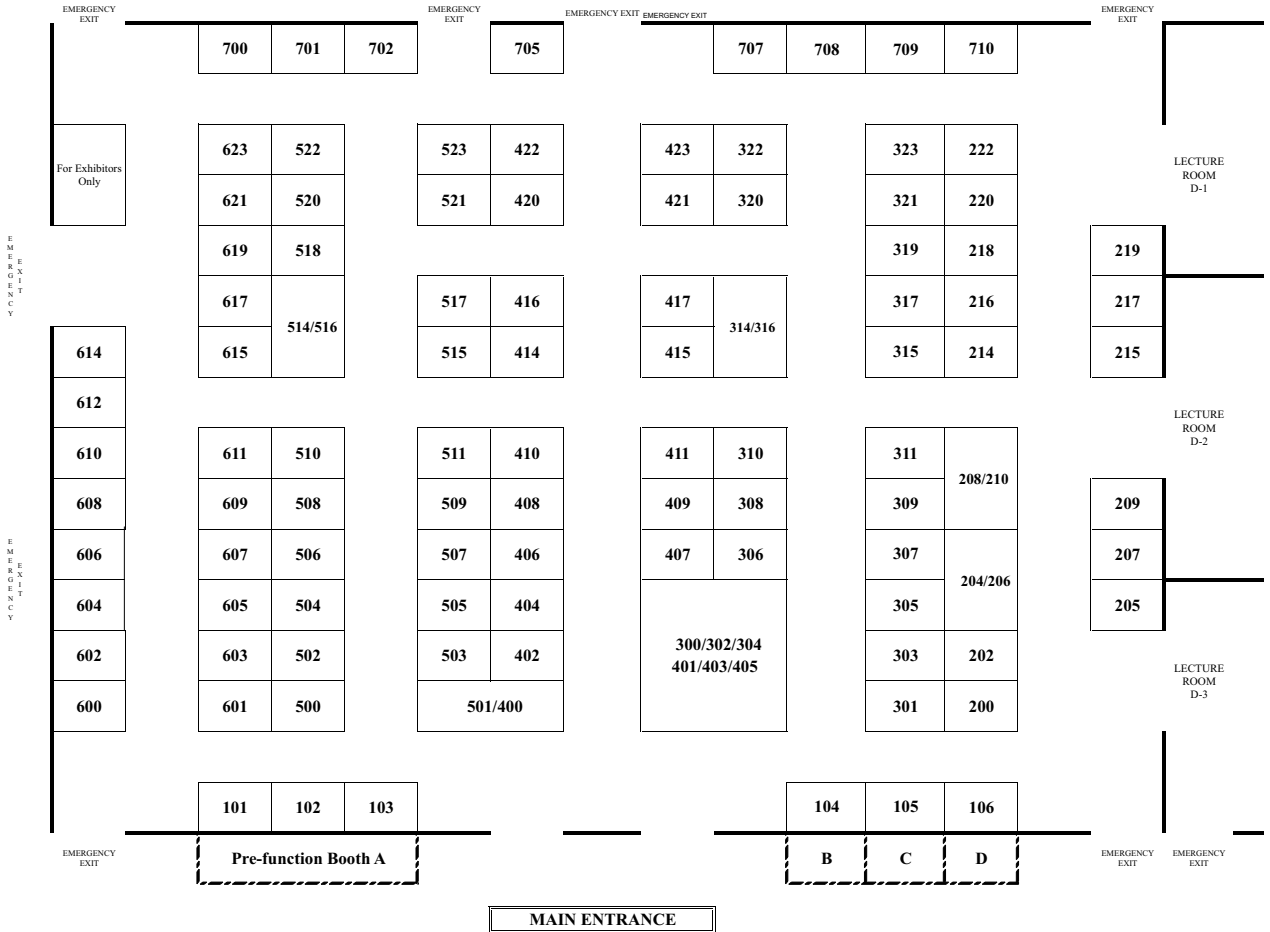
From Boston: Take I-90 (Mass Pike) West to I-395 South. Take 79A (Route 2A) East. Less than 1 mile to Mohegan Sun Boulevard.

From Providence: Take I-95 South to Exit 84N (Route 32 North). Take Route 32 North to I395 North. Take 79A (Route 2A) East. Less than 1 mile to Mohegan Sun Boulevard.

From Hartford: Take I-84 East to Route 2 East to I-395 South. Take 79A (Route 2A) East. Less than 1 mile to Mohegan Sun Boulevard.

From Albany: Take I-90 East to I-91 South. Take I-84 East to Route 2 East to I-395 South. Take 79A (Route 2A) East. Less than 1 mile to Mohegan Sun Boulevard.

Exhibit Hall Floor Plan



2009 Exhibitors

3M ESPE
3i Biomet
ACIGI Relaxation
A-DEC
Aero-Med, Ltd.
AFTCO
Almonte Group
Army National Guard
ASG Information Technologies
Aspen Dental
Baccari & Cabral
Banc of America Practice Solutions
Benco Dental
BioServ, Inc.
BioHorizons
BonaDent Dental Labs
Brasseler USA
Brican America
Care Credit
Centrix, Inc.
Clinicians Choice
Colgate
ConnectiCare
Crown Healthcare Apparel
Dart Dental Supply
Delta Dental of NJ
Dental Connection
Dental Staffing Services CT
Dental Works, LLC
DentEZ Group
Dentists Advantage
Dentsply Caulk
Dentsply Professional
Designs for Vision
Digital Doc
Doral Refining Corp.
Drew Brown Sales
DSG/Yankee Dental Arts
Eastern Dentists Insurance
First Responder Educational Services
Fortress Insurance
GC American, Inc.
Gendex Dental Systems
Greater New York Meeting
Hayes Handpieces
Heartwood Cabinet Refacing
Henry Schein
High Tech Innovations
Hocon Medical Gas
Hu-Freidy Manufacturing
Imtek Direct Marketing
Insiders Circle/1000 Gems
Instrumentarium/Suredex
Ivoclar Vivadent
Juice Plus
Kavo Dental Corp.
Kerr Corp.
Kodak/Practice Works
Kuwata Pan Dental Lab
Matsco
Mobile Handpiece Solutions
Moebius Technology Solutions
NEBCO
New England Practice Transitions
NobelBiocare
Orapharma
Orascoptic
Patterson Dental
Pentron Clinical Technology
Perioptix, Inc.
Planmeca, Inc.
Premier Dental Products
Primadent
Proctor & Gamble
Professional Sales Associates
RDH Temps
RGP Dental, Inc.
Risk Strategies Co.
Rose Micro Solutions
Rosen & Associates
Schumacher Dental
Sci Can, Inc.
Select Dental Staffing
Septodont
Sirona Dental Systems
Soma Technology
Sonicare
Sterngold
Straumann
Sunstar Americas
SurfCT.com
Sybron Endo
The Quality Life
Tri State Dental Supplies
Ultradent Products, Inc.
Vident
Vita Mix
Voco America
Yankee Dental Congress
Yodle, Inc.
York Dental Laboratory
Zila Pharmaceuticals
Zimmer Dental



Connecticut State Dental Association

835 West Queen Street, Southington, CT 06489

860.378.1800

www.csda.com