



MAY 13–15, 2027
ANAHEIM CONVENTION CENTER

2027

Exhibitor &
Sponsorship
Prospectus

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Answers to Common Questions

The following are answers to the most commonly asked questions. Please review this page thoroughly. If you have additional questions, please contact CDA at 916.554.4950.

Booth Application, Assignments and Notification

CDA works from a seniority point system when making booth assignments. Exhibitors are given one point per CDA meeting they exhibit at and for certain levels of advertising and sponsorships. First-round invitations to exhibit will be sent to previous and existing exhibitors and applications must be submitted online. Invitations and assignments are in order of seniority. Booth preference(s) noted on the application is used to guide in the assignment process. CDA cannot guarantee that preference(s) or previous booth location(s) will be assigned. CDA cannot guarantee that competitors will not be placed next to or near one another.

Exhibitors are contacted to review booth space availability on the basis of seniority for applications received by the deadline in the first-round. Subsequent applications received after the first-round deadline will be assigned on a date-received basis after completion of the first-round and seniority does not apply. Applications submitted after March 5, 2027, must include payment in full. Confirmation of space assignment will be emailed.

Booth space may not be reserved by phone, fax or email. Access the floor plan at cda.org/cdapresents to view your exact location.

Booth Fees

The cost of a 10' x 10' booth is \$6,350 inline, \$6,900 for a corner. Island space is \$76 per square foot and \$3,500 for a 5' x 10' Turnkey Kiosk.

Exhibit Space Includes

10'x10' booth space includes pipe and drape 8' high and 10' wide in back, standard ID sign with company name and booth number, company description and products and service listing in the exhibit hall floor plan and the event mobile app, 10 complimentary exhibit personnel badges per 10'x10' booth space.

Exhibitor Eligibility

Companies must certify that their representatives are officers or employees on the payroll of the company contracting for space. Nonmember dentists must be identified and be nonpracticing, full-time employees or officers of the company.

Sales on the Exhibit Floor

Sales are limited to the taking or accepting of written orders. Under no circumstances shall any delivery of goods or items be made. No cash or credit card sales are permitted at the show.

Transport and Setup of Booth

Union jurisdictions prevail over the operation of all material-handling equipment, unloading and reloading and handling of empty containers. Exhibitors may move material that can be hand-carried by one person in one trip, without the use of luggage carts, dollies, hand trucks or other mechanical equipment. This will be strictly enforced. Installation of exhibits or displays that require the use of hand tools, more than one person, longer than 30 minutes (including crating and uncrating) or exceed 10 feet in any direction, must be installed by union labor. One full-time company employee may supervise work by the union crew.

Exhibit Installation and Dismantle Hours

Space will be available for setup at 8 a.m. on Tuesday, May 11, 2027. Installation must be complete by 5 p.m. on Wednesday, May 12, 2027. Dismantle may only begin when the show closes on Saturday at 3:30 p.m., and must be complete by 3 p.m. on Sunday, May 16, 2027. For the safety of all attendees, aisle carpet removal followed by empty crate return will begin a half hour following the close of the show.

Advance and Direct Shipments

Advance shipments to the GES warehouse should arrive between Wednesday, April 7, 2027 - Thursday, May 6, 2027. Information for advance shipments is available in the GES exhibitor services kit.

Direct shipments to the exhibit site may arrive beginning Tuesday, May 11, 2027, and should be addressed to:

CDA Presents in Anaheim
Exhibiting Company Name, Booth#
c/o GES
Anaheim Convention Center,
Halls C-D
 1850 S. West St.
 Anaheim, CA 92802

Please note: The name of the show, name of the exhibitor and booth number must appear on each piece shipped. All payments for freight/drayage should be sent to Global Experience Specialists (GES).

Outbound Shipment

All outbound freight must be labeled and have a bill of lading. Bills of lading must be brought to the GES service desk at close of meeting and are not accepted before 3 p.m. on Saturday.

Important Dates and Deadlines

October 7, 2026 -
October 28, 2026

First-round application invitations are sent to existing exhibitors in order of seniority. First round applications must be submitted by specified deadlines in invitations, include booth deposit and are assigned exhibit space in order of seniority following the deadline. (Applications received after the deadline are not included in the first-round and will be assigned on a date received basis).

November 12, 2026 -
May 5, 2027

Applications are accepted and will be assigned in date order received after completion of first-round assignments and are based on availability. Submitted applications after March 5, 2027 must include payment in full.

Cancellation Policy

All cancellations or adjustments to booth space must be in writing and are subject

to the following amounts: On or before March 5, 2027 - The deposit of \$1,000 per 10'x10' booth space canceled or downsized is non-refundable and non-transferable. After March 5, 2027, booths will be assessed a 100% booth space penalty for cancellation or downsize and is non-transferable.

March 5, 2027

Deadline for

- Cancellation of booth space without 100 percent booth fee penalty
- Products and Services Listing update in the Exhibitor Portal
- Insurance Certificate Form
- Mandatory Approval Form
- Exhibitor Appointed Contractor Request Form
- New Products Form

April 21, 2027

Hotel reservation deadline

May 11, 2027

Booth personnel registration deadline

May 11–12, 2027

Exhibitor setup

8 a.m.–5 p.m., Tuesday, May 11, 2027

8 a.m.–5 p.m., Wednesday, May 12, 2027

May 12–15, 2027

Exhibitor registration

8 a.m.–5 p.m., Wednesday, May 12

7 a.m.–5:30 p.m., Thursday, May 13

8 a.m.–5:30 p.m., Friday, May 14

8 a.m.–2:30 p.m., Saturday, May 15

May 13–15, 2027

Exhibit hall hours and dates

9:30 a.m.–5:30 p.m., Thursday, May 13

9:30 a.m.–5:30 p.m., Friday, May 14

9:30 a.m.–3:30 p.m., Saturday, May 15

May 15, 2027

Dismantle of exhibit space may only begin when the show closes on Saturday at 3:30 p.m. and must be complete by 3 p.m. on Sunday, May 16.

Administrative Information

Show Management

California Dental Association
1201 K St., 14th Floor
Sacramento, CA 95814

Sandy Frank, Exhibits Manager
Phone 916.554.4950
Fax 866.593.3460
Email sandy.frank@cda.org

Sue Gardner, Director, Integrated Sales,
Sponsorships and Advertising
Phone 916.554.4952
Email sue.gardner@cda.org

CDA Housing Company

Maritz

Please help CDA secure the best hotel rates by using the CDA Housing Company, Maritz, to book your hotel reservations.

Official Service Contractor

Global Experience Specialists (GES)
Phone 800.801.7648
ges.com

Exhibiting companies will receive an Exhibitor Services Kit via email from Global Experience Specialists with complete information on booth furnishings, booth shipments, labor rates and other vital information prior to the show.

Show Colors

Grey and white drape
Grey aisle carpet

Exhibit Space Application Information

View the interactive floor plan online at cda.org/cdapresents

Space	Price
10' x 10' inline booth	\$6,350
10' x 10' corner booth	\$6,900
5' x 10' Turnkey Kiosk	\$3,500
Island space	Base price of \$76 per square foot
Conference room	\$3,500

As an exhibitor, you must agree to the following:

- Exhibit space applications must be submitted online. Booths shall not be assigned without an application and payment.
 - CDA will not guarantee that space requested will be assigned. Booths are assigned on the basis of seniority for first-round applicants. Subsequent applications received will be assigned in date order received after completion of first-round and are based on availability. Previous booth location and special requests will be considered but cannot be guaranteed.
 - Booth payment must be submitted with application for exhibit space. Application will not be processed until a payment is received by CDA.
 - **All cancellations or adjustments to booth space must be in writing and are subject to the following amounts:**
On or before March 5, 2027 - The deposit of \$1,000 per 10'x10' booth space canceled or downsized is non-refundable and non-transferable. After March 5, 2027, booths will be assessed a 100% booth space penalty for cancellation or downsize and is non-transferable.
 - Exhibiting companies must abide by the terms and conditions governing the CDA meeting as printed in the Exhibitor Prospectus. By applying for exhibit space, all company representatives agree to abide by the terms and conditions located on pages 18-23.
 - Exhibiting companies will receive an exhibitor service kit via email from GES with complete information on booth furnishings, booth shipments, labor rates and other vital information prior to the show.
- Please note: All booths must be carpeted.**

Applications and Assignments

First-round invitations are sent to existing exhibitors in order of seniority by October 28, 2026. Applications must be received by specified deadlines and assignments are processed in order of seniority and will complete by the end of January. Subsequent applications will be assigned after completion of first-round in date order received and seniority level will not be considered. Notice of space assignments will be sent by email when booth assignments are confirmed.

Booth Personnel Registration Instructions

Deadline: May 11, 2027

Exhibiting companies are provided up to 10 complimentary badges per 10' x 10' space for registration by May 11, 2027. Registrations over allotment and on-site registrations after the deadline are \$25 per person. Exhibitor badges do not grant access to continuing education courses.

Advance Registration

1. Register online by the May 11, 2027, deadline for complimentary allotment. Subsequent registrations over allotment are \$25 per badge.
2. Registrations after May 11, 2027, are \$25 per badge.
3. Revisions must be completed online through the registration link in the exhibitor resource center by May 11, 2027, or on-site starting May 12, 2027.
4. Badges will not be mailed in advance and will be available for on site pick up.

On-Site Registration

1. Exhibit personnel not preregistered by May 11, 2027, are subject to a \$25 on-site registration fee per person.
2. Registrants must bring current photo ID and company identification.
3. Exhibitor guests who register on site must be accompanied by a representative of the company and pay the \$25 on-site registration fee.
4. If you registered an employee who is no longer attending, you may send another representative in his/her place. The new employee must verify the name of the person no longer attending.

Exhibitor Registration — Anaheim Convention Center, Hall D

Companies must certify that their representatives are officials or employees of the company and on the payroll of the company contracted for the space. Non-CDA member dentists must be identified and be nonpracticing, full-time employees of the company.

All representatives who register on site must provide official documentation of their employment by the exhibiting company and pay the \$25 on-site registration fee. Parties seeking admission as exhibitors without these credentials will not be registered.

Badges are not transferable. Exhibitors desiring to change representatives shall make necessary changes online prior to May 12, 2027.

Any company failing to comply with the credential requirements may lose exhibit privileges and forfeit rental money. Exhibitors shall not extend invitations to visit their exhibits to anyone other than those properly registered. Note: Dentists may not be registered as guests.

Non-Exhibiting Dental Dealer/Manufacturer/Consultant

Dental industry representatives who are not exhibiting and would like to attend the tradeshow may register online at cda.org/cdapresents. The Non-Exhibiting Professional registration fee is \$400, guests are not permitted. Non-exhibiting dental representatives may not register as guests of other companies.

Mandatory Approval and Exhibitor Appointed Contractor Request Information

Mandatory Approval

Companies planning to use hanging signs, height or size variances, theater seating in booths, sound projection, celebrities, impersonators, mascots or other promotion activities must complete a mandatory approval form.

Forms must be submitted no later than March 5, 2027, and can be accessed in the exhibitor resource center.

Hanging sign request must include the maximum height desired from floor to top of sign and diagram of the booth.

These requests are not approved until you receive written confirmation from CDA. Exhibitors must bring confirmation on site.

Requests granted approval for a hanging sign are required to use the official contractor, Global Experience Specialists (GES), for assembly, hanging and dismantling of the sign.

Please include a signed copy of the mandatory approval request with your hanging sign order form to GES.

Exhibitor Appointed Contractor Request

Booths that cannot be set up by one person in 30 minutes without the use of tools must use union labor. Exhibiting companies that wish to obtain labor through an independent contractor must complete the exhibitor appointed contractor request form. Forms must be submitted no later than March 5, 2027, and are available in the exhibitor resource center.

Exhibitors who do not submit their request by this date must use show management labor. Please note: Notification must come from the exhibiting company, not the exhibitor appointed contractor. Requests

from exhibitor appointed contractor will not be acknowledged. An independent contractor should contact his/her client for service kit, booth number(s), floor plans or other information relating to the exhibitor's booth.

All outside contractors must forward a certificate of insurance to CDA by March 5, 2027. Outside contractors who have not submitted a certificate of insurance by that date will not be allowed in the exhibit hall.

In addition to notifying CDA, an exhibitor must advise Global Experience Specialists (GES) of their intention to utilize an independent contractor no later than March 5, 2027. Notification guidelines will be available in the GES Exhibitor Services Kit.

The following rules of conduct must be adhered to by all exhibitor appointed contractors. Exhibiting companies are responsible for notifying their contractors of these rules:

3. Solicitation of business on the exhibit floor is strictly prohibited. Violation of this rule will result in a minimum one-year suspension of privileges.
4. Exhibitor appointed contractors must provide CDA with a certificate of insurance by the March 5, 2027, deadline. Contractors who fail to meet the deadline will not be allowed in the exhibit hall.
5. Exhibitor appointed contractors must abide by the terms and conditions included in this Exhibitor Prospectus and the GES Exhibitor Services Kit.
1. All personnel must register at the security desk located at the freight entrance of the exhibit hall.
2. Exhibitor appointed contractors may not set up hospitality desks or otherwise utilize any part of the exhibit hall to conduct business other than the assembling and dismantling of the booths for which they have been contracted and approved.

Signs, Graphics and Logos

Hanging Sign Explanation and Diagram

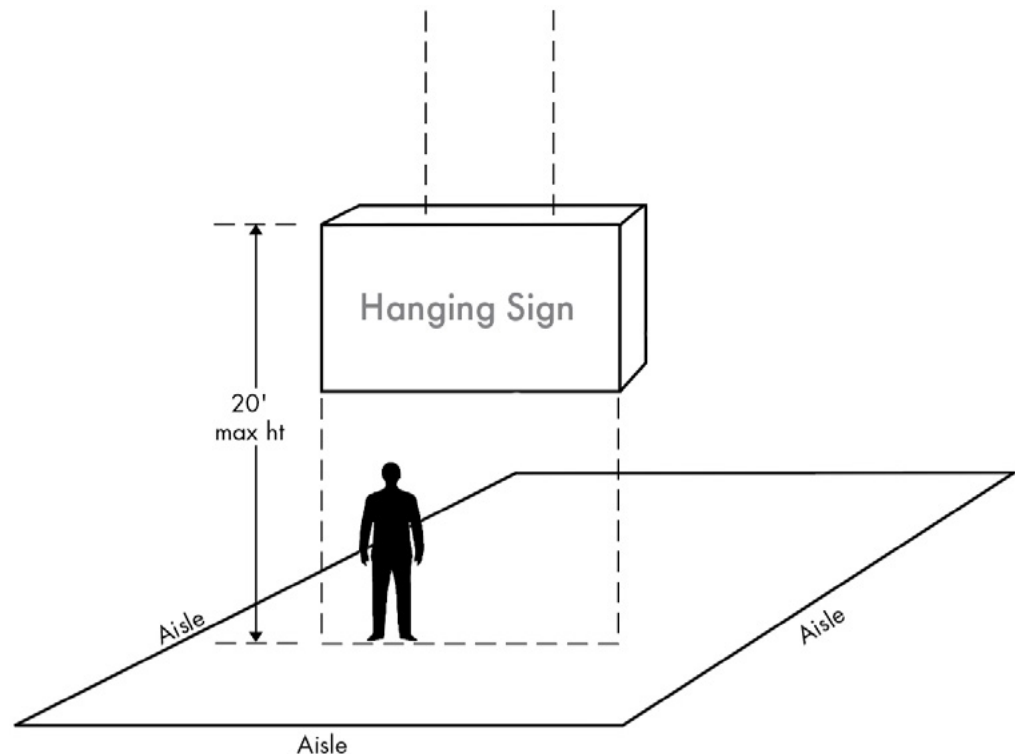
Exhibitors using hanging signs must receive written pre-approval from show management (Mandatory Approval and Exhibitor Appointed Contractor Request Information on page 8). Attachment to exhibit hall ceiling beams or trusses is permitted only through the official contractor, Global Experience Specialists (GES) and sign must be assembled and dismantled by GES. Additionally, only island, endcap/peninsula and standard booths against a wall will be considered for approval.

Hanging signs will not be allowed for inline booths, except for perimeter booths against a wall. Exhibitors may not hang signs that exceed 20 feet from the floor to the top of sign. Signs suspended over endcap/peninsula booths must be set back 5 feet from the back wall line of the booth.

Requests for approval of hanging signs and banners must be submitted to CDA show management by March 5, 2027.

Signage for Booths

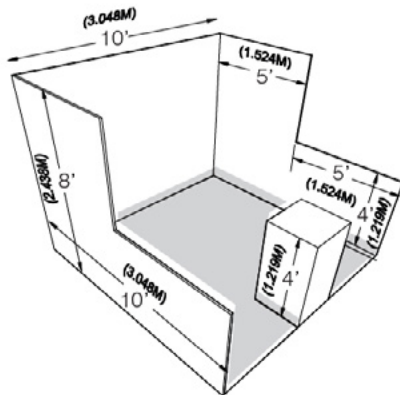
The placement of signs, logos, trademarks, advertising messages and other forms of company identification located within 10 feet of a neighboring booth must face into your exhibit space or directly toward the aisle. They cannot face into the neighboring exhibits adjoining or behind your booth.



Booth Definitions and Requirements

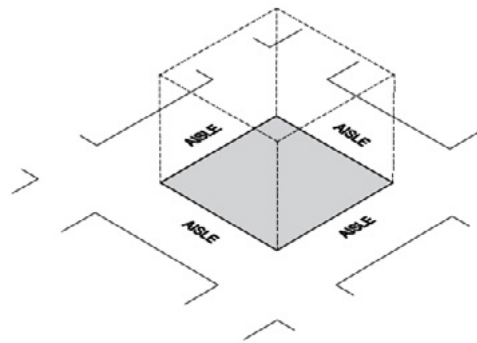
Linear/Standard Booth

All linear booths are 10'x10' (100 sq. ft.) unless otherwise noted on the floor plan. Booths have an 8' high draped back wall with 3' high draped side railings. Exhibitors provided backwall may not exceed 8' height and 5' forward from the back of the booth on either side. No object over 4' in height shall obstruct the front 5' sightlines of adjacent booths.



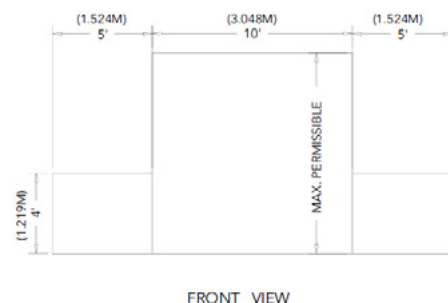
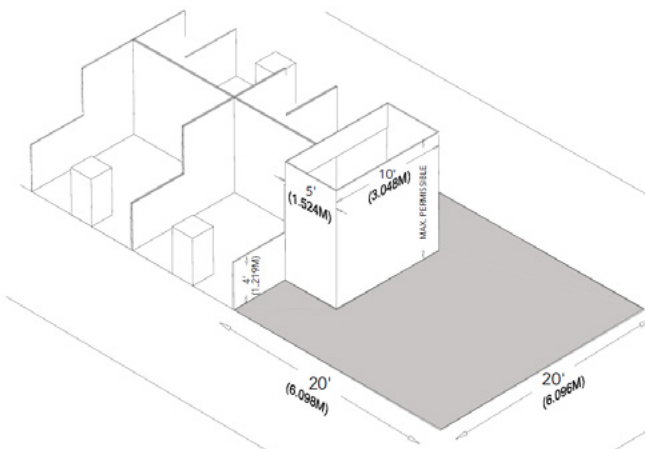
Island Booth

All island booths are an open area of exhibit space with aisles on all four sides. Design criteria for island booth setups are more lenient; however, all construction that includes walls that exceed 10' in width, blocks the view sight line of adjacent exhibits, including ceiling supports, signs and banners, decorative materials, etc. must have prior written approval from show management.



Endcap/Peninsula Booths

An endcap/peninsula booth is a grouping of two or more booths on the end of an aisle. An endcap/peninsula booth may not construct a back wall that exceeds 10' in height and must allow a 5' line of sight on both sides of the back wall. The remainder of the back wall shall not exceed 4' in height. No object over 4' in height shall obstruct the 5' sightlines of adjacent booths. The backwall facing into neighboring booths for an endcap/peninsula must be professional blank finish, it cannot contain any logos, graphics or advertising. Endcap/peninsula booths must be designed to be accessible from all three sides.



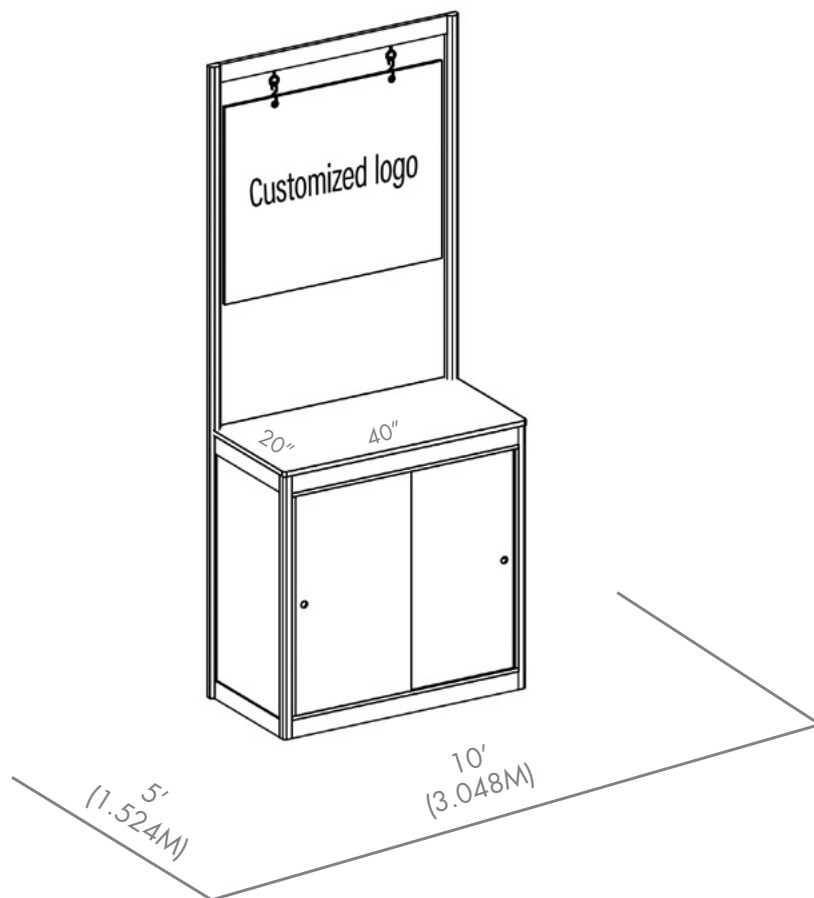
Exceptions to these regulations will not be made prior to the meeting or on site. Exhibitors will be required to adjust their booth accordingly on site if these guidelines are not followed.

Turnkey Kiosk

Turnkey Kiosks are a convenient option for start-ups, first-time exhibitors and companies with limited budgets to participate at CDA Presents. Simplify exhibit space logistics and prepare to connect with dental professional attendees.

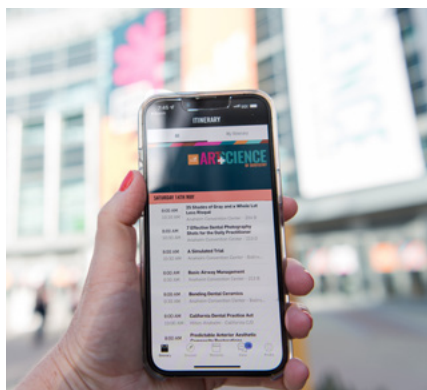
Kiosks include:

- 50 sq. ft. carpeted location, 1 stool, 1 wastebasket, electrical outlet (additional orders are at exhibitors' expense and must fit within the 50 sq. ft. perimeters)
- Cabinet with counter (all collateral must be confined to the kiosk countertop (40" x 20") and may be stored in the shelf below)
- Customized logo or graphic
- Exhibitors may set 1 portable banner, max size 38" w x 84" h.
- 3 complimentary exhibit personnel badges



Sponsorship Opportunities - Maximize Your Exposure

Stand out in Anaheim! Get attendees focused on your company. Banners, carpet decals, product displays, tote bag inserts, mobile app alerts and more draw attention to your brand and drive attendee traffic. CDA has sponsorships to fit every budget. These opportunities are exclusive to companies exhibiting at CDA Presents.



App Banners and Alerts

The CDA app has become a vital tool for attendees navigating the show. Attendees have everything from class schedules to exhibitor listings at their fingertips and advertisers have an innovative way to reach them. Opportunities include alerts, click-through banners and more.

\$500 Activity feed post
\$1,500 Rotating banner
\$1,500 Push notification



Banners

What's the first thing attendees see as they enter the convention? Well, it could be your banner. Put your company brand front and center when you sponsor expansive banners in the Convention Center lobby. Multiple opportunities available.

\$9,000

Community Social

Be a part of CDA's celebration at the meeting. You will have high-profile exposure at an event attended by CDA members, leaders, speakers and other VIPs.

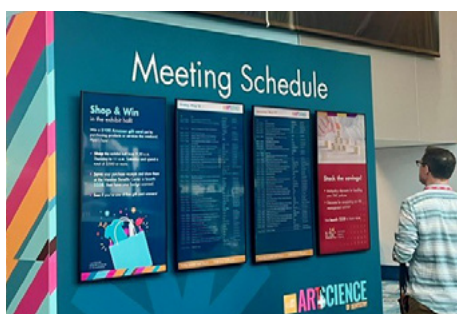
Starting at \$5,000



Digital Daily Agenda

Digital monitors illuminate the CDA Presents meeting schedule displaying lecture and workshop information. One monitor exclusive to sponsor's message.

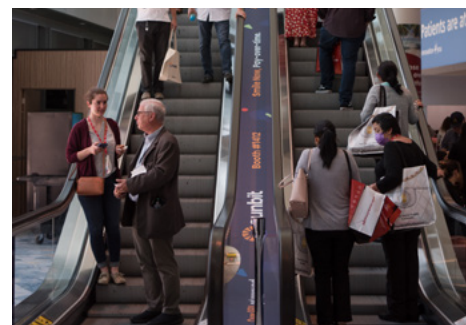
\$7,000 Exclusive



Column Wraps

Stand out in a big way when you put your banner around one of the columns in the Convention Center. This is a can't-miss opportunity.

\$6,000



Escalator Signage

Need a better way to manage the ups and downs of marketing? Get in front of attendees throughout the day as they travel between C.E. courses and the exhibit hall in this highly visible locale.

\$20,000



Door Clings

For a unique way to create a first impression, wallpaper your message and/or logo on the interior of the Convention Center entrance doors.

\$17,000 Exclusive





Maximize Your Exposure



The Spot - Educational Theater

This contemporary lounge in the exhibit hall is The Spot to learn, network and have fun. Attendees can earn C.E., see new products, relax and recharge. You get the opportunity to present a new or award-winning product, mini-presentation or hands-on product demonstration.

\$2,000 per 1 hour presentation



Aisle Signs

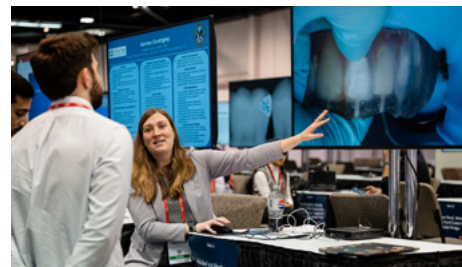
Get your signage on the show floor in this highly visible spot on the bottom of each aisle number sign. Blanket the hall with your message.

\$20,000 Exclusive

Table Clinics

Participants include dental and auxiliary students as well as military clinicians. Averaging approximately 1,500 spectators earning C.E., you can make an impression with the future of the profession. Sponsor recognition on signage at Table Clinics, promotional materials and company representative at awards ceremonies.

\$8,000 Exclusive



Corporate Forums

As a show sponsor, you can present your educational course and speakers in conjunction with our continuing education program (certain conditions and approval required) and CDA will promote the program in meeting materials. This popular sponsorship opportunity allows you to reach attendees in an educational setting. Sold on a first-come, first-served basis.

\$10,000



Product Placement Stations

Exclusive right to set up product placement stations in the exhibit floor restrooms. This popular sponsorship is a great way to promote your product directly to attendees, including signage.

\$11,000 Exclusive



Carpet Decals

Eye-catching large 8' x 8' adhesive graphics in high-traffic registration area at front of exhibit hall.

\$8,000

Tote Bag Inserts

If you can't be on the outside of the tote bag, the next best thing is to be inside. This key placement is great for coupons, drawing cards, samples or anything to help drive traffic to your booth.

\$5,000



Registration Confirmation Banner Ad

Exclusive banner ad with hyperlink in email confirmations to thousands of attendees. Attendees receive multiple emails with registration details.

\$5,000 Exclusive





Maximize Your Exposure

Registration Badges

Get front and center with every attendee as you gain exclusive rights to advertise on the reverse side of all attendee name badges.

\$17,000 Exclusive



Hotel Key Cards

Statistics show that attendees look at their hotel room keys at least 10 times a day, and that's 10 times they'll be seeing your message.

\$19,000 Exclusive



Shuttle Buses

Get far-reaching exposure by sponsoring the shuttle buses that provide daily service from parking areas and hotels in the CDA block. Includes signage on bus exteriors, and you can even play your video message on board.

\$5,000 per bus/2 bus minimum

Banner Ads in CDA Daily Show Email

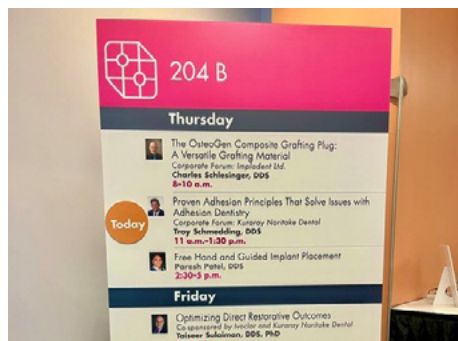
Include your digital banner ad in CDA's targeted communication to attendees promoting daily programs, events and highlights.

\$1,500

Continuing Education Process

This in-demand sponsorship provides maximum exposure in support of continuing education. Great sponsor logo recognition in key areas including the C.E. Pavilion in the exhibit hall and numerous meeting room program schedule signs on the second and third levels of the convention center.

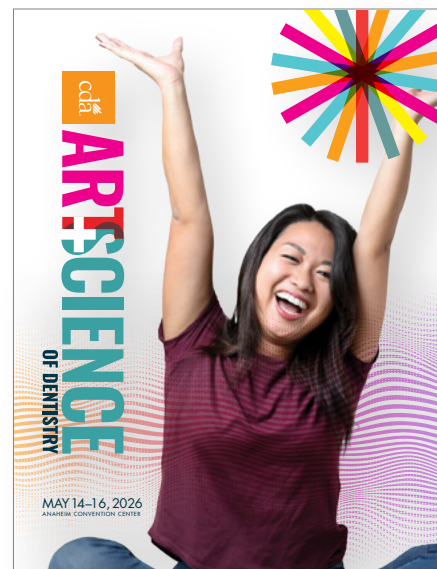
\$12,000 Exclusive



Attendee Headshots

Your brand, their best shot. Sponsor the headshot area, a complimentary photo op for attendees seeking professional headshots. Located at the CDA Member Benefits Center in the exhibit hall, sponsors are recognized for their support on signage and marketing campaigns promoting this opportunity.

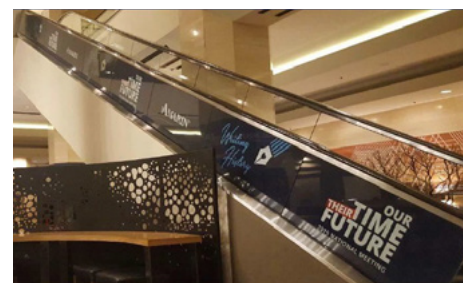
\$5,000



On-Site Program Advertising

With a course schedule-at-a-glance, exhibitor listing, maps and key show information, the streamlined on-site program is the ideal channel to drive traffic to your booth.

\$3,500 Full-page color advertisement



Escalator Graphics Hilton Hotel

Highlight your brand at the headquarters hotel, the Hilton Anaheim. Showcase your logo and/or message on highly visible escalators leading from the popular lobby bar area up to the 2nd floor meeting rooms, navigating the way for dental professionals to attend CDA Presents courses.

**\$15,000/two sides or
\$8,000/one side**

Maximize Your Exposure



Spark Park

Situated in Hall D, the Spark Park is a redesigned area that brings a vibrant, organic feel to the exhibit hall. Attendees move through activations that assess their learner type, introduce them to new products, and deliver innovative education, workshops, and more. The Product Playground and Spark Innovation Theater offer high-quality spaces to showcase your brand.

Welcoming areas invite attendees to rest and recharge in sponsored lounges, unwind with a massage in the Wellness Space, grab a complimentary snack, and hang out and snap photos in the Community Space.



The Spark - Innovation Theater

- Dynamic education theater with presentations focused on technology, artificial intelligence, digital dentistry, research, and dental innovation.
- Providing a high-production space with full stage LCD screen and second large screen for increased visual impact of presentation content.
- Sponsorships include a social media collaboration for increased visibility and expanded course marketing.
- Sponsorships can be bundled with the Product Playground to create a dedicated experience for your attendees.

\$3,000 per one hour presentation

Maximize Your Exposure



Product Playground

The Product Playground at CDA Presents offers a new way to showcase cutting-edge products and innovative technologies available at your booth. Exhibitors are invited to showcase new product launches with time dedicated for sponsors to host press releases and film social media promotions.

Product Playground Display & Graphic Signage - located in the Spark Park near front of exhibit hall D

- Products displayed on high-end tabletops or floor space for larger equipment
- Large double sided sponsor wall graphic signage

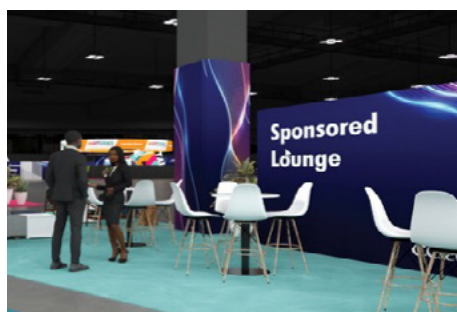
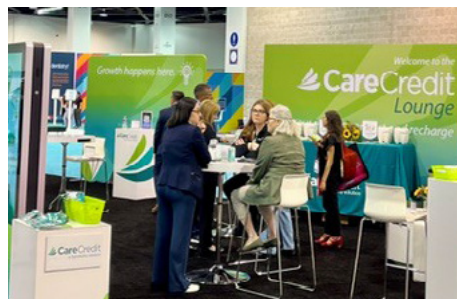
Product Playground Display - \$1,000

Product Playground Sponsor Wall Graphic - \$3,000

Lounges

Welcoming areas encourage attendees to rest and relax at sponsored lounges. Showcase your company with high end signage inside the hall, display collateral to expand your reach, or get creative with a branded social media moment that brings attendees back to your booth.

\$5,000



Promote New Products at no cost!

Get exposure for new products released within the last 12 months prior to the show. Have your company name, product name and booth # displayed on signage. Submit your [New Products Form](#) in the exhibitor portal by March 5, 2027.

Exhibitors are encouraged to bring new product press kits to our press registration booth and CDA will make them available to on-site media representatives.

Maximize Your Exposure

Engagement Area

Position your brand at the center of attendee engagement with this interactive experience. Sponsorship includes exclusive branding alongside a feature activity designed to encourage participation, spark conversations and create memorable moments for attendees throughout the convention.

\$2,000



Wellness Space

The Wellness Space is CDA Foundation's way of giving back to attendees. Featuring refreshments, snacks, and complimentary chair massages, the space gives attendees a moment to breathe. Support attendees and the CDA Foundation by sponsoring.

\$2,000



Career Accelerator

Position your company as a trusted advisor to the next generation of dental professionals. Target early career dentists with 1-hour workshops and personalized coaching sessions covering diverse practice models, emerging opportunities and long-term professional success strategies.

\$2,000



Career Pathways Fair

Highlight your company, office, or staffing agency during the Career Pathways Fair. Designed for dental students, new graduates and dentists exploring career options, companies are invited to network and promote their opportunities and services.

\$2,000



Boost your brand awareness and target your products and services.

Contact Sue Gardner,
Director, Integrated Sales.

916.554.4952
sue.gardner@cda.org

Spark Park Pop-Ups

Connect with attendees as they enjoy daily pop-up surprises in the exhibit hall. Experiences include milk & cookies and coffee cart stations. Sponsor recognition signage included.

Pop-ups can be bundled with sponsored lounges to increase brand visibility.

\$3,500



Exhibitor Terms and Conditions

Enforcement

The exhibition terms and conditions below are to ensure order and fairness to all exhibitors during the CDA exhibition. By applying for and accepting exhibit space, you agree to abide by these terms and conditions.

CDA exhibitors who violate any of these terms and conditions will be subject to the following sanctions:

First violation: loss of current show seniority point.

Second violation: loss of half of accrued seniority points.

Third violation: loss of all accrued seniority points.

Fourth violation: possible forfeiture of exhibit privileges.

CDA reserves the right to revoke exhibit privileges at any time.

Seniority Points

For companies that have previously exhibited at the CDA meeting, one point is given for each show exhibited. Points are also added for certain levels of sponsorship and advertising. When an exhibiting company acquires another exhibiting company, the larger seniority point number is utilized. Seniority points of individual companies are not combined. Seniority points are not affected when a company acquires the product of another company.

Acceptability of Exhibitors

Exhibition is restricted to companies that are in good standing with CDA. CDA is under no obligation to extend application privileges to any company regardless of whether said company has exhibited at past meetings. Products and services exhibited must be scientific in nature and/or directly related to the dental industry. Products that fall

under FDA guidelines must have FDA certification to exhibit. Exhibitors must comply with all laws and regulations applicable to the manufacturing, distribution, advertising and sale of the products and services exhibited. Exhibitors may not display any product or distribute advertisements for any product or service that infringes any patent, copyright, trade secret or other proprietary right of any person or entity. Each exhibitor must execute a contract for the right to use the space allotted. CDA shall be the sole judge as to acceptability of exhibits.

New exhibitors are required to submit proof of products and services with application for exhibit space. Companies falsifying products and services will have their booth closed and be escorted from the meeting. No refund will be issued and company will not be permitted to exhibit at future meetings.

Subletting Space/Booth Sharing

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

Solicitation by Non-Exhibiting Companies

Solicitation by non-exhibitors is prohibited. Firms and representatives not assigned exhibit space are prohibited from soliciting business in any form at the Anaheim Convention Center and all official CDA hotels. Violators of this prohibition will be required to immediately leave the convention center or hotel.

Cancellation

In the event that the CDA Presents exhibition must be canceled, postponed or relocated on account of acts of God, war, government regulation or advisory, disaster, fire, earthquakes, accidents or other casualty, strikes or threats of strikes, civil disorder, acts or threats of terrorism, government retaliation against foreign enemies, curtailment of transportation services or facilities, the unavailability of the Anaheim Convention Center, lodging or other necessary facilities, or other causes beyond CDA's control, the exhibitor waives any and all damages and claim for damages, and agrees that the sole liability of CDA will be to return to each exhibitor the exhibitor's rental payment.

Hold Harmless

To the fullest extent permitted by law, the exhibitor agrees to indemnify, defend and hold harmless CDA, its subsidiaries and affiliates and their respective directors, officers, members, employees, agents and representatives, and each of them ("Indemnified Party"), from and against any and all claims, demands, defense costs, liability, expense or damages of any kind or nature arising out of or in connection with the exhibitor's use of exhibit space, or arising out of any act of exhibitor or any of exhibitor's employees, agents, contractors, representatives, guests or invitees. Such indemnification shall be effective regardless of any claim of negligence on the part of any Indemnified Party. The provisions of this paragraph shall survive any termination or expiration of these terms and conditions and the application.

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Booth Allotment

Booth space shall be allocated by seniority in the first round. After completion of the first-round, booths will be assigned in date order received. Requests for previous booth locations will be considered but cannot be guaranteed. Receipt of application does not guarantee acceptance or booth assignment. Allocation of exhibit space shall be solely at the discretion of CDA. There is no guarantee that requested spaces shall be assigned. Application for booth space must be made online with payment included. Applications will not be processed until a payment is received by CDA. Booths cannot be reserved by phone or email.

Exhibit Space Provision

In addition to the exhibit space, the California Dental Association shall provide each space with a standard draped booth with 8-by-10 draped back wall, side railings and name sign without additional charge. No allowance will be made for facilities not utilized. CDA strives to provide a safe and comfortable environment for exhibitors, members and guests. CDA will not provide compensation for conditions that arise from mechanical failure or additional circumstances that are beyond our control such as air conditioning, heating or other environmental controls. Booth relocation to unsold or vacated space will not be made on-site.

Service Contractor

Exhibitors who have been assigned booth space will be forwarded a service kit, via email from Global Experience Specialists (GES), by email prior to the show. This kit will include information on booth furnishings, carpet, booth shipments, booth design and setup, electrical service and other services

available from the service contractor and CDA's official vendors.

Union Regulations

Union labor will be required for certain aspects of your exhibit handling. To help you understand the jurisdiction the various unions have, we ask that you familiarize yourself with the following regulations:

Exhibit Installation/Dismantling

Union jurisdictions prevail over setup and dismantling of exhibits including signs and laying of carpet. This does not apply to the unpacking and placement of your merchandise. Any installation of exhibits or displays that requires the use of hand tools, more than one person, longer than 30 minutes (including crating and uncrating) to install or exceeds 10 feet in any direction, shall be installed by union labor. One full-time company employee may supervise work by the union crew.

Material Handling

Union jurisdictions prevail over the operation of all material handling equipment, all unloading and reloading and handling of empty containers. **An exhibitor may move material that can be hand-carried by one person in one trip, without the use of dollies, hand trucks or other mechanical equipment, including rolling luggage.**

Truss and Lighting

GES is responsible for supervision, assembly and removal of truss assemblies for lighting, audiovisual equipment and special effects. All power, electrical labor orders and additional requirements for such equipment must be placed through GES as the electrical contractor. Your

representative may be present during the assembly or the installation/removal of your truss and lighting.

Exhibitor Appointed Contractors

Companies that wish to use an independent contractor must submit a letter of intent, by completing the Exhibitor Appointed Contractor Request Form, to CDA along with a certificate of insurance for the independent contractor by the date specified in the Exhibitor Prospectus. Exhibitors that have not sent notification by that date must use show management labor.

Please note: Notification must come from the exhibiting company, not the independent contractor. Any requests coming directly from the independent contractor will not be acknowledged.

Installation and Dismantle

Space will be available for setup at 8 a.m. on Tuesday, May 11, 2027. Installation must be complete and all empty containers must be removed by 5 p.m. on Wednesday, May 12, 2027. **Dismantle may only begin when the show closes on Saturday, May 15, 2027, and must be complete by 3 p.m. on Sunday, May 16, 2027. For the safety of all attendees, aisle carpet removal, followed by empty crate return will begin 30 minutes following the close of show. If dismantle is not complete by 3 p.m. on Sunday, show management may order labor at the exhibitor's expense.**

CHILDREN ARE NOT PERMITTED on the exhibit floor at any time, UNDER ANY CIRCUMSTANCES during installation and dismantle. Hazardous materials and substances must be removed by

Exhibitor Terms and Conditions

the exhibiting company from the exhibit hall at the close of the show. Failure to do so will result in the imposition of a removal and disposal fee. Unidentifiable substances will be treated as hazardous and charged accordingly.

Abandonment of Space

Any space not claimed and occupied two hours prior to the show opening will revert back to CDA without refund. All booths must be staffed by an authorized company representative during all show hours. Each exhibit must be open for the full duration of official show hours and must be closed at all other times. Invitations to participate in future CDA meetings will be withheld if booth space is abandoned.

Admission Credentials

All members of an exhibit staff must be full-time employees of the exhibiting company or must be employed for the duration of the exhibit. A dentist may not be registered as an exhibitor unless he or she is an officer of the company or a full-time (nonpracticing) employee. Furthermore, dentists, hygienists, dental assistants or laboratory technicians may not be registered as guests. Exhibiting companies may not register any representative of their companies as a dental professional if that individual is not a dental professional or does not meet the guidelines stated above. Exhibiting companies that do not follow these guidelines will forfeit their rights to exhibit and will be charged the applicable registration fees for all personnel who obtain entry in violation of the rules of admission. Exhibit personnel and guests not preregistered by the designated deadline must register on site and pay a \$25 on-site registration fee. Badges are the property of show management and are not transferable. Properly badged exhibitors

will be admitted to the exhibition hall one hour prior to the show opening and may remain one hour after the show closing each evening. Guests will not be permitted in the exhibit hall during nonshow hours. Any company circumventing the rules of admission will forfeit its exhibit privileges without refund and will be excluded from future invitations to exhibit. CDA reserves the right to refuse any exhibitor, guest or attendee admission to the meeting.

Childcare Guidelines

Strollers are not permitted on the exhibit floor at any time, including set up and dismantle days. A stroller check is available in the registration area during show hours. Children younger than 10 are permitted on the exhibit floor during family hours, Thursday – Saturday, 9:30 a.m. to noon.

Exhibitor Conduct

CDA maintains a strict code of conduct prohibiting discrimination, harassment, and unsafe or aggressive behavior. No exhibitor or representative of an exhibitor working in its booth, including models, demonstrators, impersonators or talent (collectively, Representatives") shall behave in a manner that is disruptive, unsafe, unprofessional or offensive to decency or good taste in the sole judgment of CDA staff. Exhibitors must conduct themselves in a professional manner and must maintain a professional appearance and demeanor. All exhibitors and their Representatives must be modestly clothed. Excessively revealing attire is not permitted. All exhibitors and their Representatives must remain in the exhibit space assigned. They may not circulate in public spaces, aisles or the registration area. Undignified methods of attracting attention are prohibited. Exhibitors and their Representatives

may not enter, photograph or videotape the exhibit space of another exhibitor without written permission from the latter. Smoking is prohibited in the Anaheim Convention Center at all times. This includes electronic cigarettes and vaping. Exhibitors are responsible to ensure that all Representatives working in their booths abide by all exhibitor terms and conditions. CDA show management reserves the right to immediately remove, expel or ban exhibitors without refund who, at CDA's sole discretion, violate event policies, infringe on the rights or safety of others or violate applicable laws, regulations or codes.

Exhibit Operation — Sales and Promotional Activities

Exhibitors are responsible for the cleanliness of their booths.

Demonstrations and all other activities must be confined to the limits of the exhibitor's booth.

Aisles must not be obstructed at any time. Exhibitors may not conduct activity of any kind that leads to the congestion of aisle traffic. If you intend to give away items that will attract large numbers of attendees, please purchase your booth space accordingly. You will be required to keep the line of attendees to a minimum and within the purchased booth space only.

The use of megaphones, loudspeakers or undignified tactics is prohibited. Sound projection equipment or any other type of sound or noisemaking apparatus must receive advance approval in writing from show management and must not infringe on adjacent exhibits. If written approval is received, the decibel level must not exceed 85 as stated in Section 29 of Federal OSHA Regulation 1910.95,

Exhibitor Terms and Conditions

applicable to trade shows. Decibel readers will be used to monitor all approved sound projection equipment. If the level exceeds the maximum level allowed, you will be required to adjust the decibel level accordingly. Audio speakers must be directed into purchased exhibit space. If multiple warnings are given, previous approval to use the sound projection equipment will be revoked. Live music is prohibited in the exhibit hall. Exhibitors may not perform experimental procedures, demonstrate intraoral techniques or otherwise practice dentistry on patients in the convention hall.

Exhibitors may not promote or offer continuing education credits for any demonstration or lecture given in the exhibitors' booths.

Giveaways, magazines, merchandise and souvenirs may be distributed only within an exhibitor's booth. Promotional campaigns, prior to the meeting or on site, must not misrepresent CDA's involvement (e.g., no prominent use of CDA's name or logo that might indicate CDA's involvement or approval of promotion). Distribution of alcoholic beverages is prohibited. Distribution of promotional materials that detract from the professional and educational purposes of the show is prohibited.

Placing advertisements outside of the exhibitor's booth is prohibited, unless a sponsorship has been purchased through CDA to do so. This includes advertisements in non-CDA approved publications that are distributed outside the booth space. Exhibitors may not hang banners, post signs or have vehicles displaying company logos anywhere outside of their assigned booth or outside of the exhibit hall visible to show attendees. Advertisements, banners, logos and the like on

vehicles, trailers, carts, crates or other items parked or left within one mile of the exhibit hall visible to show attendees shall be covered with opaque material at the exhibitor's expense. CDA reserves the right to have any vehicle or item covered or removed, at the exhibitor's expense, if any violation of these rules occurs. Advertisements by exhibitors shall not include information that is false or misleading.

HELIUM BALLOONS ARE NOT PERMISSIBLE AS PART OF DECOR OR AS HANDOUTS.

The California Dental Association reserves the right to decline or prohibit any exhibitor or any part of any exhibit or proposed exhibit that is not suitable or in accordance with the ethics of the dental profession. CDA staff shall be the sole judge of suitability of exhibitors and exhibits.

Sales or other transactions by the exhibitor shall be limited to the taking or accepting of written orders, and under no circumstances shall any delivery of goods or items be made or shall any cash or credit card transactions be permitted in the exhibition area.

Exhibitors may not host or sponsor any event off the show floor during exhibit hours without prior written approval from the California Dental Association. Upon approval, the exhibitor must clearly state in all publicity for its event that it is not sponsored or endorsed by CDA. Any exhibitor in violation of this policy will be subject to a loss of seniority points.

Photographs, audio recordings and videos may be taken during the meeting by CDA and approved

media representatives. By registering for the meeting, exhibitors and attendees grant to CDA and approved media, and their respective legal representatives, agents and assigns the irrevocable right and permission to use any such photograph, audio recording and video taken during the meeting, for any purpose whatsoever, including (but not by way of limitation) news reporting, promotion and advertising and trade, in any medium or context now known or later developed, and to use the exhibitor's and attendee's name in connection therewith, without further authorization.

Food and Beverage

Aramark is the official caterer of the Anaheim Convention Center. Outside food and beverage of any kind is not permitted. Exhibitors may host promotional events in their exhibit space with alcoholic beverage service during the last two hours of the tradeshow upon prior written approval of the California Dental Association. Popcorn is not permitted in the exhibit hall.

Mandatory Approval

Companies planning to use hanging signs, height or size variances, theater seating in booths, sound projection, celebrities, impersonators, mascots or other promotion activities must complete a Mandatory Approval Form. Requests are not approved until written confirmation from CDA is received. Exhibitors must bring confirmation on site.

Laser Exhibiting

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

- Lasers must be operated only within a suitably enclosed space with the

Exhibitor Terms and Conditions

appropriate protective eyewear available for any personnel staffing the booth and attendees who will be viewing/operating the laser.

- All demonstrations of CO₂ lasers must be conducted in clear plastic boxes with all sides enclosed, including the top.
- Appropriate plastic colored cubicles must also be available for any other type of laser being used, particularly dye and argon lasers.
- Adequate warning signage of laser usage with the appropriate wavelength being used must be posted.
- No laser equipment may be left unattended in operable condition. A staff member must always be present at the booth during show hours.
- **Important note:** A description of each piece of laser equipment and its safety features must be submitted to CDA. Failure to submit this description will result in the denial of the lasers to be shown/demonstrated or the denial of exhibit space.

Booth Construction

Nothing shall be constructed, built, installed or used as part of or in connection with an exhibit that does not conform with the requirements of federal, state and municipal laws, ordinances and regulations. Rules of Anaheim Convention Center management must be observed and obeyed. Booths must be assembled and displayed in a professional manner. Any variance from the following size restrictions must be requested in writing to show management no later than March 5, 2027 prior to move in and must receive written confirmation from show management. The booth back wall

height may not exceed 8 feet including signs, electrical lighting holders or other display items. Rear side walls must be 8 feet or lower and may extend no further than 5 feet from the back wall. Booth dividers may not exceed 3 feet in height. No construction is allowed on the sides of any booth that would obstruct the line of sight of adjacent booths. Open or unfinished visible sides of exhibits must be covered so as not to be unsightly or objectionable to other exhibitors. Signs must be made professionally. No sign may be placed outside the booth area in doorways, hallways or aisles.

The placement of signs, logos, trademarks, advertising messages and other forms of company identification located within 10 feet of a neighboring booth must face into your exhibit space or directly toward the aisle. They cannot face into the neighboring exhibits adjoining or behind your booth. Two-sided signs that extend above 8 feet are prohibited, unless island or peninsula booth space has been purchased and written approval has been received. Nails, tacks, tape, stickers and other materials may not be used on columns, walls, floors or other parts of the building. Exhibitors may not apply paint, lacquer or any other coating to the building, columns or floors. Floors must be protected against all damaging substances, including tape, that leave residue and all booths must be carpeted.

Endcap/Peninsula Booths

Two or more booths on the end of an aisle may not construct a back wall that exceeds 10 feet and must allow 5 feet on either side of the back wall. See illustration on page 10.

Island Booths

Design criteria for island booth

setups are more lenient; however, all construction that includes walls that exceed 10 feet in width must have prior written approval from show management. In addition, approval must be received for any booth construction that might block the view sight line of adjacent exhibits, including ceiling supports, signs and banners, decorative materials, etc.

Hanging Signs

All hanging signs must be pre-approved and receive written approval from show management. (You must complete the Mandatory Approval Form to request approval.) Hanging signs will only be permitted for island, peninsula and standard booths against a wall. Hanging signs will not be allowed for in-line booths, no exceptions. Booths may not hang signs that exceed 20 feet from the floor to the top of the sign. Signs suspended over endcap/peninsula booths must be set back a minimum of 5 feet from the back wall line of the booth. Any hanging signs that do not have written approval will be removed at the exhibitor's expense.

Plumbing Services in Booths

In the interest of exhibitor and attendee safety, plumbing service may not provide drain lines across pedestrian areas, whether inside or outside of the booth. Drain lines must be located next to the columns that contain the facility drains. If not, the drained off water will be diverted to a GES provided holding tank to be pumped out by GES technicians periodically during the event or GES will provide a pumping system to empty the holding tank up and over to a remote drain. These will be additional services above and beyond the standard plumbing prices in the GES Exhibitor Services Kit and will be the exhibitor's responsibility.

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Containers/Storage

Exhibitors may not store packing crates and boxes in their booths during the show. Containers must be marked properly by the time indicated in the exhibitor services kit, clean floor policy, and will be returned after the show close. Exhibitors may not store literature, cartons or other supplies behind their booths. Crates, boxes and other exhibit materials unclaimed by the exhibitor after the show will be removed at the exhibitor's expense.

Security

Reliable security individuals will be provided to guard the exhibit hall on a 24-hour basis. The California Dental Association assumes no responsibility for the loss or theft of exhibit material or merchandise and urges exhibitors to take every security precaution and coverage to prevent loss. Safety containers can be rented through the service contractor should you require them. Security for individual booths is available in the exhibitor service kit.

Liability Insurance

Exhibitors shall provide CDA with a Certificate of Insurance showing no less than \$1,000,000 of general liability insurance coverage in effect through May 16, 2027, evidencing all of the coverages and additional insureds. CDA and the Anaheim Convention Center will not be responsible for damage or loss to any property belonging to the exhibitor or used in connection with its exhibit, including the shipping containers brought into or used in or about the convention center or for any acts or omissions of the exhibitor, its employees, agents or representatives.

Fire Department Regulations

The regulations of the city Fire Department MUST BE OBEYED. All

heat-producing or open-flame devices shall be operated only after obtaining a permit from the Fire Department. Application for permit shall be made 10 days in advance of the show and be accompanied by the appropriate permit fee. (An application will be included in the service kit provided by GES once you have been assigned a booth.) Decorative materials are required to be flame retardant. This requirement is applicable to curtains, banners, valances, hay, straw and similar decorative materials. It also includes canvas tents, canopies and awnings. A copy of the California state fire marshal flameproof certificate must be available in the event of inspection by a Fire Department representative to verify that the approved treatment has been applied or the materials must be removed prior to the show opening. Access to all fire equipment and pipes must be kept clear. Complete Fire Department guidelines will be included in the kit from the service contractor, and all exhibitors are expected to be aware of them.

Non-Endorsement

The exhibiting of products at any California Dental Association meeting does not constitute endorsement by the association of the products so exhibited.

CDA Presents Exhibitor Logos

Exhibitor is granted a limited, revocable non-exclusive license to use CDA Presents exhibitor logos (exhibitor social media toolkit available online) solely in connection with Exhibitor's use of exhibit space at CDA Presents, subject to the terms and conditions set forth below. In no event shall Exhibitor use the logos in a manner that states or implies endorsement of Exhibitor (or Exhibitor's products or services) by CDA. The logos are the sole and exclusive property of CDA. The logos

may not be revised or altered in any way and must be displayed in the same form and colors as provided by CDA. Notwithstanding the foregoing, all uses by Exhibitor of the logos shall be subject to the prior approval of CDA. Without further notice, CDA reserves the right to prohibit use of the logos if it determines, in its sole discretion, that Exhibitor's use, whether willful or negligent, is not in strict accordance with the terms and conditions of this license, or otherwise could discredit CDA or tarnish its reputation and goodwill.

First Aid/Reporting of Injuries

A first-aid room is located in the Anaheim Convention Center and a registered nurse is on duty during convention hours. If an attendee or exhibitor is injured near your exhibit space, please report the incident immediately to CDA Show Management or Security personnel.

Animals

Animals, other than guide, signal or service animals, are not permitted in the Anaheim Convention Center without the prior approval of CDA Show Management. Sanitary needs for guide, signal or service animals are the responsibility of the attendee.

Any violation or variance from the above stated terms and conditions may result in a loss of exhibiting privileges and/or a loss of seniority points.