

# EXHIBITOR PACKET

Join us for premier CE!



**September 26-27, 2025**

**Hilton Norfolk The Main**

JOINT MEETING WITH:  Virginia Academy of Pediatric Dentistry

# Important Dates & Details



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## HOW TO ATTRACT VDA ATTENDEES TO YOUR BOOTH:

**Have a Virginia Dental Showcase Special (REQUIRED)** - dentists LOVE it when they can receive even a small discount by purchasing your products at the meeting versus waiting to talk to your sales rep when they get back to the office.

**Bring your best salesperson to the meeting!** Attendees love to have fun in the exhibit hall, both your company and the attendees will benefit from your awesome personality!

**For an additional \$350, exhibitors can have a scavenger hunt item placed at their booth**, drawing more foot traffic as attendees eagerly search for hidden items. This is a great opportunity to increase visibility and engagement with attendees as they make their way through the exhibit hall. Don't miss out on this chance to attract more visitors and maximize booth interactions! Only 5 available!

## DATES & DEADLINES

### April 28, 2025

- Standard booth rate expires
- Attendee registration opens

### June 2025

- Booth assignments and exhibitor packets emailed

### July 2025

- Forms in exhibit packet due

### Thursday, September 25, 2025

- Vendor Check-in and Set-up, 4:00pm-7:00pm

### Friday, September 26, 2025

- Vendor Check-in and Set-up, 9:00am-12:00pm
- Exhibit Hall Open, 2:00pm-6:00pm
- Welcome Reception with Exhibitors, 2:30pm-3:30pm

*Please email [wyman@vadental.org](mailto:wyman@vadental.org) for more information on Spotlight Sponsor Receptions.*

### Saturday, September 27, 2025

- Exhibit Hall Open, 10:00am-2:30pm
- Closing Lunch with Exhibitors, 1:30pm-2:30pm
- Exhibit Removal, 2:30pm-3:30pm

*NOTE: Exhibit removal is allowed only during designated removal hours.*

## ADMINISTRATIVE INFORMATION

### SHOW MANAGEMENT

**Virginia Dental Association**  
Megan Wyman  
3460 Mayland Court, Suite 110  
Richmond, VA 23233  
(804) 523-2193 (direct)  
[wyman@vadental.org](mailto:wyman@vadental.org)

### Service Contractor

Hollins Exposition Services  
7615 Williamson Road NW  
Roanoke, VA 24019  
(540) 362-3940 (phone)  
(540) 362-8698 (fax)

*Advanced Shipping: August 11 - September 10, 2025. Please ship all freight to Hollins Expo. at this address.*



## BOOTH DETAILS

### YOUR BOOTH INCLUDES:

- (1) 10 ft. wide by 8 ft. deep
- Foyer Booths 10 ft. wide by 6 ft. deep
- Pipe and drape
- (1) 6 ft. x 2 ft. x 42 in. high draped table
- (1) Stool

*Exhibitors will be able to order additional furniture from Hollins Expo and electricity from the hotel closer to event date for an additional fee*

- (1) Sign (your company name)
- (2) Lunches on Saturday

*Exhibitors will have the option to order a boxed lunch for Friday and/or an additional boxed lunch for Saturday for an additional fee closer to the event date.*

### BOOTH DEADLINES/ PRICES

#### By April 28, 2025

- \$1,600 (aisle)
- \$1,800 (foyer)

#### By June 23, 2025

- \$1,700 (aisle)
- \$1,900 (foyer)

#### By September 15, 2025

- \$1,800 (aisle)
- \$2,000 (foyer)

# Application for Exhibit Space



## COMPANY INFORMATION

Company Name \_\_\_\_\_  
Primary Contact \_\_\_\_\_ Title \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone ( \_\_\_\_ ) \_\_\_\_\_ Ext \_\_\_\_\_ Email \* \_\_\_\_\_

\* For all  
information  
regarding the  
meeting

## INFORMATION FOR PUBLICATION

Customer Service Number ( \_\_\_\_ ) \_\_\_\_\_ Ext \_\_\_\_\_ Website \_\_\_\_\_  
Description of Product or Service \_\_\_\_\_  
\_\_\_\_\_

## BOOTH INFORMATION (Please see map on page 4 for the layout of the Exhibit Hall)

1st choice \_\_\_\_\_ 3rd choice \_\_\_\_\_  
2nd choice \_\_\_\_\_ 4th choice \_\_\_\_\_

Please indicate any companies you would prefer not to be placed next to\*\* \_\_\_\_\_  
\_\_\_\_\_

\*\* Not guaranteed  
but will be taken  
into consideration.  
Booth placement  
is chosen on a  
first come, first  
serve basis with  
payment.

☐ **Scavenger Hunt Item Placement - \$350:** Increase traffic to your booth by having a scavenger hunt item placed at your location. Attendees will be directed to your booth as part of the hunt, offering increased visibility and engagement. Simply check this option to add it to your total! Max. of 10 spots available.

## PAYMENT INFORMATION

Please bill my credit card. The VDA accepts all major credit cards.

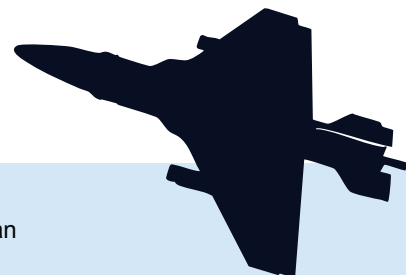
Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ / \_\_\_\_\_  
Name on Card \_\_\_\_\_ Security Code \_\_\_\_\_  
Address on Card \_\_\_\_\_  
Amount to be Charged \$ \_\_\_\_\_ Signature of Cardholder \_\_\_\_\_

- ☐ I agree to have a meeting special for the 2025 Virginia Dental Showcase (REQUIRED).  
☐ I have enclosed a check payable to The Virginia Dental Association.  
☐ I have read and agree to abide by all the terms and conditions set forth by the VDA.

Signature \_\_\_\_\_

**WHERE TO  
SEND YOUR  
APPLICATION**

**Submit application and payment to:**  
VIRGINIA DENTAL ASSOCIATION, Attn: Megan Wyman  
3460 Mayland Court, Suite 110, Richmond, VA 23233  
[wyman@vadental.org](mailto:wyman@vadental.org)





# Exhibit Hall Map

## GRAND BALLROOM

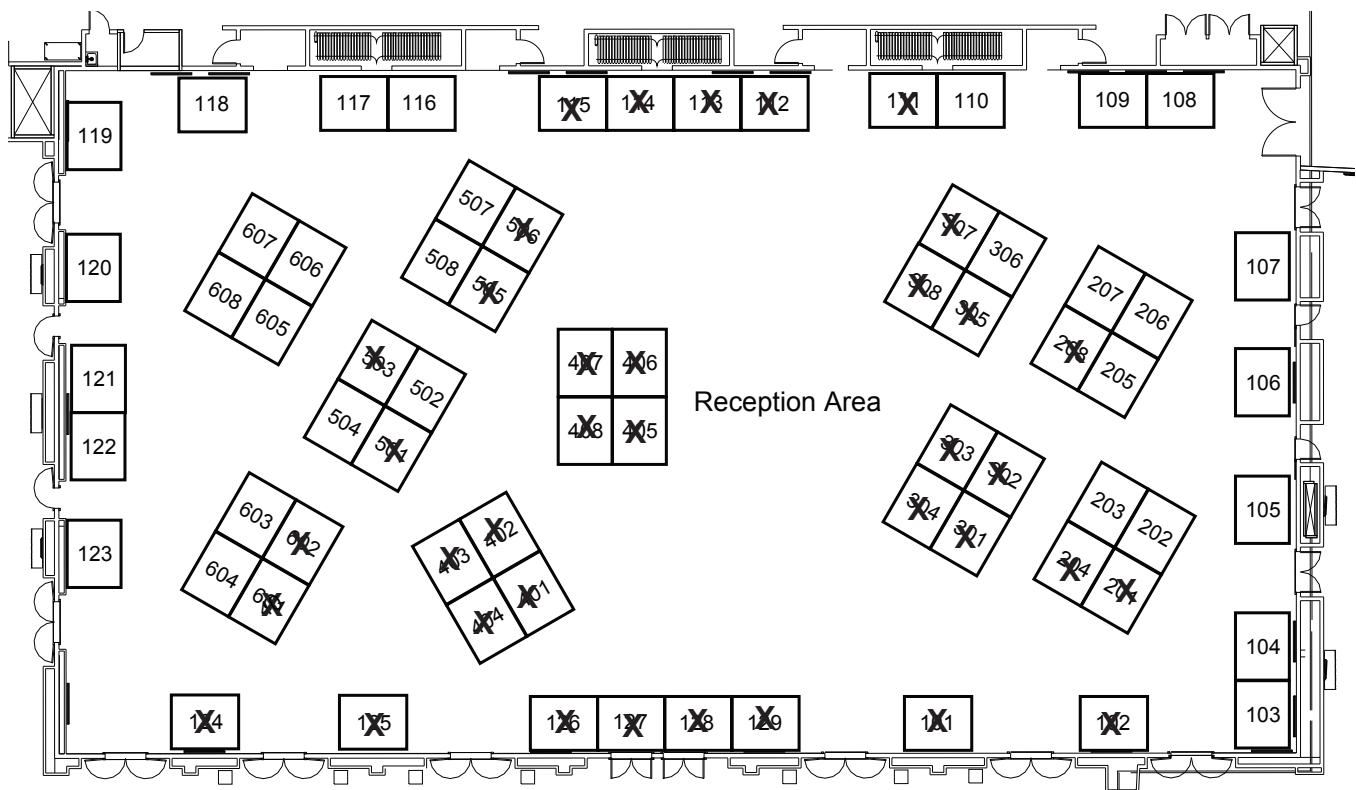


Exhibit Hall Entrance and Foyer



# Terms & Conditions



Exhibit booths will be assigned in accordance with the exhibitor's preference in the order in which completed agreements are received with the correct deposit. VDA cannot guarantee that booth space requested will be granted. Also taken into consideration are competing companies if noted on the application. Shielding cannot be guaranteed.

## REFUNDS

All cancellations of booth space must be in writing. Refunds will be issued only if all booth space is sold. Requests to cancel within 30 days of the show will receive no refund.

Standard booth backgrounds and side rails, decorated with show color drapery and uniform two-line signs will be provided by Hollins Expo. Individual booth backgrounds are eight feet in height and divider rails are 33 inches in height. Materials can be placed anywhere within the 8'x10' exhibit space. Materials cannot exceed 8 feet in height. All exposed parts of the display must be finished. Company representatives will be asked to rearrange their booth if the set-up does not conform to the specifications above or they are objectionable to other exhibitors or the VDA. The VDA reserves the right, in the best interest of exhibitors, to relocate selected objects in areas other than that selected by the exhibitor.

All representatives must have a badge and wear it at all times. For security purposes, no one will be admitted in the exhibit hall without a name badge. Representatives will be given badges when they check in upon arrival at The Virginia Dental Showcase. Exhibit booths must have a representative present in the booth during all hours the exhibit hall is open.

Exhibitors are required to finalize all booth preparations by 12:00pm on September 26, 2025. All exhibits must be operational at this time. After this hour, no installation work will be permitted without special authorization by the VDA. Dismantling, removing, and/or packing of exhibits cannot begin earlier than 1:00pm on September 27, 2025. There will be penalties given to exhibitors who do not follow these guidelines.

The VDA reserves the right to make changes to the set-up of the floor plan.

1. **SUBLETTING OF SPACE:** The exhibitor agrees that the display will be confined to the area of the space reserved; and that subletting or showing products other than those manufactured or represented by the exhibitor is strictly prohibited. Only the company that purchased exhibit space may set up in an exhibit booth. Offending companies will be asked to leave the show and may have their exhibit privileges revoked for future years. The VDA has a NO TOLERANCE policy when it comes to this issue. In addition, only company employees will be allowed to obtain name badges for the show.

2. **ARRANGEMENT OF EXHIBITS:** The exhibitor agrees to arrange his/her exhibits so as not to obstruct or interfere in any way with the general view or the view of the exhibits or other exhibitors, or the free passage of spectators. All exhibits must conform to the requirements of the Fire Department Board of Insurance Underwriters of Virginia. The decision of the Virginia Dental Association as to what constitutes such obstruction or interference is final. Should show management have to physically move an exhibit, the exhibiting company will be responsible for any and all related costs to Hollins Expo.

3. **INSTALLATION AND REMOVAL OF EXHIBITS:** In the event that any exhibitor fails to complete pre-show installation and arrangement for the removal of boxes and crates by 12:00pm on September 26, 2025 the Virginia Dental Association reserves the right to remove, at the exhibitor's expense and risk, all such exhibits and materials pertaining thereto from the space allotted to such exhibitor and cancel this contract. In such event the Virginia Dental Association shall retain the amount paid by such exhibitor as space rental and for liquidated damages covering expenses paid

by the Virginia Dental Association and the loss of rental from other exhibitors. All post-show exhibits not removed by 3:00pm on Saturday, September 27, 2025 may be removed by Hilton Norfolk The Main at the express risk and expense of the exhibitor.

4. **CARE OF SPACE:** The exhibitor agrees not to deface, injure, or mar the exhibition hall of Hilton Norfolk The Main or any of the furniture or fixtures contained therein, and/or any of the property of whatever nature placed therein by the Virginia Dental Association, and the exhibitor shall be liable to Hilton Norfolk The Main, and/or the Virginia Dental Association for any damage resulting to such exhibition hall and/or furniture and fixtures contained therein and/or such property placed therein by the Virginia Dental Association which shall occur by reason of the commissions or omissions of any exhibitor and/or his agents, servants or employees, and the exhibitor shall defend and save harmless the Virginia Dental Association from all claims and suits against said Virginia Dental Association arising from the aforesaid commissions or omissions of the exhibitor, his agents, servants or employees. All materials used by exhibitors must conform to the requirements of the Fire Department Board of Insurance Underwriters of Virginia. X-ray equipment is to be dead. For one hour before the public is admitted each morning, and for one hour after the hall is closed to the public, exhibitor representatives with proper credentials will be permitted on the floor for chores they see fit to perform. During these periods only, while exhibitors are on station, hotel cleanup personnel will be permitted inside the exhibit hall. At all other times, the security guards will permit no individual to enter or leave the exhibit hall except by authority of the Fire Marshall or the Police Department. The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save harmless the Virginia Dental Association, Hilton Norfolk The Main, its owner and operator, and their affiliated, and subsidiary companies, and their respective partners, directors, officers and employees and agents (the 'Indemnities') against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of cause by the exhibition's installation, removal, maintenance or occupancy or use of the exhibition premises or part thereof, excluding any liability caused by the sole negligence of the Indemnities. In addition, the exhibitor acknowledges that the Virginia Dental Association, Hilton Norfolk The Main, its owner and operator, and any of the other Indemnities do not maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibitor to maintain business interruption insurance and property damage insurance covering such losses by exhibitor. The Virginia Dental Association is not responsible for items removed from booths while booths are left unattended.

5. **CONDUCT AND RESTRICTIONS:** The Virginia Dental Association reserves the right to restrict all exhibits which, because of noise, odor, food, drink, or other objectionable features, interfere with the orderly procedure of the exhibition; also to prohibit any display or procedure which in its judgment runs counter to the general character of the exhibition. Therapeutic products, or products of a therapeutic nature, which do not meet the ethical standards of the dental profession will not be accepted for display. The solicitation of customers in the aisles will serve as grounds for expulsion from the exhibition. Exhibitors will conduct their business from the confines of the booths they have rented. Exhibitors may not presume the role of host at The Virginia Dental Showcase of the Virginia Dental Association. Potential customers or personal friends may be invited on condition that such invited persons comply with the regulations applicable to all other registrants at the Virginia Dental Showcase. Revenue lost from violation of this rule will be recovered from the transgressing exhibitor who accepts the decision of the Virginia Dental Association in the event of a dispute between the 'invitee' and the exhibitor. Dentists who are non-members of the American

Dental Association are required to pay the non-member registration fee to enter the exhibit hall. Exhibitors may not register non-ADA member dentists unless the non-member fee is paid. Exhibitors may host no function in conjunction with the Virginia Dental Showcase of the Virginia Dental Association without the written consent of the Virginia Dental Association, which shall not be unreasonably withheld. The exhibitor shall, during the meeting, use for exhibit, display or related purposes, only the space which has been contracted. No exhibitor will sponsor a seminar or presentation in the Norfolk, VA area without approval of the Virginia Dental Association from August 31-September 30, 2025. Exhibitors sponsoring prize drawings in conjunction with the meeting must prominently display any limitations on registering for or accepting the prize. The exhibitor must submit to the Virginia Dental Association no later than 30 days following the meeting a list of prizes offered, names and addresses of the respective winners and any limitations on the prizes. The rights reserved in this section apply as well to the conduct of agents and employees of the exhibitor and any property used by such exhibitors in the installation and operation of exhibits. The decision of the Virginia Dental Association as to what acts constitute a breach of the above conditions shall be final, and any exhibitor shall be subject to eviction without refund if he is judged to be in violation of the aforementioned conditions.

6. **LIABILITY:** The Virginia Dental Association shall not be liable for any damages in the event that performance of this contract is rendered impossible for any of the following causes: destruction of Hilton Norfolk The Main or any substantial portion thereof, by fire, earthquake, the elements, or a public enemy; strikes or other public disorder; impossibility of performance created by law or any public authority; and/or for any cause beyond its control or the control of Hilton Norfolk The Main. The Virginia Dental Association will, however, in the event of its not being able to hold the exhibition for any of the reasons set forth above, reimburse exhibitors prorated on the amount of rental paid by each exhibitor as follows: total rentals paid by all exhibitors, less expenses incurred by the Association in constructing and installing the exhibits, shall be refunded to the exhibitors in the ratio of their rental payments prorated by the number of days the exhibits fail to proceed as scheduled.

7. **CANCELLATION OF EXHIBIT SPACE:** Request for cancellation of exhibit space should be presented in writing to the Virginia Dental Association, via email to [wymann@vadental.org](mailto:wymann@vadental.org). Each exhibitor shall be liable for the full space rental unless the space is subsequently resold to another exhibitor. All deposits are nonrefundable. Additionally, if cancellation is made less than 30 days prior to the meeting, the exhibitor will forfeit all deposits and payments received by the Virginia Dental Association.

8. **PAYMENT:** If any remaining balance of the full remittance of the booth(s) engaged by the exhibitor has not been received by the Virginia Dental Association by June 23, 2025, the Association reserves the right to cancel this contract without liability. In such event, the Virginia Dental Association shall retain the amount paid by such exhibitor as a forfeited deposit. Any exhibitor with a remaining balance on Monday, September 22, 2025, will not be allowed to set up until full payment has been remitted in the form of certified check or money order.

9. **INTERPRETATIONS OF ABOVE RULES AND REGULATIONS:** Above stated conditions are considered a part of this contract. The Virginia Dental Association reserves the right to interpret them as well as make decisions on all points the rules and regulations do not cover. Decisions of the Virginia Dental Association are final.

10. **ALL APPLICATIONS WILL BE REVIEWED BY THE COUNCIL ON SESSIONS PRIOR TO APPROVAL AND ASSIGNMENT OF BOOTH SPACE/S.**