

# MIDWEST DENTAL CONFERENCE AND ALUMNI MEETING

April 13-16, 2023



**EXHIBITOR  
PROSPECTUS**

# Celebrating 100 YEARS

OF THE MIDWEST DENTAL CONFERENCE AND ALUMNI MEETING!  
 APRIL 13 - 16, 2023 / WITH EXHIBIT HALL OPEN FROM APRIL 14 - 15

The **Midwest Dental Conference (MDC)** is the largest conference held by a dental school and alumni organization in the country. We invite you to participate as an exhibitor on Friday and Saturday, April 14 and 15, 2023. This year, we're celebrating **100 years of the Midwest Dental Conference and Alumni Meeting!**

The conference features four days of continuing education courses led by renowned speakers, hands-on workshops, the annual Pouring From the Heart fundraising gala, class reunions, professional partners and more. Exhibitors can reach more than 3,000 dental professionals, and with alumni from across the country, concentrated in Arkansas, Hawaii, Kansas, Missouri, New Mexico and Oklahoma, the regional reach of the **Midwest Dental Conference** offers an exceptional platform for your business.

### Exhibit Hall Schedule: NEW HOURS

#### Thursday, April 13, 2023

Exhibitor Move-In: Noon-6 p.m.

#### Friday, April 14, 2023

Exhibitor Move-In: 8-9 a.m.  
 CE Sessions: 9 a.m.-Noon and 2-5 p.m.  
 Exhibit Hall Open: 9 a.m.-5 p.m.  
 Exhibit Hall Lunch Break: Noon-2 p.m. (boxed lunch available for purchase)  
 100th Anniversary Celebration: 5-6:30 p.m.

#### Saturday, April 15, 2023

CE Sessions: 9 a.m.-Noon and 2-5 p.m.  
 Exhibit Hall Open: 8 a.m.-4 p.m.  
 Exhibit Hall Coffee Bar: 8-9:30 a.m.  
 Exhibit Hall Lunch Break: Noon-2 p.m. (boxed lunch available for purchase)  
 Exhibitor Move-Out: 4 p.m.

### Conference Location

#### Sheraton Kansas City Hotel at Crown Center

2345 McGee St.  
 Kansas City, MO 64108

### Exhibit Hall Location

#### Crown Center Exhibit Hall

(Connected to and accessible through the Sheraton Hotel)  
 2323 McGee St.  
 Kansas City, MO 64108

### Meeting Contact

Audriana Thompson, Exhibits Coordinator  
 Midwest Dental Conference  
 Email: brunoaj@umkc.edu  
 Phone: (816) 235-2142 | Fax: (816) 235-5892  
 Relay Missouri (TTY): 800-735-2966

## MDC BY THE NUMBERS



AVERAGE:

**3,000 attendees** annually



AVERAGE:

Represent more than **30 states, 36 in 2022**



**16 hours** in the exhibit hall to spend with attendees



WHAT OUR ATTENDEES DO:

- 34% Dentists**
- 31% Students and Residents**
- 21% Hygienists**
- 11% Office Staff**
- 3% Guests**

### Target Audience

Attendees of the Midwest Dental Conference include the key decision-makers and purchasers in their practices. These roles include dentists, dental hygienists, dental assistants and office managers, along with other dental team members. Also in attendance are dental students looking to begin fostering relationships as they move toward working in and owning practices. This ample audience allows you to generate leads for your company and gain significant returns for the small exhibit investment.

### Intimate Setting

Our attendance fosters an intimate setting, conducive to raising dialog between exhibitors and exposure to our attendees. The MDC attracts and maintains relationships with the UMKC Dental Alumni who return to the meeting and look for innovative ideas and products for their practice.

### Registered Professional Attendees

Be a part of a growing conference that seeks to provide professionals with educational tools and networks to further their practice and experience in the dental field. Help our attendees stay up to date on product innovations in dental treatments.

### We Want To Ensure Your Success By Providing:

- "Exhibits Only" time slots built into the conference schedule
- Distribution of the Conference Guidebook with exhibitor information to all registrants
- Detailed directions and extensive signage to direct participants to exhibit area
- Exhibit promotion from the podium by session moderators

### 2023 Speaker Lineup

#### Additional Speakers TBA

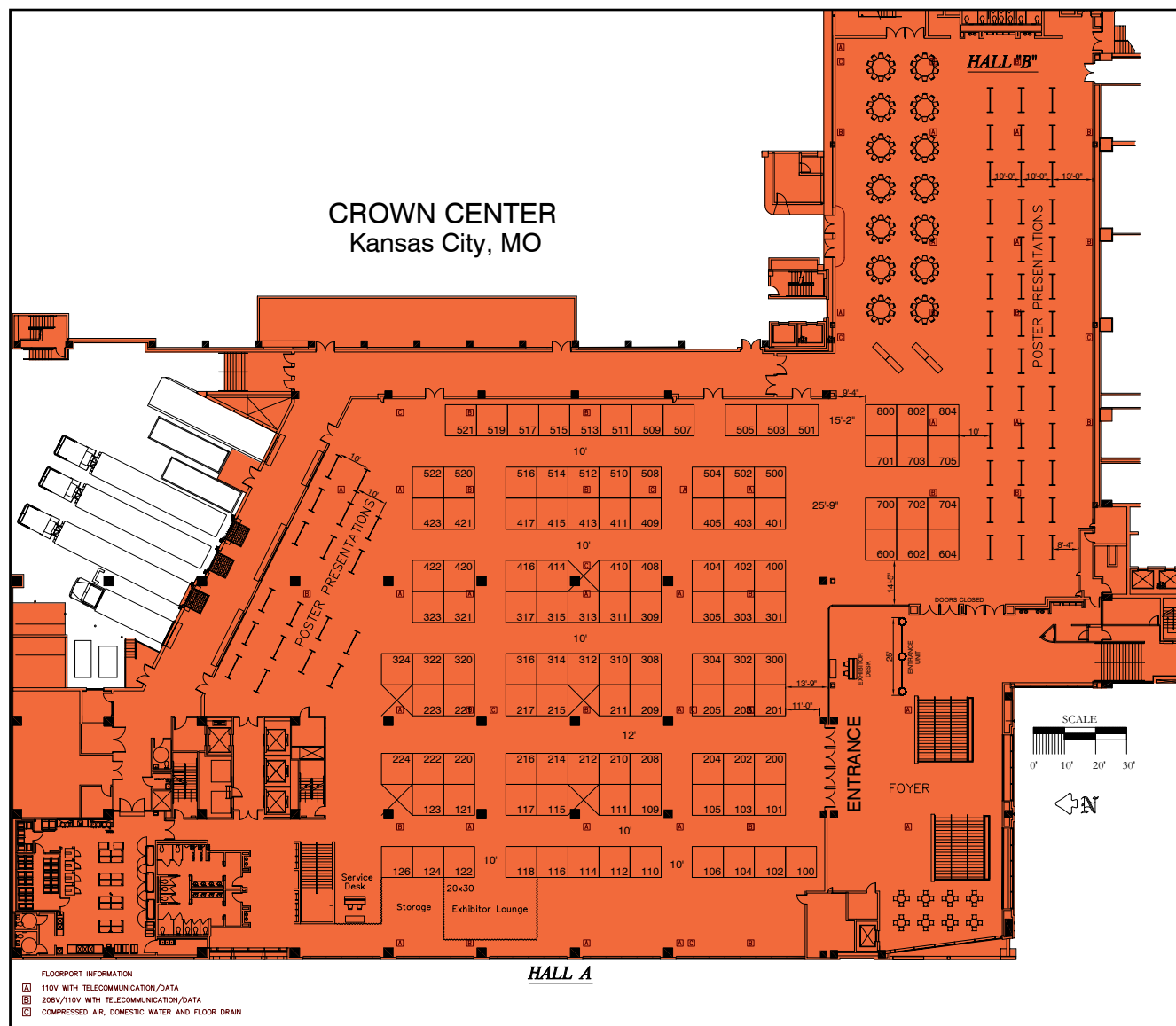
Georgios Kotsakis, DDS, MS  
 Andrew Johnson, DDS, MDS, CDT, FACP  
 Paul Bahn, DMD  
 David Clark, DDS  
 Kirk Behrendt, BS  
 Lawrence Brecht, DDS  
 Jane Soxman, DDS  
 Guy Deyton, DDS  
 Van Haywood, DMD  
 Ali Oromchian, Esq.

Linda Niessen, DMD  
 John Olmsted, DDS  
 Erinne Kennedy, DMD, MPH, MMSc  
 Michelle Briner-Garrido, DDS  
 Doug Schulz, DDS  
 Merle Carter, MD, FACEP  
 Amber Riley, MS, RDH  
 Lancette Vanguilder, RDH, BS  
 Jamie Collins, RDH-EA, BS  
 Kathleen Elder, RDH, COM



Exhibit Hall Map

To view our live floor plan, visit: [midwestdentalconference.org/exhibitwithus](http://midwestdentalconference.org/exhibitwithus) to check availability. All booths will be updated on this floor plan as applications come in on a first-come, first-served basis.



**Exhibit Hall Early Bird Pricing:**  
Book before Feb. 16, 2023

In-line Booth: \$1,200  
Corner Booth: \$1,300

**Exhibit Hall Pricing:**  
After Feb. 16, 2023

In-line Booth: \$1,300  
Corner Booth: \$1,400

**Stay and Get Paid**

To offer the best experience for both the attendee and the exhibitor, we are offering a \$100 refund if your company stays the duration of the show (4 p.m. on Saturday, April 15). If your company does not adhere to the show's end time, you will forfeit your \$100 refund. Refunds will be provided via check from the UMKC School of Dentistry Alumni Association. When filling out your application, please note the address you would like the check sent to.

**What's Included**

**Each 10 x 10 Booth Includes:**

- Pipe and draping (8 ft. back drape, 3 ft. side rail drape)
- One complimentary company identification sign
- One complimentary wastebasket
- Credentials for six representatives (Each additional is \$35, please list all on exhibitor application)
- Separate listings in the Conference Guide by company name and by product

**What's NOT Included**

Furniture **must** be ordered through Fern Expo. **Tables and chairs are NOT included with booth fee and must be ordered through Fern or brought to the conference following the Terms and Conditions noted in this prospectus.** Upon confirmation of space, companies will receive an exhibitor service kit from Fern with further details and information on furnishing your booth and PSAV with further details on powering your booth. Fern and PSAV will also be on-site during the conference in the exhibit hall to assist you should anything come up.

**Booth Applications and Assignments**

To secure a booth in the exhibit hall, you must fill out an Exhibitor Application, located inside this prospectus. Payment must be included with your application to secure your booth. All booths are secured on a **first-come, first-serve basis** upon receiving applications. Consideration of proximity to similar businesses are also a factor when assigning spaces, so be sure to submit your application early.

**Registering Your Company Representatives**

You will receive up to six (6) complimentary badges per 10 x 10 booth space rental for your company representatives. This badge gives access to the exhibit hall, but does not register them for conference sessions. Each additional badge is \$35 per person. Please put the names of your representatives on the designated area on your application.



**Certificate of Insurance Required**

Our host hotel requires a Certificate of Insurance for each exhibiting company. This must be submitted by Feb. 16, 2023. This is for your protection. In case something was to happen, we want to have you covered. If your company already has an insurance policy that covers your exhibit hall experience, you can submit your certificate to Audriana Thompson, [brunoaj@umkc.edu](mailto:brunoaj@umkc.edu).

Don't have an exhibit hall event policy? You can go to this website to get coverage for this event: [bit.ly/ExhibitorInsuranceMDC](http://bit.ly/ExhibitorInsuranceMDC)

Please see the Terms and Conditions pages for insurance policy specifics.

**Parking**

The standard hotel rate is as follows:  
Self-parking \$23/day, and valet \$32/day\*  
\*Prices accurate at time of printing

**Loading Dock**

The loading dock is located at 2301 McGee St. This is for loading and unloading only. You can't park there permanently.

**Cancellations**

Cancellation requests must be made in writing to the Exhibits Coordinator, Audriana Thompson, [brunoaj@umkc.edu](mailto:brunoaj@umkc.edu). An 80% refund will be given if cancellation is made on or before Dec. 5, 2022. A 50% refund will be given if a cancellation is made between Dec. 6, 2022, and Jan. 2, 2023. **No refund will be given for cancellations after Jan. 2, 2023.**



**NEW THIS YEAR!**  
**100th Anniversary Party**  
**Friday, April 14, 5-6:30 p.m.**

We're celebrating 100 years by throwing a celebration for both attendees and exhibitors at the Terrace in the Sheraton Hotel. The Terrace is located above the lobby and is a central point for all attendees. Exhibitors and attendees will each receive one drink ticket. This is a great opportunity to mingle with current and potential customers.

**Exhibit Hall Complimentary Coffee Bar:**  
**Saturday, April 15 at 8 a.m.**

We are offering a complimentary coffee bar on Saturday for attendees from 8-9:30 a.m. in the exhibit hall to encourage morning visits with vendors.

**Lunch Breaks**

We have a two-hour lunch break from 12-2 p.m. Boxed lunches are available in the exhibit hall for purchase.

**FREQUENTLY ASKED QUESTIONS**

**Will I receive or can I purchase an attendee list?**

As we are hosted by the UMKC Dental Alumni Association, the Midwest Dental Conference is proudly affiliated with the University of Missouri-Kansas City. Due to university policy, we are unable to provide attendee lists and information.

**When can I move into the exhibit hall?  
 When do I move out?**

**Thursday, April 13, 2023**  
 Exhibitor Move-In: Noon-6 p.m.

**Friday, April 14, 2023**  
 Exhibitor Move-In: 8-9 a.m.

**Saturday, April 15, 2023**  
 Exhibitor Move-Out: 4 p.m.

**How do I book a room?**

Exhibitors qualify for exclusive MDC room rates at both the Westin and the Sheraton Crown Center Hotels, which are connected by a covered walkway. Refer to the UMKC Dental Alumni Association-Midwest Dental Conference to receive the conference rate. This must be booked by March 21, 2023.

**Westin Crown Center Hotel**

1 East Pershing Road, Kansas City, MO 64108  
 (816) 474-4400  
 \$183.00 per night, plus tax  
 single or double occupancy until March 21, 2023

**Sheraton Kansas City Hotel at Crown Center**

2345 McGee St., Kansas City, MO 64108  
 (816) 841-1000  
 \$183.00 per night, plus tax  
 single or double occupancy until March 21, 2023

**Who can I contact about renting furniture and shipping instructions?**

Fern Expo will send the kit by email or by mail, based on what information we receive from you on the application form. If you wish to speak with someone there about holding a shipment or information in the kit, please call (816) 221-1602. All shipments should be addressed as follows:

**Advance Shipments (Must arrive by April 13, 2023)**

**Address to:**  
 Your company name and booth number  
 C/O Fern Exposition and Event Services  
 YRC  
 3500 Booth St., Kansas City, MO 64129

**Event Site Shipments (Cannot arrive before April 13, 2023)**

**Address to:**  
 Your company name and booth number  
 C/O Fern Exposition and Event Services  
 Crown Center Exhibit Hall  
 2301 McGee St., Kansas City, MO 64108

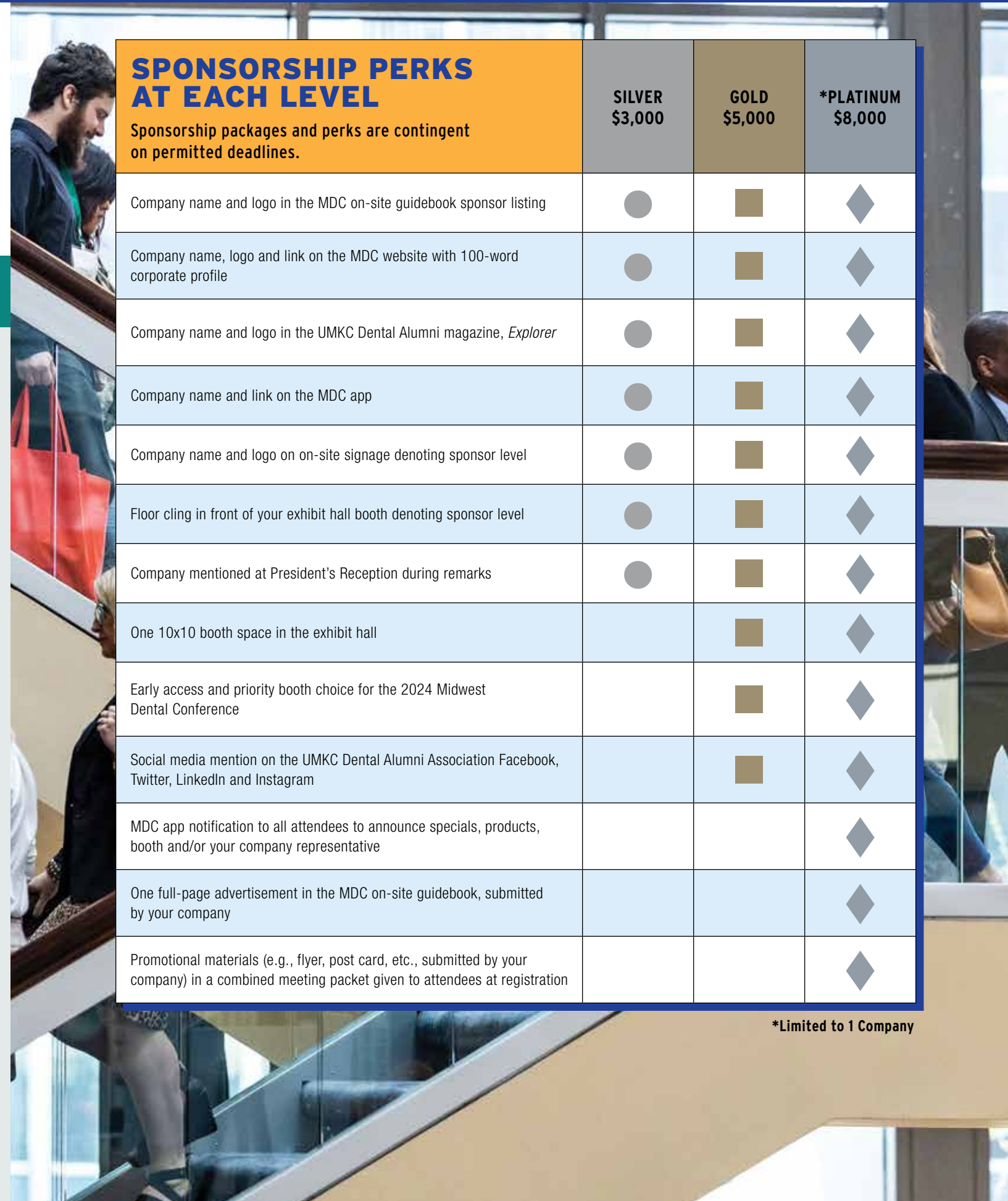


**SPONSORSHIP PERKS  
 AT EACH LEVEL**

Sponsorship packages and perks are contingent on permitted deadlines.

	SILVER \$3,000	GOLD \$5,000	*PLATINUM \$8,000
Company name and logo in the MDC on-site guidebook sponsor listing	●	■	◆
Company name, logo and link on the MDC website with 100-word corporate profile	●	■	◆
Company name and logo in the UMKC Dental Alumni magazine, <i>Explorer</i>	●	■	◆
Company name and link on the MDC app	●	■	◆
Company name and logo on on-site signage denoting sponsor level	●	■	◆
Floor cling in front of your exhibit hall booth denoting sponsor level	●	■	◆
Company mentioned at President's Reception during remarks	●	■	◆
One 10x10 booth space in the exhibit hall		■	◆
Early access and priority booth choice for the 2024 Midwest Dental Conference		■	◆
Social media mention on the UMKC Dental Alumni Association Facebook, Twitter, LinkedIn and Instagram		■	◆
MDC app notification to all attendees to announce specials, products, booth and/or your company representative			◆
One full-page advertisement in the MDC on-site guidebook, submitted by your company			◆
Promotional materials (e.g., flyer, post card, etc., submitted by your company) in a combined meeting packet given to attendees at registration			◆

\*Limited to 1 Company



**Speaker Sponsorship: \$1,000 - \$5,000+**

*Unlimited*

If you would like to get recognition as a speaker sponsor, please contact Audriana Thompson at brunoaj@umkc.edu.

**Attendee Bags: \$4,000**

*Limited to 1 company*

Have your name or logo on display at the conference and beyond. The Attendee Tote Bag will have the sponsor's name and logo on the front of the bag and will be given to every attendee.

**Attendee Bag Insert: \$500**

*Limited*

A limited number of exhibitors will be given the opportunity to include their promotional materials (flyer, post card, etc.) in a combined meeting packet. Company supplies 3,500 inserts and we will include one in each attendee's packet.

**Attendee E-Blast: \$1,000**

*Limited to 1 company*

An exclusive message sent to thousands of dental professionals, registered and past attendees of the conference.

**Afternoon Popcorn Break: \$2,000**

*Limited to 1 company*

A popcorn machine will be set up for all attendees to enjoy in the afternoon near your booth space on Friday, April 14, from 1:30–3:30 p.m. Signage is available that will display sponsorship with booth number, name and logo.

**Pens: \$2,000**

*Limited to 1 company*

Have your name in every attendee's hand. The pens are given to all attendees in their registration packets. The sponsoring company's name and or logo will appear on the pen.

**Lanyards: \$3,000**

*Limited to 1 company*

The lanyards are given to all attendees and exhibitors in their registration packets. The sponsoring company's name and or logo will appear on the lanyard.

**Attendee Internet: \$5,000**

*Limited to 1 company*

Provide this benefit to all the attendees in the hotel meeting rooms. Attendees will be able to access session handouts and stay connected to their clinic all because of you. Your company name will be used in the Network name and seen by attendees accessing the complimentary Wi-Fi.

**Pouring from the Heart Gala: \$2,000 - \$10,000+**

*Unlimited*

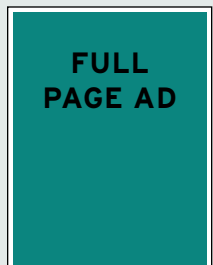
As a sponsor of this annual fundraising gala, you will receive advertising in the event brochure and on all signage at the event. Presenting sponsor will have a "Proud Sponsor of Pouring From the Heart" sign at their booth. Contact Becky Higgins for more information on sponsorships, invitations or how to participate at higginsre@umkc.edu.

**More opportunities to come! We are celebrating 100 years and would love to partner with you.**

**Onsite Program Ads: \$500 - \$1,000**

*Unlimited*

Get your company's message in the hands of all the Midwest Dental Conference attendees by advertising in the Onsite Program. The Onsite Program contains all the pertinent information each attendee needs during the conference including daily schedule, session information, maps and exhibitor listings. They will use and refer to this guide throughout the event.



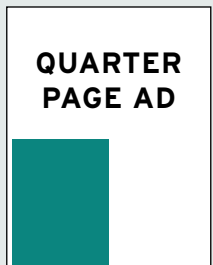
**Full page ad:**  
**\$1,000**

**Final Size:**  
8.5" W x 11" T  
4 color; 300 dpi –  
submit pdf with  
embedded fonts



**Half page ad:**  
**\$750**

**Final Size:**  
8.5" W x 5.5" T  
4 color; 300 dpi –  
submit pdf with  
embedded fonts



**Quarter page ad:**  
**\$500**

**Final Size:**  
4.25" W x 5.5" T  
4 color; 300 dpi –  
submit pdf with  
embedded fonts

*The exhibitor agrees that the Terms and Conditions of the Midwest Dental Conference are made a part of this contract and that said exhibitor agrees to be bound by each and all of these rules and regulations, and that management shall have the full power to interpret, amend and enforce all rules and regulations in the best interest of the exhibition.*

**Assignment of Space**

Assignment of booth space continues to be arranged on a FIRST-COME, FIRST SERVE basis. Every effort will be made to accommodate your preference; however, if you have a strong preference, it is recommended that you submit your application and full payment as soon as possible. All exhibits will be in the Crown Center Exhibit Hall adjacent to the Sheraton Kansas City Hotel at Crown Center. The construction and content of exhibits is subject to approval by the Exhibits Coordinator. The Midwest Dental Conference reserves the right to curtail exhibits, in whole or part, that are judged not to be consistent with the professional character of the conference.

**Contract for Space**

By submitting an application for exhibit space, the applicant releases the Midwest Dental Conference from any and all liabilities to the applicant, its agents, licensees or employees that may arise or be asserted as a result of application submission or participation in this exhibit. The Midwest Dental Conference determines the eligibility of any company or product for the exhibit. Application acceptance does not imply endorsement of products or services by the Midwest Dental Conference, nor does rejection imply lack of merit of same. This application (once accepted by the Midwest Dental Conference with booth space assignment) constitutes a contract for the right to use the space. Full rental fee for space is due and payable with the application. Refunds are made only according to the written Terms and Conditions. Should space remain unoccupied at the opening of the exhibition, the Midwest Dental Conference may rent or use the space without obligation or refund.

**Arrangement of Space**

The Midwest Dental Conference reserves the right to alter at any time the location, size and display limits of booths if such alterations are in the best interest of the exhibition as a whole. Exhibits may not project beyond the assigned limits or interfere with traffic. Aisles are under the control of the Midwest Dental Conference and may not be used for exhibits.

**Subletting of Space**

No exhibitor shall assign, sublet or apportion the whole or any portion of space allotted, nor exhibit therein any products/services other than those manufactured or distributed by the exhibitor in the regular course of the exhibitor's business, nor permit any representative of any firm not exhibiting to solicit business or take orders in the exhibitor's space. Any exhibitor violating this rule will be required to pay a penalty in an amount equal to the price paid for their space.

**Cancellation Policy**

Cancellation requests must be made in writing to the Exhibits Coordinator, Audriana Thompson, brunoaj@umkc.edu. An 80% refund will be given if cancellation is made on or before Dec. 5, 2022. A 50% refund will be given if a cancellation is made between Dec. 6, 2022, and Jan. 2, 2023. **No refund will be given for cancellations after Jan. 2, 2023.**

**Drayage**

Due to the layout of the hall, space is not available to store display material and show merchandise. At the conclusion of the exhibitor set-up, all related equipment, crates, etc. should be removed from the premises and may not be returned to the premises before the last day of the exhibit show period. The facility will charge accordingly for removal of any items left on the premises.

**Admission Credentials**

All members of an exhibit staff must be full-time employees of the exhibiting company. Dentists, dental hygienists, dental assistants or laboratory technicians may not be registered as exhibitors unless he or she is an officer of the company or a full-time (non-practicing) employee. Exhibiting companies that register a dental professional as a guest 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. Any company violating the rules of admission will be expelled from the exhibits hall without refund and will be excluded from future invitations to exhibit.

**Conduct**

The Midwest Dental Conference is committed to creating a welcoming, safe and productive environment, free from harassment, discrimination and intimidation. Exhibitors should refrain from overt statements, behavior or pointed humor that disparages the rightful dignity and social equality of any individual or group. Violation of this conduct policy is to be reported to the UMKC School of Dentistry Alumni Office, which will investigate all reported instances, and when found to have occurred, take appropriate action, such as forfeiting future exhibiting rights.

**Identification Badges**

Identification badges will be required to enter the exhibit hall. Representatives of your company will be issued badges for their use only. All personnel must be authentic employees of the company exhibiting. May be subject to fines if false representation of company representatives. You will receive up to six (6) complimentary badges per 10 x 10 booth space rental. Each additional badge is \$35 per person. Complete list due by **Feb. 13, 2023.**

**Security**

While every effort will be made to provide a secure area, you are advised that the Midwest Dental Conference, its sponsors, decorators or Exhibit Hall assume no responsibility for any loss or damage during the set-up, exhibition or tear-down of exhibits.

**Attendees List**

Due to affiliations with University of Missouri-Kansas City, **we are not able to release attendees mailing information.**

**Dismantling Hours**

Dismantling may ONLY begin when the show closes at 4 p.m. on Saturday, April 15. Non-compliance may result in loss of future exhibition privileges.

**Demonstrations/Souvenirs and Samples**

All demonstrations or promotional activities must be confined to the limits of the booth. No signs or placards may be displayed on persons or otherwise outside exhibit spaces. Exhibitors shall post no bills or signs inside or outside of the exhibit area without the permission of the Coordinator of Exhibits. Distributing samples and souvenirs in a dignified manner is permitted provided there is no interference with other exhibits. The Midwest Dental Conference may withhold or withdraw permission to distribute advertising materials, samples or souvenirs that are judged inappropriate to the character of the conference.

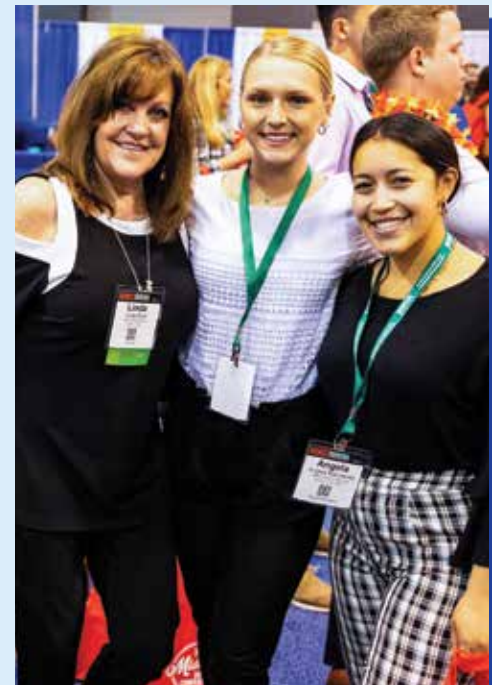
**>>>> ARTWORK DUE ON OR BEFORE FEBRUARY 13, 2023 <<<<<**

**Compliance**

The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety and health, together with the rules and regulations of the operators and owners of the property where the exhibition is being held. The Midwest Dental Conference’s designated representative will have the full power of the interpretation and enforcement of these terms and conditions and may amend them at any time. Any and all questions not covered in the Terms and Conditions are subject to the decision of the Midwest Dental Conference and shall be binding on parties affected by them as by the original terms and conditions. Exhibitors or their representatives who fail to comply with the terms of the contract or who fail to conduct themselves in a professional manner, in the opinion of the Director of the Midwest Dental Conference, may be dismissed from the exhibition without refund or other appeal.

**Loss or Damage**

UMKC Dental and Dental Hygienists’ Alumni Associations, Crown Center Exhibit Hall, the decorator and their personnel will not be held responsible for any loss and/or damage to exhibits or other properties while such are on the facility property. The exhibitor shall accept full responsibility for any damage caused by the exhibitor or his representatives and agrees to indemnify and hold harmless the hotel and UMKC Dental and Dental Hygienists’ Alumni Associations from and against any and all claims for any such loss, damage or injury, no matter how caused. In all cases, **exhibitors will need to provide their own insurance.**



**Insurance**

Our host hotel requires a Certificate of Insurance for each exhibiting company. This must be submitted by Feb. 16, 2023. This is for your protection. All property of the exhibitor is understood to remain under his/her custody and control, in transit to, within or from the confines of the exhibit area, subject to the Terms and Conditions of the exposition. When signing the exhibitor contract, the exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save Hotel, its owners, its operator, Starwood Hotels & Resorts Worldwide, Inc., and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney’s fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of Hotel and its employees and agents. The exhibitor shall obtain and keep in force during the term of the Installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage. Hotel, its owners, its operator and Starwood Hotels & Resorts Worldwide, Inc. shall be included in such policies as additional named Insureds. In addition, the exhibitor acknowledges that neither Hotel, its owners, its operator, nor Starwood Hotels & Resorts Worldwide, Inc. maintain Insurance covering exhibitor’s property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage Insurance insuring any losses by the exhibitor.

**Operations**

No nails, tacks or screws shall be attached to the walls, woodwork or floors of the buildings. No gasoline, kerosene, acetylene or other flammable and explosive substance will be permitted in the buildings unless cleared in writing by the City Fire Marshall prior to the convention. Any copy of any such approval must be made available to the Coordinator of Exhibits prior to the convention.

**Furnishings/Floor Covering**

Booth furnishings may be obtained through Fern Exposition. All exhibitors are responsible for ensuring their booth space has a floor covering. Floor coverings may be rented from Fern.

**Unloading/Loading**

Due to limited space exhibitors may only park at the loading dock while they are loading or unloading. Any vehicle left unattended at the loading dock can and may be towed. All commercial vehicles must be unloaded and loaded by Fern employees; any non-commercial or personal vehicle may be unloaded and loaded by exhibitors.

**Courtesies**

To ensure a professional climate and appearance for the entire exhibit display area, exhibitors are requested not to remove their equipment or displays between the opening and closing of the show without special permission from the Coordinator of Exhibits. Exhibitors must not interfere with neighboring exhibits and must avoid use of bright or flashing lights, loud noises, displays which obstruct view, etc.

**Inability to Perform**

Should the Midwest Dental Conference be prevented from conducting the conference or exhibitions by any cause beyond its control or if the conference cannot permit the exhibitor to occupy the rented space for any reason beyond its control, the Midwest Dental Conference will refund to the exhibitor the full rental fee less a proportionate share of any exhibit expenses. The Midwest Dental Conference will have no further obligation or liability to the exhibitor.

**Interpretation and Enforcement**

These Terms and Conditions become part of the contract between the exhibitor and the Midwest Dental Conference. The Midwest Dental Conference’s designated representative will have the full power of the interpretation and enforcement of these terms and conditions and may amend them at any time. Any and all questions not covered in the Terms and Conditions are subject to the decision of the Midwest Dental Conference and shall be as binding on parties affected by them as by the original terms and conditions. Exhibitors or their representatives who fail to comply with the terms of the contract or who fail to conduct themselves in a professional manner, in the opinion of the Director of the Midwest Dental Conference, may be dismissed from the exhibition without refund or other appeal.

**Health Safety Measures**

For the health and safety of our guests, we will follow the latest Kansas City and CDC guidelines due to a pandemic or any other global health concerns.

*Please select a maximum of three (3) categories that describes the products or services provided by your company. We will use these categories to “index” your company in our Conference Guidebook.*

1. Abrasives, Disks, Points, and Wheels
2. Absorbents
3. Acrylics & Accessories
4. Air Compressors
5. Air Dryers
6. Alloys, Precious and Nonprecious
7. Amalgam Products
8. Analgesia Equipment and Supplies
9. Anatomical Models
10. Anesthetics, Local & Accessories
11. Apex Locators
12. Articulators & Accessories
13. Audiovisual Equipment & Materials
14. Biological Monitoring
15. Bleaching Kits
16. Blood Pressure Equipment
17. Bonding Equipment
18. Bone Grafting Materials
19. Burs, All Types
20. Business Equipment /Office Supplies
21. Business Systems
22. Business and Financial Services
23. CAD/CAM Systems
24. Cabinets
25. Casting Machines
26. Casting Materials
27. Cement, All Types
28. Chairs and Accessories
29. Claims Processing
30. Composite Materials
31. Computer Forms
32. Computer Hardware
33. Computer Imaging
34. Computer Software
35. Cotton Products
36. Credit/Collection Programs
37. Crown/Bridge Materials
38. Darkroom Equipment/Supplies
39. Dental Dealers
40. Dental Hygiene Materials
41. Dental Implants & Accessories
42. Dental Laboratories
43. Dental Plans
44. Dental Porcelain
45. Dental Care Products
46. Denture Base/Reline/Repair Resins/Care
47. Diagnostic Equipment
48. Disposable Products
49. Educational Material, Patient and Doctor

50. Electronics Claims Transmissions
51. Electrosurgical Equipment
52. Emergency Kits
53. Endodontic Instruments/Supplies
54. Equipment Leasing/Financing
55. Equipment Repair and Maintenance
56. Evacuators and Evacuating Systems
57. Eyewash Stations
58. Faucets
59. Filling Materials and Accessories
60. Financial Services
61. Financing (Dental Equipment)
62. Financing (Dental Patient)
63. Financing (Practice Acquisition)
64. Floss
65. Fluoride Products
66. Gel, Scaling
67. Glass Ionomers
68. Gloves
69. Gum/Chewing
70. Hand pieces, Operating and Laboratory
71. Impression Materials
72. Incentive Materials, Patients
73. Infection Control/Compliance
74. Infection Control/Products
75. Infectious/Hazardous Waste Handlers
76. Instruments, Diamond
77. Instruments, Operating and Accessories
78. Insurance
79. Inter Communication Systems
80. Internet
81. Intraoral Cameras
82. Investment Materials/Equipment
83. Investment Planning
84. Investment Planning, Estate
85. Jewelry
86. Laboratory Equipment
87. Lasers
88. Leasing
89. Light, Curing
90. Lighting Accessories
91. Linings, Cavity
92. Long Distance Calling
93. Loupes
94. Masks/Shields
95. Medicaments
96. Military
97. Miscellaneous
98. Mobile Dentistries
99. Office Furniture/Decor
100. Operating Lights (Intra-Oral)
101. Operating Room Supplies/Equipment
102. Optical Aids
103. Oral Irrigation Devices
104. Oral Rinses
105. Orthodontic/Pedodontic Materials
106. Oxygen/Anesthesia Equipment
107. Paper Products
108. Periodontal Instruments
109. Periodontal Products
110. Personnel Service
111. Pharmaceuticals
112. Phone Cards
113. Photographic Equipment, Supplies
114. Porcelain Polishes
115. Porcelain Repair Products
116. Portable Equipment
117. Practice Management
118. Practice Marketing
119. Practice Sales
120. Preventive Dentistry Products
121. Prophylaxis Angles, Kits and Cups
122. Prosthetic and Laboratory Supplies
123. Publications/Professional & Scientific
124. Pulp Testers
125. Record-Keeping Systems
126. Refineries
127. Restorative Materials and Accessories
128. Retention Pins
129. Retirement Programs
130. Retraction Materials
131. Saliva Ejectors
132. Saliva, Synthetic
133. Sealants
134. Sharpeners
135. Signs
136. Skin Care
137. Snoring Appliances
138. Spore Testing
139. Sterilizers/Accessories
140. Stools, Dental Operating/Laboratory
141. Subscriptions Services
142. Surgical Supplies
143. Syringes and Accessories
144. TMJ Products
145. Teeth, Artificial
146. Toothbrushes
147. Toys
148. Ultrasonic Equipment
149. Uniforms and Gowns
150. Units and Accessories
151. Upholstery
152. Vacuum Equipment
153. Video Equipment
154. Wax, All Types
155. Web Site Development
156. X-ray Films, Intraoral/Extraoral
157. X-ray Machines/ Accessories/Processors

Midwest Dental Conference  
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Kansas City, MO 64108-2784

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