



2024 ANNUAL MEETING

SPONSOR & EXHIBITOR

PROSPECTUS

JUNE 21-22, 2024

Sonesta Hotel White Plains, NY

www.hdassoc.org



HDA Annual Meeting

June 21-22, 2024 - Sonesta Hotel, White Plains NY

Exhibit Prospectus

The HDA is pleased to invite you to the **2024 HDA Annual Meeting**, at the Sonesta Hotel in White Plains, New York. We encourage you to take an active part in this event and secure your space as a sponsor and/or exhibitor.

Early Bird Table Fee: (until Dec. 31st, 2023)

30" x 72" Table Space..... \$1750.00

Standard Table Fee: (After Jan. 1st, 2024)

30" x 72" Table Space..... \$2250.00

Table Furnishings and Specifications

Table Fee includes:

- **2 Complimentary Exhibitor Name Badges**
- **2 Complimentary Lunch Tickets**
Information for purchasing additional tickets will be provided
- **Listing on the HDA website**
- **2 Chairs**

Table Space does not include utilities, internet, or accessories.

Internet can be available directly with the hotel.

You may complete the contract and return with payment by credit card to

membership@hdassoc.org or by mail with check to:

Hispanic Dental Association

421 Huguenot St. Suite 54, New Rochelle NY 10801

The completed contract constitutes the entire agreement between the parties upon acceptance by the Hispanic Dental Association.

NOTE: FULL PAYMENT IS DUE WITH CONTRACT.

Table assignments are made on a first come, first served basis.

Contracts received after Jan 1st, 2024 are subject to STANDARD PRICING. **Tables contracted within 15 days of the start of the meeting must be paid in full by cash or credit card only. No checks will be accepted at that time.**

CANCELLATION:

Cancellations received after Mar 15, 2024 will not be eligible for a refund. Cancellations received before May 15, 2024 will receive a 50% refund. All cancellations must be made in writing and sent to membership@hdassoc.org

EXHIBITOR BREAKDOWN:

Exhibitor breakdown is scheduled for June 22, 2024 from 12:00pm

EXHIBIT HALL HOURS:

Thursday June 20

2:00PM - 5:00PM..... Exhibitor Set-up

Friday June 21

9:00AM - 9:00PM..... Exhibit Hall Open

Saturday June 10

8:00AM - 12:00PM..... Exhibit Hall Open

HOUSING:

The Hispanic Dental Association has negotiated a special discounted room rate of \$199.00 per night for the 2024 Annual Meeting. **This rate is only available if booked through the HDA room block.** The reservation deadline is May 31, 2024

CONTACT INFORMATION:

HDA Annual Meeting

Member Services Coordinator

Lydia M. Ruiz Trinidad

(856-353-9459

membership@hdassoc.org



Sponsorship Opportunities

PRESIDENTS GALA:

\$25,000 - \$12,500 - Exclusive or Shared Sponsor

Presidents Gala is scheduled for Saturday June 22, 7:00pm - 11:00pm. An evening full of networking, music, food, drinks and dancing.

Sponsorship includes:

- 1 reserved guest table (10 seats)
- Sponsor signage displayed at event
- Sponsor recognition in event marketing

EXHIBIT HALL GRAB N GO LUNCH:

\$15,000 - \$7,500 - Exclusive or Shared Sponsor

Grab n Go Lunch is scheduled for Friday June 21, 12:00pm - 1:30pm. Attendees will have the opportunity to visit with exhibitors.

Sponsorship includes:

- Sponsor recognition displayed in Exhibit entrance
- Sponsor company signage displayed in food service location
- 5 min. welcome to attendees

EXHIBIT HALL BREAKFAST:

\$10,000 - \$5,000 - Exclusive or Shared Sponsor

Attendees will have the opportunity to visit with exhibitors.

Sponsorship includes:

- Sponsor recognition displayed in Exhibit entrance
- Sponsor company signage displayed in food service location
- 5 min. welcome to attendees

COFFEE BREAK SPONSOR (FRIDAY or SATURDAY)

\$5,000 - \$2,500 - Exclusive or Shared Sponsor

Meeting attendees will enjoy your sponsored coffee and snacks as they visit the exhibit area.

Sponsorship includes:

- Sponsor recognition displayed in Exhibit entrance
- Sponsor company signage displayed in coffee break service location

MAIN ENTRANCE BANNER SPONSOR:

\$5,000 - Exclusive Sponsor

Receive a high level of recognition as the Main Entrance Banner sponsor.

Sponsorship includes:

- Sponsor Banner in Main Entrance
- Sponsor logo in meeting program

BADGE HOLDER/LANYARDS:

\$3,000 - Exclusive Sponsor

Badge holders or lanyards will feature sponsor company name and logo and will be distributed to attendees at registration.

Sponsorship includes:

- Sponsor signage in registration area
- Sponsor logo in meeting program

TOTE BAGS:

\$5,000 - Exclusive Sponsor

Tote bags will feature sponsor company name and logo and will be distributed to attendees at registration.

Sponsorship includes:

- Sponsor signage in registration area
- Sponsor logo in meeting program

EDUCATION/SPEAKER SPONSOR:

\$5,000 - Exclusive Sponsor

Sponsor can select a specific speaker/topic to support.

Sponsorship includes:

- Sponsor company logo on initial welcome slide pre-presentation
- 3min welcome message to session attendees
- Sponsor company banner in conference (Sponsor to provide banner)
- Sponsor company logo in meeting program

MEETING PROGRAM:

Program Ads

- Full Page \$750.00
- Half Page \$400.00
- 1/4 Page \$250.00

Additional Sponsorship Opportunities may be available.
For inquiries please contact:

Juan Carlos Pierotti

operationsmanager@hdassoc.org

Sponsorship Levels

PLATINUM SPONSOR \$25, 000 +

- Sponsor on HDA Annual Meeting E-Blasts (Up to 5 E-Blasts)
- One (1) Exhibit Table Space (priority choice of location)
- Four (4) complimentary conference registrations
- One (1) reserved table Presidents Gala (10 seats)
- One (1) Full page color advertisement in meeting program
- 2 dedicated one page E-blast to HDA membership (sponsor to provide ad)
- Large Banner Ad in weekly e-newsletter for one month (sponsor to provide ad)
- Attendee mailing list
- Exhibit Show Special Ad (to be sent digitally to HDA members prior to event. Sponsor will provide ad)
- Sponsor Level Recognition prominently displayed in Exhibit Area
- Sponsor signage in prominent locations at meeting
- Company logo and link on HDA website

GOLD SPONSOR \$20,000

- One (1) Exhibit Table Space (priority choice of location)
- Three (3) complimentary conference registrations
- Dedicated one page E-blast to HDA membership (sponsor to provide ad)
- Half page color ad in meeting program
- Large Banner Ad in weekly e-newsletter for one month (sponsor to provide ad)
- Attendee mailing list
- Exhibit Show Special Ad (to be sent digitally to HDA members prior to event. Sponsor will provide ad)
- Sponsor Level Recognition prominently displayed in Exhibit Area
- Sponsor signage in prominent locations at meeting
- Company logo and link on HDA website

SILVER SPONSOR \$15,000

- One (1) Exhibit Table Space
- Two (2) complimentary conference registrations
- Large Banner Ad in weekly E-newsletter for one month (sponsor to provide ad)
- One quarter page color ad in meeting program
- Exhibit Show Special Ad (to be sent digitally to HDA members prior to event. Sponsor will provide ad)
- Sponsor Level Recognition prominently displayed in Exhibit Area
- Sponsor signage in prominent locations at meeting
- Company logo and link on HDA website

BRONZE SPONSOR \$10,000

- Exhibit Show Special Ad (to be sent digitally to HDA members prior to event. Sponsor will provide ad)
- Sponsor Level Recognition displayed in Exhibit Area
- Sponsor signage in prominent locations at meeting
- Company logo and link on HDA website

SUPPORTING SPONSOR \$5,000

- Company logo and link on HDA website



HDA Annual Meeting

June 21-22, 2024 - Sonesta Hotel, White Plains NY

Exhibitor / Sponsor Contract

EXHIBIT TABLE SELECTION

Enter the preferred table number(s) in order of 1st to 3rd choice and list the company (if any) you wish to exhibit near or away from. Table assignments are made on a first paid, first served basis. Every effort will be made to honor your request however, selections are not guaranteed and are dependant on availability or other circumstances beyond the HDA's control.

1st _____ 2nd _____ 3rd _____

I would like to be next to or across from: _____

I do not want to be next to or across from: _____

| PLEASE INDICATE TABLE, SPONSORSHIP LEVEL OR OPPORTUNITY BELOW | | | | AMOUNT |
|---|--|--|----------|--------|
| TABLE | EARLY BIRD RATE (Until Dec. 31, 2023) | STANDARD RATE (After Jan 1st, 2024) | QUANTITY | |
| 30" x 72" Table Space | \$1,750 | \$2,250 | | |
| SPONSORSHIP OPPORTUNITY | Exclusive Sponsor | Shared Sponsor | | |
| Presidents Gala | \$25,000 | \$12,500 | | |
| Exhibit Hall Grab N Go Lunch | \$15,000 | \$7,500 | | |
| Coffee Break Sponsor | \$5,000 | \$2,500 | | |
| Main Entrance Banner Sponsor | \$5,000 | | | |
| Badge Holder/Lanyards | \$3,000 | | | |
| Tote Bags | \$5,000 | | | |
| Education/Speaker Sponsor | \$10,000 | | | |
| ADVERTISEMENTS | | STANDARD RATE | | |
| Full Page AD | | \$750 | | |
| Half Page AD | | \$400 | | |
| 1/4 Page AD | | \$250 | | |
| SPONSORSHIP LEVELS | | | | |
| Platinum Sponsor | | \$25,000 + | | |
| Gold Sponsor | | \$20,000 | | |
| Silver Sponsor | | \$15,000 | | |
| Bronze Sponsor | | \$10,000 | | |
| Supporting Sponsor | | \$5,000 | | |
| TOTAL | | | | |

PAYMENT METHOD (Please select the preferred method of payment)

☐ Credit Card: ☐ Mastercard ☐ Visa ☐ American Express

Company Name: _____

Name (as it appears on credit card : _____

Card Number: _____ Exp. Date: _____ CSC: _____

Billing Address: _____

City: _____ State: _____ Zip code: _____

☐ Check: (Payable to the **Hispanic Dental Association**)

Company Primary Contact: _____

Contact Phone: _____ Contact Email: _____

I agree that I have read, understand, and accept all terms of this agreement including full payment of all selected items and have read, understand, and accept all terms of the Contract Terms and Conditions.

Printed Name of Authorized Company Representative

Signature of Authorized Company Representative

Date

HDA Annual Meeting

Contract Terms and Conditions

Terms of Payment

Full payment is due with signed contract. Table space will not be reserved or assigned without full payment. Contract received before Dec. 31st, 2023 are eligible for **EARLY BIRD** pricing. Contracts received after Jan 1st, 2024 are subject to **STANDARD** pricing. Tables contracted within 15 days of the start of the meeting must be paid in full by credit card only. Checks are not accepted within this period.

Contract Approval

All Exhibitor/Sponsor contracts are subject to approval by the HDA Annual Meeting Committee. The Committee may accept or reject any contract to exhibit in its sole discretion, and has full and final authority to interpret, amend or supplement these Guidelines, Rules and Regulations.

Cancellation Deadline

Cancellations received prior to Mar. 15, 2024 are eligible for a **50% refund**. Cancellations received after Mar. 15, 2024 **are not eligible for refund**. All cancellations must be made in writing and sent to membership@hdassoc.org

Exhibitor Registration

Registration and name badge identification are required for every employee, representative, and attendee of the meeting. Exhibitors may register up to 2 personnel at no charge for each table space purchased. Additional personnel will be charged a fee of \$10 each. Each table is limited to 4 total personnel. All registrations must be submitted prior to the start of the meeting. The name badge issued at the time of registration must be worn at all times during the meeting. Exhibitors rendering badges to unauthorized persons shall forfeit their exhibit space without eligibility for a refund and future exhibition privileges.

Assignment of Subletting

Exhibiting company shall use its table space solely and exclusively for the exhibition of material, equipment or services normally manufactured, distributed, or furnished by it in the regular course of its business, and for no other items or purposes of any kind. **The exhibitor shall not assign, sublet, license, or otherwise release, transfer, apportion, or dispose of its exhibit space, name badge or any part thereof. Any use of all or part of said space by or for any person, firm, or entity other than the exhibitor will cause the exhibitor and the person, firm, or entity to be asked to leave the meeting without a refund. Non-exhibiting companies are not allowed at any function or activity at the HDA Annual Meeting. Violators will be asked to exit the premises.**

Insurance

Exhibiting company agrees to carry insurance for a single limit of not less than \$1,000,000 for its employees, agents, contractors, and representatives present at the HDA Annual Meeting in each of the following categories: Broad Form General Liability and Automobile Liability. The exhibitor agrees to provide Workers' Compensation Insurance providing benefits for the state of New York and Employers Liability of \$1,000,000 per accident. An umbrella liability policy would be satisfactory provided all these areas are covered. The policy must name as additional insureds: The Hispanic Dental Association and the Sonesta White Plains Hotel. Exhibitor must provide a Certificate of Insurance showing the policy in effect through June 22, 2024. EXHIBITORS MUST PROVIDE PROOF OF INSURANCE NO LATER THAN May 19, 2024.

Exhibit Limitations

The exhibitor shall conform to and comply with the following requirements:

- All displays must be confined within the limits of the table space and approved by the Annual Meeting Committee.
- Loud sounds speakers or sound interference are not permitted
- Helium balloons or combustible materials are not permitted.
- Empty crates must be removed from the exhibit area for proper storage. Storage of freight, cartons, excelsior, etc., within the table space is prohibited.
- Using outside contractors for the following services is prohibited: electrical, internet, telephone, table space cleaning, facility-affixed audio, lighting and structural rigging and parking.
- **Use of nitrogen tanks within table space is subject to prior approval by show management.** Equipment in operation must provide protection against any damage to the Sonesta White Plains Hotel or any HDA Annual Meeting vendors, etc.

General Exhibit Regulations

The HDA has developed these regulations to provide a well-balanced, well-regulated, attractive and successful event. No exceptions to these regulations will be permitted. The HDA reserves the right to enforce strict compliance with these Exhibit Regulations.

Indemnification and Liability

The exhibiting company, its agents, employees, contractors, or representatives assumes and agrees to indemnify, protect, save and hold harmless the Hispanic Dental Association, the Sonesta White Plains Hotel, its agents, employees, contractors or representatives, from and against any and all losses, damages, injuries, claims, demands and expenses, including legal expenses, of whatsoever kind or nature, arising due to the exhibitors conduct or negligence during participation in the meeting, including installation and dismantle periods. **NOTE: Absolutely no children under age 18 are allowed in the exhibit hall during exhibitor set-up or breakdown hours.**

Default

The HDA reserves the right to cancel this contract if an exhibitor displays, sells a product which is not authorized by the meeting committee after being notified to discontinue such display or sale; or breaks any other regulation. In such event, all payments previously made on this contract are non-refundable. The HDA shall be released from all claims for damages, loss, costs, or expenses sustained or incurred by the exhibitor by reason of such cancellation.

Rules and Regulations

The HDA reserves the right to make such additional rules and regulations as it deems proper to cover the conduct and promote the success of the meeting. The breach of any such rule and regulation by the exhibitor, after being notified in writing thereof, shall be grounds for dismissal from the meeting with no recourse for refund or any claims for any loss or damages.

Security

Security will be provided in the exhibit area. However, neither the HDA or the San Antonio Marriott Riverwalk Hotel shall be held responsible for any loss or damage to equipment, materials or products within the exhibit area. It is the responsibility of the exhibitor to provide for any damages or losses of any kind the equipment, materials or products on display.

Miscellaneous

On all matters not herein covered, or on any differences, final decisions are subject to the judgement of the HDA. Additionally, factors beyond our control (pandemics, inclement weather, etc) could impact the layout of the exhibit area. Should this occur, the HDA Annual Meeting Committee reserves the right to modify the exhibit area layout accordingly.

Correspondence

Exhibit correspondence should be addressed to membership@hdassoc.org

Governing Laws and Compliance with Law

The Laws of the State of Texas will govern any disputes arising from this agreement or the terms thereof. The exhibiting company, its employees and representatives, shall observe and comply with all federal, state and municipal laws, and all rules and regulations in the use of such exhibit space. Products/services offered at exhibit tables, and delivery of any services within the exhibit space is subject to prior approval by the HDA Annual Meeting Committee.

