



**mDC**

**MIDWEST DENTAL CONFERENCE**

**Kansas City, Missouri  
April 11–14, 2024**

# Introducing the next 100 years of the MIDWEST DENTAL CONFERENCE

APRIL 11-14, 2024 / EXHIBIT HALL OPEN APRIL 12-13

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, April 12, and Saturday, April 13, 2024. Last year, we celebrated 100 years of the Midwest Dental Conference and Alumni Meeting, and this year we are kicking off the next 100.

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 3,000 dental professionals, and the regional reach of the Midwest Dental Conference offers an exceptional platform for your business, with alumni attendees from across the country (concentrated in Arkansas, Hawaii, Kansas, Missouri, New Mexico and Oklahoma).

## EXHIBIT HALL SCHEDULE

### Thursday, April 11, 2024

**Exhibitor Move-in:** 12-6 p.m.

### Friday, April 12, 2024

**Exhibitor Move-In:** 8-10 a.m.

**CE Sessions:** 9 a.m.-12 p.m. and 2-5 p.m.

**Exhibit Hall Open:** 10a.m.-6 p.m.

**Exhibit Hall Lunch Break:** 12-2 p.m. (boxed lunch available for purchase)

**Exhibit Hall Happy Hour:** 5-6 p.m.

### Saturday, April 13, 2024

**CE Sessions:** 9 a.m.-12 p.m. 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:** 12-2 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, Missouri 64108

## Exhibit Hall Location

**Crown Center Exhibit Hall**

(Connected to and accessible through the Sheraton Hotel)

2323 McGee St.  
Kansas City, Missouri 64108

## Meeting Contact

Midwest Dental Conference

Email: [mdc@umkc.edu](mailto:mdc@umkc.edu)

Phone: (816) 235-2060 | Fax: (816) 235-5892

Relay Missouri (TTY): 800-735-2966

## BY THE NUMBERS



Average:

**3,000**  
**ATTENDEES**  
annually



Average:

Represent more than  
**30 STATES**  
(37 represented in 2023)



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



What our attendees do:

**35%** Dentists  
**28%** Students and Residents  
**23%** 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 get closer to 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. MDC attracts and maintains relationships with UMKC School of Dentistry 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. We Provide:

- “Exhibits Only” time slots built into the conference schedule.
- Shorter CE sessions to encourage traffic to the Exhibit Hall throughout the day. (New this year!)
- 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.

## 2024 SPEAKER LINEUP

### Additional Speakers TBA

Kenneth Abramovitch, D.D.S.

Steven D. Anderson, C.I.G.

Amber Auger, R.D.H., M.P.H.

Joshua Austin, D.D.S., M.A.G.D.

Mary Billings, M.S., C.C.C., COM

John Comisi, D.D.S.

W. Stuart Dexter, D.D.S.

Mary Govoni, MBA, R.D.H., C.D.A.

Lora Hooper, R.D.H.

Gerard Kugel, D.M.D., M.S., Ph.D.

Robert Levine, D.D.S., F.C.C.P., F.I.S.P.P.S.

Lisa F. Mallonee, M.P.H., R.D.H., R.D., L.D.

Shannon Nanne, R.D.H.

Daniel Pompa, D.D.S.

David Rothman, D.D.S.

Kandra Sellers, R.D.H., B.A.

Angie Stone, R.D.H.

Kelli Vrla

Stephen Wagner, D.D.S.



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.

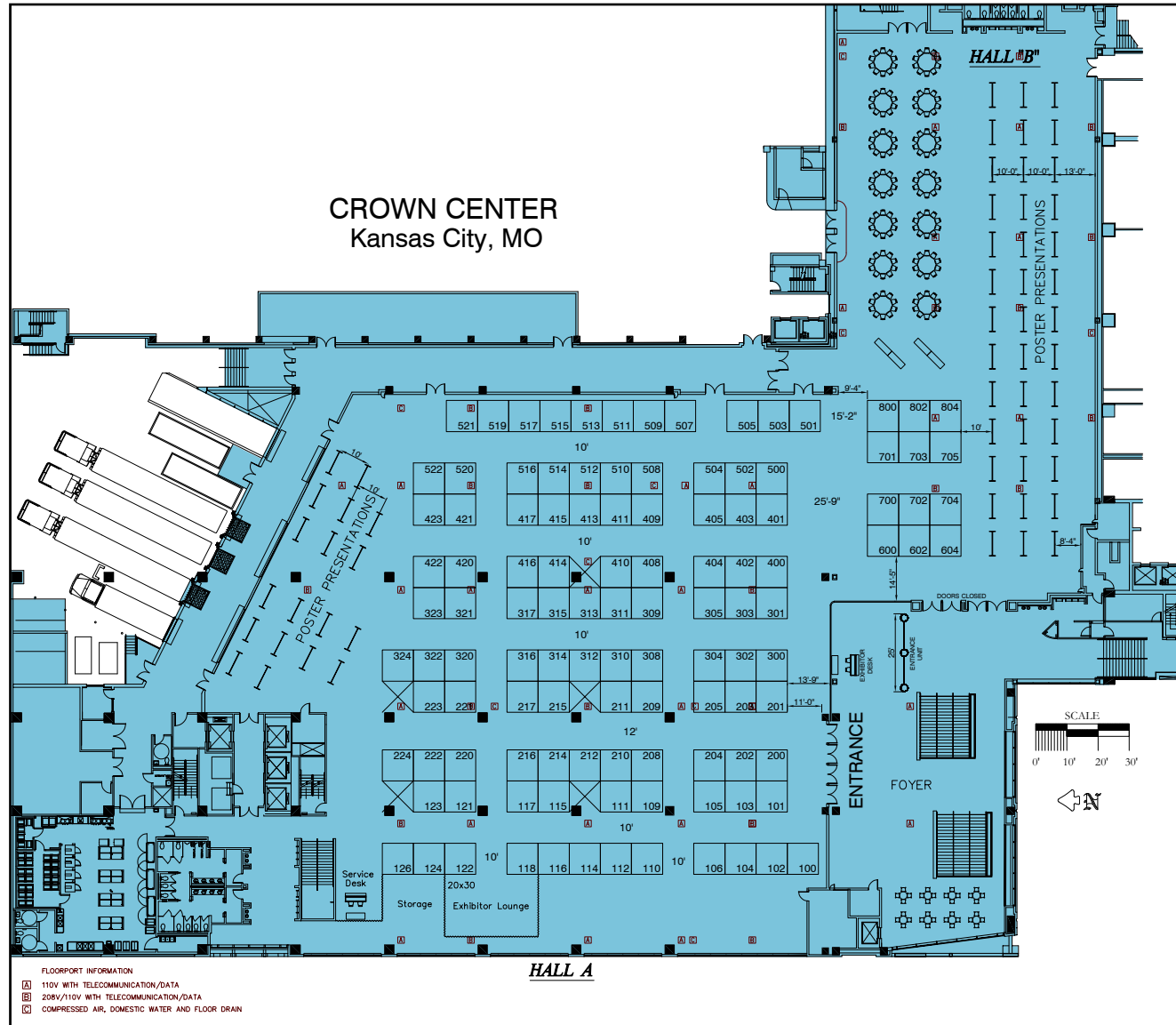


Exhibit Hall Early Bird Pricing:

Book before Feb. 8, 2024

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

Exhibit Hall Pricing:

After Feb. 8, 2024

- In-line Booth: \$1,400
- Corner Booth: \$1,500

Stay and Get Paid

To offer the best experience for both the attendee and the exhibitor, we are offering a \$100 total refund per contracted company if your company stays the duration of the show (4 p.m. on Saturday, April 13). 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 where you would like the check sent.

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 guidebook 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 for assistance, 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-served basis upon receiving applications. Consideration of proximity to similar businesses is 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 is not registration for conference sessions. Each additional badge is \$35 per person. Please put the names of your representatives on the designated area of your application.



Certificate of Insurance Required

Our host hotel requires a certificate of insurance for each exhibiting company. This must be submitted by March 11, 2024. This is for your protection. In case something were to happen, we want you to be covered. If your company already has an insurance policy that covers your exhibit hall experience, you can submit your certificate to [mdc@umkc.edu](mailto:mdc@umkc.edu).

Don't have an exhibit hall event policy? You can go to this website to get coverage for this event: [bit.ly/ExhibitorInsuranceMDC24](http://bit.ly/ExhibitorInsuranceMDC24)

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

Parking

Standard hotel rates:

- Self-parking – \$25/day\*
- Valet parking – \$35/day\*

\*Prices current at time of printing.

Loading Dock

The loading dock is located at 2301 McGee St. This is for loading and unloading only. You may not park there permanently.

Cancellations

Cancellation requests must be made in writing to the Midwest Dental Conference, [mdc@umkc.edu](mailto:mdc@umkc.edu). An 80% refund will be given if cancellation is made on or before Nov. 27, 2023. A 50% refund will be given if a cancellation is made between Nov. 27, 2023, and Jan. 1, 2024. **No refund will be given for cancellations after Jan. 1, 2024.**

**Exhibit Hall Happy Hour:**

**Friday, April 12 at 5 p.m.**

Enjoy a happy hour Friday afternoon. Each attendee will receive one free drink ticket in their attendee packets, and the bar will be located inside the exhibit hall. This is a great opportunity to mingle with current and potential customers.

**Exhibit Hall Complimentary Coffee Bar:**

**Saturday, April 13 at 8 a.m.**

We are offering a complimentary coffee bar on Saturday for attendees from 8 to 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 to 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 11, 2024**

Exhibitor Move-in: 12–6 p.m.

**Friday, April 12, 2024**

Exhibitor Move-in: 8–10 a.m.

**Saturday, April 13, 2024**

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. Mention the UMKC Dental Alumni Association-Midwest Dental Conference to receive the conference rate. This must be booked by March 22, 2024.

**Westin Crown Center Hotel**

1 East Pershing Road, Kansas City, Missouri 64108  
(816) 474-4400  
\$188 per night, plus tax  
Single or double occupancy until March 22, 2024

**Sheraton Kansas City Hotel at Crown Center**

2345 McGee St., Kansas City, Missouri 64108  
(816) 841-1000  
\$188 per night, plus tax  
Single or double occupancy until March 22, 2024

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 1-800-774-1251 ext. 1. All shipments should be addressed as follows:

**Advance Shipments (Must arrive by April 10, 2024)**

Address to:

Your company name and booth number  
C/O Fern Exposition  
751 Wyoming St.  
Kansas City, MO 64101

**Event Site Shipments (Cannot arrive before April 11, 2024)**

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



<b>SPONSORSHIP PERKS AT EACH LEVEL</b> Sponsorship packages and perks are contingent on permitted deadlines.	SILVER \$3,000	GOLD \$5,000	PLATINUM \$10,000
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 10' x 10' 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 (flyer, post card, etc.) submitted by your company in a combined meeting packet given to attendees at registration.			◆

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

**Unlimited**

Have your name or logo on display in association with a thought leader presenting at the Midwest Dental Conference. Recognition will be on meeting signage, given prior to the educational session and in conference promotional pieces, depending on print deadlines.

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

**Limited to one company**

Your name or logo on display at the conference and beyond. The attendee tote bag will include 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 3,000 inserts, and we will include one in each attendee's packet.

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

**Limited to one company**

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

**Afternoon Popcorn Break:  
\$2,500**

**Limited to one company**

A popcorn machine will be set up for all attendees to enjoy in the afternoon near your booth space on Saturday, April 13, from 1:30 to 3:30 p.m. Signage will display sponsorship with booth number, name and logo.

**Pens:  
\$2,500**

**Limited to one company**

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

**Lanyards:  
\$3,500**

**Limited to one company**

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:  
\$8,000**

**Limited to one 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+**

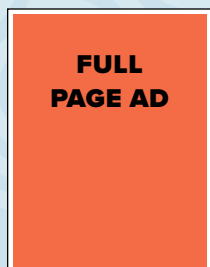
**Unlimited**

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.

**Onsite Program Ads: \$500–\$1,000**

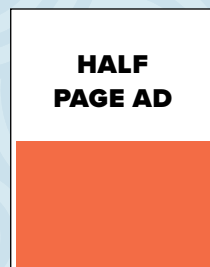
**Unlimited**

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



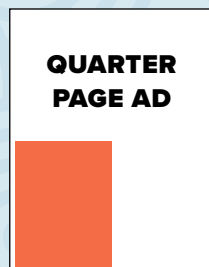
**Full page ad:  
\$1,000**

**SIZE:**  
8.5" W x 11" T  
4 color; 300 dpi –  
Submit pdf with  
embedded fonts.



**Half page ad:  
\$750**

**SIZE:**  
8.5" W x 5.5" T  
4 color; 300 dpi –  
Submit pdf with  
embedded fonts.



**Quarter page ad:  
\$500**

**SIZE:**  
4.25" W x 5.5" T  
4 color; 300 dpi –  
Submit pdf with  
embedded fonts.

**ARTWORK DUE ON OR BEFORE FEB. 9, 2024**

*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-SERVED 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 applying for exhibit space, the applicant releases the Midwest Dental Conference from any and all liabilities that may arise or be asserted as a result of application submission or participation in this exhibit to the applicant, its agents, licensees or employees. 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. The 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 Midwest Dental Conference at the email address mdc@umkc.edu. An 80% refund will be given if cancellation is made on or before Nov. 27, 2023. A 50% refund will be given if a cancellation is made between Nov. 28, 2023, and Jan. 1, 2024. No refund will be given for cancellations after Jan. 1, 2024.

**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 exhibit 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, who 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 or you may be subject to fines. You will receive up to six (6) complimentary badges per 10x10 booth space rental. Each additional badge is \$35 per person. Your complete list due by March 11, 2024.

**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 the 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 13. Non-compliance may result in loss of future exhibition privileges.

**Demonstrations/Souvenirs & 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.



**Insurance**

Our host hotel requires a Certificate of Insurance for each exhibiting company. This must be submitted by March 11, 2024. 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 marshal 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 & 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 concern.

*Please select a maximum of three (3) categories that describe 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 and 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 and Accessories
11. Apex Locators
12. Articulators and Accessories
13. Audiovisual Equipment and 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 and 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. Education
50. Educational Material, Patient and Doctor

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

Midwest Dental Conference  
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