



2021 EARLY EXPO &
SPONSORSHIP OPPORTUNITIES INFORMATION

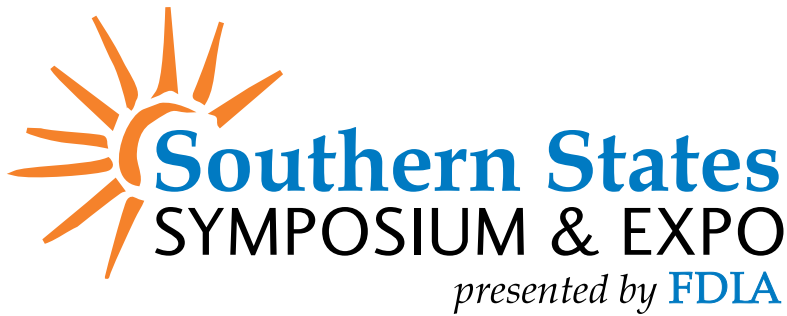


Southern States
SYMPOSIUM & EXPO
presented by **FDIA**

June 10 – 12, 2021

**RENAISSANCE ORLANDO AT SEAWORLD
ORLANDO, FL**

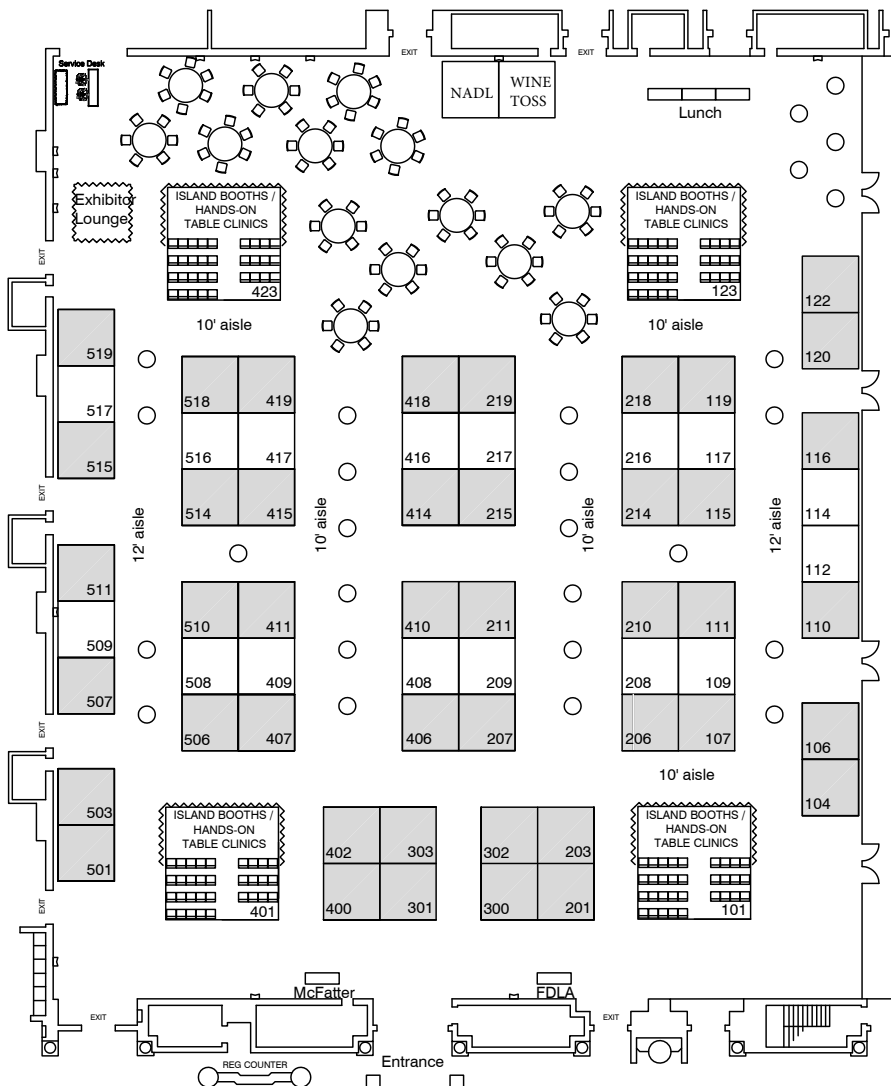
EXPO FLOOR PLAN & SCHEDULE



June 10 – 12, 2021

Renaissance Orlando at SeaWorld
Orlando, FL

2021 SOUTHERN STATES SYMPOSIUM & EXPO FLOOR PLAN



PRELIMINARY EXPO HALL SCHEDULE OF EVENTS


(AS OF 1/5/2021)

FRIDAY – JUNE 11

- 8:00 a.m. – 3:00 p.m. Expo Move-In
- 8:00 a.m. – 3:00 p.m. Opening Session & Keynote Presentations
- 12:00 p.m. – 12:45 p.m. Networking Luncheon
- 3:00 p.m. – 6:30 p.m. Expo Hall Open / Kickoff Reception
- 5:00 p.m. Best of Show Awards Presentation
- 6:30 p.m. Dinner On Your Own

SATURDAY – JUNE 12

- 9:30 a.m. – 3:30 p.m. Expo Hall Open
- 11:30 a.m. – 1:00 p.m. Lunch in Expo Hall
- 3:30 p.m. – 6:30 p.m. Expo Move-Out

 = Prime Booth Space

Island Booths Available For Table Clinics In Expo Hall

Want an opportunity to host up to five (5) 1-hour table clinics at your booth in the Expo Hall?

Sign up for an island booth and FDIA will contact you directly with details. Questions? Contact the FDIA office at 850.224.0711 or by email at sjoines@executiveoffice.org. (NOTE: FDIA will provide a LCD Projector, screen and microphone as well as get CE approval and upload CE credits on your behalf for approved courses.)



2021 SPONSORSHIP OPPORTUNITIES

(as of 1/18/2021)

Each sponsorship will receive the following, in addition to what is listed under the individual sponsorships:

- Recognition in the Symposium Registration Brochure (*mailed to 3,500 laboratories and technicians*) *
- Recognition on event signage **
- Complimentary listing on the FDIA's Southern States Symposium & Expo website

Friday Luncheon – SOLD TO ARGEN CORPORATION

- Sole sponsorship of the FDIA Friday Luncheon on Friday, June 11, 2021
- Opportunity to address the attendees during the luncheon
- (1) One reserved table at the luncheon

Expo Kickoff Reception – SOLD TO KULZER & ZAHN DENTAL

- Sponsorship of the FDIA Expo Kickoff Reception on Friday, June 11, 2021 (*3-hour event*)
- Opportunity to address attendees during the Expo Kickoff Reception
- Sponsor logo displayed on beverage napkins at the reception *

Trade Show Bags – SOLD TO AIDITE (QINHUANGDAO) TECHNOLOGY CO., LTD.

- Sole sponsorship of the Symposium & Expo Attendee Trade Show Bags
- Logo imprinted on trade show bags given to all attendees, along with the FDIA logo *
- Opportunity to place up to five (5) 8 ½ x 11" pages of promotional materials in the attendee trade show bags

Room Key Cards – SOLD TO NOWAK DENTAL SUPPLIES

- Sole sponsorship of the 1,000 room key cards distributed by the Renaissance Orlando at SeaWorld to attendees in the FDIA room block
- Logo or design on room key cards *

Saturday Boxed Lunches (\$3,000) – 1 SOLD TO ASPEN DENTAL – (1 additional available)

- Sponsorship of the Saturday Boxed Lunches
- Logo sticker on each box or similar recognition with logo *

Attendee Lanyards (\$1,500) – (1 available)

- Sole sponsorship of the Attendee Lanyards
- Sponsor logo on all attendee lanyards *

Beverage Breaks (\$750 each) – SOLD TO PETERSON DENTAL LABORATORY, STERNGOLD & CARDINAL ROTARY INSTRUMENTS (1 additional available)

- Sole sponsorship of Friday or Saturday Beverage Break
- Sponsor logo displayed on beverage napkins at the breaks *

_____ Friday Morning Break - **SOLD TO PETERSON DENTAL LABORATORY**

_____ Friday Mid-Morning Break - **SOLD TO STERNGOLD**

_____ Saturday Morning Break – **SOLD TO CARDINAL ROTARY INSTRUMENTS**

_____ Saturday Afternoon Break

Trade Show Bag Inserts (\$500 each) – 1 SOLD TO AFFORDABLE DENTURES (3 additional available)

- Opportunity to place one (1) 8 ½” x 11” page of promotional material or small item in the attendee trade show bags

* Signed Sponsorship Agreement and sponsor logo in PNG, EPS, JPG or TIFF 300 dpi format must be returned by 2/1/2021 to be recognized in the Symposium Registration Brochure and promotional items.

** Sponsor to provide logo in PNG, EPS, JPG or TIFF 300 dpi format by 5/1/2021 to be recognized on onsite event signage.

**Sponsorships are reserved on a first-come, first-served basis upon receipt of payment.
There is a 5% discount extended to all FDLA Business Partners.**

**Need additional information?
Contact Christina Welty at cwelty@executiveoffice.org or 850.224.0711.**



Join FDLA today to take advantage of valuable member benefits!

FDLA offers exhibitors a way to connect in more ways than one! Becoming a member of FDLA will not only allow you to save on the cost of your booth space, but will also allow you to benefit from being part of an association that helps you keep in contact with your buyers all year long!

Business Partner Program (Membership Fee – \$750)



5% Discount on general sponsorship purchases for the Southern States Symposium & Expo, presented by FDLA.

- Semi-annual list of all dental laboratories in Florida
- Recognition in the onsite program for the Southern States Symposium & Expo, presented by FDLA
- Earn one point per year of your partnership toward preferred exhibit space at the Symposium & Expo
- Year-long recognition in FDLA quarterly publication *focus* and in the special Business Partner Program section of the FDLA Website, www.fdma.net
- Business Partner Membership allows anyone from the company to attend any FDLA event at the member rate
- Subscription to *focus* magazine (*company contact only*)

Associate Membership (Membership Fee – \$225)

- Any sales or technician representative of suppliers, manufacturers or vendors is eligible to become an Associate Member. Membership entitles individuals to all benefits and privileges of the state association.
- Associate Membership covers only the individual who is registered under the membership.
- Subscription to *focus* magazine (*company contact only*)

For more information on FDLA's outstanding membership benefits, please visit www.fdma.net/fdma-business-partners

ADVERTISING



June 10 – 12, 2021

Renaissance Orlando at SeaWorld • Orlando, FL

EXHIBITOR ONLY ADVERTISING OPPORTUNITIES

Symposium & Expo Onsite Program

The Symposium & Expo Onsite Program will be published for distribution at the 2021 Southern States Symposium & Expo, presented by FDIA. This program provides an excellent opportunity for suppliers and manufacturers to call attention to new products and services, or to create excitement about your booth in the exhibit hall. The Symposium & Expo Onsite Program will be circulated to all Symposium attendees...that's over 750 attendees!

Companies exhibiting at the 2021 Southern States Symposium & Expo will receive a discount off the price of an ad in the Symposium & Expo Onsite Program and on FDIA's website (contact us for website advertising information).

SPECIAL EXHIBITOR PRICES

Full page ads have bleed. Trim size is 8.5" by 11". Bleed size is 8.75" by 11.25". Smaller sizes have no bleed. All ads are in full color. Please check which ad size(s) you wish to order. *Deadline for the Symposium & Expo Onsite Program is April 9, 2021.*

<input type="checkbox"/> Full Page Color – 8.5" by 11"	\$875.00	<i>Special Exhibitor Discount: \$775.00</i>
<input type="checkbox"/> Half Page Color – 7.5" by 4.625"	\$775.00	<i>Special Exhibitor Discount: \$675.00</i>
<input type="checkbox"/> Third Page Vertical – 2.25" by 9.625"	\$700.00	<i>Special Exhibitor Discount: \$600.00</i>
<input type="checkbox"/> Quarter Page Color – 3.5" by 4.625"	\$650.00	<i>Special Exhibitor Discount: \$550.00</i>
<input type="checkbox"/> Sixth Page – 4.875" by 2.25"	\$575.00	<i>Special Exhibitor Discount: \$475.00</i>
<input type="checkbox"/> Inside Front Cover – 8.5" by 11"	\$950.00	<i>Special Exhibitor Discount: \$850.00</i>
<input type="checkbox"/> Inside Back Cover – 8.5" by 11"	\$950.00	<i>Special Exhibitor Discount: \$850.00</i>
<input type="checkbox"/> Outside Back Cover – 8.5" by 11"	\$1,000.00	<i>Special Exhibitor Discount: \$900.00</i>
<input type="checkbox"/> Center Spread – 17" by 11"	\$1,600.00	<i>Special Exhibitor Discount: \$1,400.00</i>
<input type="checkbox"/> Poly Bag	\$1,600.00	<i>Special Exhibitor Discount: \$1,400.00</i>

ADVERTISING ORDER FORM

Be sure to check your selection(s) above.

Company: _____

Contact Person: _____ Email: _____

Address: _____

City/State/Zip: _____

Telephone: () _____ Fax: () _____

Are you exhibiting at the 2021 Southern States Symposium and Expo? (to qualify for special exhibitor ad rates) Yes No

PAYMENT INFORMATION

Check Enclosed (*made payable to FDIA*) Credit Card: MC Visa AmEx **GRAND TOTAL from above:** \$ _____

Card Number: _____ Exp. Date: _____ Security Code on Card: _____

Signature of Cardholder: _____ Print Name of Cardholder: _____

Billing Address & Zip Code: _____

CONTACT: MAUREEN TURNER, ADVERTISING DIRECTOR

Florida Dental Laboratory Association | 325 John Knox Rd, Ste L103 | Tallahassee, FL 32303

Phone: 850.224.0711 | FAX: 850.222.3019 | Email: mturner@executiveoffice.org

FDLA EXHIBITOR & SPONSOR RULES AND REGULATIONS

CONTRACT FOR SPACE: This application for exhibit space, the formal notice of space assignment by Management, these Rules & Regulations and the rules and regulations set forth in the EXHIBITOR'S Manual constitute a contract for the right to exhibit at FDLA's Symposium & Expo. EXHIBITOR also agrees to comply with the rules & regulations of the Renaissance Orlando Resort at SeaWorld.

EXHIBIT LIMITATIONS: Exhibits may not project beyond the space allotted and aisles must be kept clear for traffic. Exhibits shall not obstruct the view or interfere with traffic to exhibits of others, and must be constructed in compliance with Display Rules & Regulations as developed, including Endcap Restrictions, accepted and endorsed by IAEM, EDPA, ESCA, and IEA (copy provided with EXHIBITOR manual and available again upon request).

SOUND: FDLA exposition management reserves the right to determine at what point sound constitutes interference with others and must be discontinued or modified. Any method to project sound beyond the confines of the exhibit booth is expressly prohibited.

OFFICIAL DECORATOR: National Expo shall be the Official Decorator, Drayage Contractor and Labor Contractor for this event and shall have the exclusive right to supply all equipment, furniture, carpeting and decorating materials, drayage and non-technical manpower, on a rental basis to individual EXHIBITORS.

BOOTH ASSIGNMENT: EXHIBITOR shall not reassign, sublease or share assigned exhibit space with any person, firm or other entity **without notification to and approval of** the Exhibit Manager. Exhibit Manager reserves the right to alter the location of exhibits as shown on the official floor plan, if it deems advisable and in the best interest of the show. Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business in any form in the exhibition area. Violators of this prohibition will be promptly ejected from the exhibition area. **NOTE: Exhibit Manager will withhold booth assignment until 50% of total payment is received.**

RIGHT OF REFUSAL AND/OR CANCELLATION: FDLA Exhibit Manager reserves the right to cancel this agreement whenever it discovers that EXHIBITOR'S product is not as described in this agreement or is incompatible, in the opinion of FDLA with the purposes of FDLA. Contract for space may also be canceled if the EXHIBITOR'S demeanor is deemed inappropriate or disruptive by Exhibit Management.

INSURANCE AND HOLD HARMLESS AGREEMENTS: General comprehensive, liability and workers compensation insurance must be obtained by EXHIBITORS at their own expense, showing FDLA as additional insured. Proof of insurance must be submitted to FDLA upon request.

The EXHIBITOR will indemnify, defend, and hold harmless FDLA, and its sponsors, the City, the Facility's owner and management, and their respective owners, directors, officers, employees, agents and representatives, against all claims, actions, demands or liability of whatsoever kind and nature, including but not limited to judgments, interest, reasonable attorneys' fees, expert witness fees, and all other related costs and charges arising out of EXHIBITOR'S activities related to the exhibition or any breach of the EXHIBITOR Rules and Regulations, claims of property or personal injury caused by or attributed in part or in whole to any action or failure to act whether by negligence or otherwise, on the part of the EXHIBITOR or any of its directors, officers, employees, agents, representatives or contractors, excluding liability caused by the sole negligence or willful misconduct of FDLA, its sponsors and their respective owners, directors, officers, employees, representatives and agents.

LIMITATION OF LIABILITY: EXHIBITOR ASSUMES THE ENTIRE RESPONSIBILITY AND LIABILITY FOR ALL DAMAGES OR LOSSES TO FDLA, THE FACILITY, PERSONS OR PROPERTY THAT OCCUR AS A RESULT OF THE NEGLIGENCE OR ANY ACTIONS OF EXHIBITOR OR ITS OFFICERS, EMPLOYEES, AGENTS, REPRESENTATIVES, INVITEES AND GUESTS DURING THE ENTIRE EXHIBITION PERIOD.

EXHIBITOR AGREES THAT TO THE MAXIMUM EXTENT PERMITTED BY LAW, FDLA, THE CITY, THE FACILITY AND ANY OF THEIR RESPECTIVE OFFICERS, AGENTS, EMPLOYEES OR REPRESENTATIVES WILL NOT BE HELD LIABLE FOR ANY LOSS OR DAMAGE TO ANY EXHIBITS, OR MATERIALS, GOODS OR WARES (COLLECTIVELY "PROPERTY") BELONGING TO THE EXHIBITOR, AND THEY ARE RELEASED FROM LIABILITY FOR ANY DAMAGE, LOSS OR INJURY TO PERSON OR PROPERTY OF THE EXHIBITOR OR ITS OFFICERS, EMPLOYEES, AGENTS, REPRESENTATIVES, INVITEES AND GUESTS, RESULTING FROM FIRE, STORMS, WATER, ACTS OF GOD, ACTS OF TERRORISM, AIR CONDITIONING OR HEATING FAILURE, THEFT, MYSTERIOUS DISAPPEARANCE, BOMB THREATS OR ANY OTHER CAUSES.

EXHIBITOR ELIGIBILITY: FDLA reserves the right to determine acceptability of applications for exhibit space. Applications and proposed exhibits will be accepted or rejected based on criteria including, but not limited to the product or service and the professional or educational benefit to the attendees and products or services consistent with the mission, purpose and goals of FDLA. Spatial constraints in the exhibit hall are also considered.

FALSE ADVERTISING CLAIMS: Exhibitor agrees to comply with the federal Lanham Act, including §43(a) (which is codified at 15 U.S.C. § 1125(a)), § 43(a), codifies the federal prohibition on false advertising and prohibits any use of a false or misleading description or representation in commercial advertising or promotion that "misrepresents the nature, characteristics, qualities, or geographic origin of goods, services, or commercial activities."

ATTORNEY FEES AND COSTS: Should any litigation arise out of this contract, EXHIBITOR shall pay all costs and reasonable attorney's fees incurred by FDLA and/or the sponsoring organization, if FDLA and/or the co-sponsoring associations are the prevailing parties. This provision shall extend to the costs and attorneys' fees incurred at both the trial and appellate level.

TAXES AND LICENSES: EXHIBITOR shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at the FSE Show. EXHIBITOR shall be responsible for obtaining tax identification numbers & paying all taxes, license fees or other charges that shall be due to any governmental authority in connection with their activity at the Exposition.

AGE RESTRICTIONS & STROLLER POLICY: No children in strollers or children under the age of 15 will be allowed access into the exhibit hall during booth setup, show hours or during booth dismantling.

FIRE, SAFETY AND HEALTH: The EXHIBITOR agrees to accept full responsibility for compliance with city, county, state and federal Fire, Safety and Health Ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accidents to spectators.

The EXHIBITOR hereby represents and warrants to FDLA, that EXHIBITOR has taken all steps reasonably necessary in its judgment to ensure the sound engineering and structural integrity of its exhibit design and the proper construction and safety of the exhibit itself, as erected.

DEFAULT BY EXHIBITOR: EXHIBITOR shall be in default if it fails to pay at pre-identified dates the required sums under this agreement or breaches any of the provisions of this contract.

UNOCCUPIED SPACE: Exhibit Management reserves the right, should any rented EXHIBITORS' space remain unoccupied 2 hours prior to the published set-up day/ hours, or should any space be forfeited due to failure to make payment in full, to sell paid or unpaid space to another EXHIBITOR or use space for such purpose as it may see fit without liability on its part. This clause shall not be construed as affecting the obligation of the EXHIBITOR to pay the full amount specified in the space rental contract. Failure to make payment of the full amount specified in the Contract for Exhibit Space by the cut-off date constitutes cancellation by the contracting EXHIBITOR.

EARLY TEAR-DOWN OR DISMANTLING: EXHIBITORS agree by signing this contract that they will remain on the exhibit hall floor until the official close of the trade show, as published in their EXHIBITOR manual. Early tear-down or dismantling is prohibited. Any EXHIBITORS dismantling their booths prior to the scheduled time will be penalized a \$250 fine. This fine must be paid before the EXHIBITOR may apply to exhibit at future shows. In addition, any EXHIBITORS dismantling their booths early will be penalized with a loss of priority points for future booth selection. Exhibits Management will monitor and enforce this rule.

CANCELLATIONS AND REFUNDS: In the event of cancellation by the EXHIBITOR, the following schedule of refunds will be followed: Refund of the total amount paid as of date of cancellation, less a \$50 administrative fee will be made if written cancellation is received by **March 15, 2021**. No refunds will be paid after **March 15, 2021**, unless the "paid-in-full" space is re-sold prior to the opening of the show. In that event, exhibit management will refund 50% of the booth fee within 30 days of the close of the show. If canceled at the discretion of the Exhibit Manager, the amount of refund (if any) will be determined by the Exhibit Manager at the time of cancellation. **There will be no refunds for "No-Shows."** Sponsors who wish to cancel must submit a written cancellation request to the FDLA office prior to **March 15, 2021** to receive a full refund less a \$50 administrative fee. All sponsorship cancellation requests received after **March 15, 2021** will receive a 50% refund of the fees paid, less all expenses for promotional items purchased for the sponsor by FDLA.

EXCUSED NON PERFORMANCE/FORCE MAJEURE: If for any reason beyond the reasonable control of FDLA, including but not limited to acts of God, pandemics, war, strikes, labor disputes, accidents, government requisitions, governmental restrictions or regulations on travel (including travel advisory warnings), facility availability, commodities or supplies, inability to secure sufficient labor, civil disturbance, terrorism or threats of terrorism as substantiated by governmental warnings or advisory notices, curtailment of transportation, disaster, fire, earthquakes, hurricanes, extreme inclement weather, epidemic, shortages or disruption of the electrical power supply causing blackouts or rolling blackouts (in the city where the facility is located), or any other comparable conditions, FDLA is unable to fulfill its obligations under this Agreement, the Parties may terminate this Agreement without liability, and FDLA may retain the earned portion of the Exhibit Fee required to recompense it for expenses incurred up to the time of terminating the event. Any remaining unearned Exhibit Fee will be returned to the EXHIBITOR.

Additionally, if any part of the Facility is damaged or if circumstances beyond FDLA's reasonable control make it impossible or impractical for FDLA to permit EXHIBITOR to occupy or continue to occupy the assigned Exhibit space location during any part of or the entire exhibition, EXHIBITOR will only be charged a pro rata Exhibit Space Rental Fee for the period that the Exhibit space was or could have been occupied by EXHIBITOR. Furthermore, in no event will FDLA, the City, the Facility, or their respective owners, directors, officers, employees, agents and representatives be liable for any consequential, indirect, special or incidental damages of any nature or for any reason whatsoever.

AUTHORITY TO SIGN: EXHIBITOR agrees that they have the requisite authority to enter into this Agreement and bind the company or party for whom they sign, and to abide and be bound by all of the terms, conditions, all EXHIBITOR Rules and Regulations stated under this Agreement, the EXHIBITORS' Manual, any schedules, or to any amendments to the same, all of which are integral to and incorporated by reference into this Agreement. All points not covered are subject to the decision of the Exhibit Manager.

Further, EXHIBITOR agrees that FDLA will have full power in a matter of interpretation, amendment and enforcement of all EXHIBITOR Rules and Regulations. In all instances, FDLA's rulings will be final. All rights and privileges granted to EXHIBITOR under this Agreement and any subsequent amendments are subject to and subordinate to the master lease between the Florida Dental Laboratory Association (FDLA) and the Facility.

For more information contact Shelly Joines, FDLA Exhibit Manager, at 850.224.0711
ONLINE: www.fdma.net/exhibits | EMAIL: exhibits@fdma.net | FAX: 850.222.3019

2021 SOUTHERN STATES SYMPOSIUM & EXPO – EXHIBIT / SPONSORSHIP AGREEMENT

June 10 – 12, 2021 • Renaissance Orlando at SeaWorld • Orlando, FL

REGISTRATION INFORMATION

PLEASE COMPLETE THIS INFORMATION AS IT SHOULD APPEAR IN THE ONSITE PRINTED PROGRAM:

Company: _____

Program Contact Person: _____ Title: _____

Address: _____
(address listing for onsite program)

City/State/Zip: _____

Telephone: () _____ Fax: () _____

Email: _____ Website: _____

Description of Products/Services for Printed Program (25 words or less): _____

NOTE: The person listed above will appear in the onsite printed program. If this person is not the person who should receive the exhibitor kit and other show materials, please list below the name and address of the main show contact:

Exhibit Contact Person: _____

Address: _____

City/State/Zip: _____

Phone/Fax/Email: _____

BOOTH LOCATION DESIRED 1st choice: _____ 2nd choice: _____ 3rd choice: _____

If possible, do not place us next to the following companies (specific names) _____

FEES AND PAYMENT TERMS

Register online at www.fdla.net/exhibits. Completed agreements may also be mailed along with payment to **FDLA Exhibit Manager, 325 John Knox Road, Suite L-103, Tallahassee, FL 32303** or faxed to **850.222.3019**.

___ Regular Booth(s) — Member (Price before 1/31/2021: \$1,400, price after: \$1,500)	\$ _____
___ Regular Booth(s) — Non Member (Price before 1/31/2021: \$1,600, price after: \$1,700)	\$ _____
___ Prime Location Booth(s) — Member (Price before 1/31/2021: \$1,600, price after: \$1,700)	\$ _____
___ Prime Location Booth(s) — Non Member (Price before 1/31/2021: \$1,800, price after: \$1,900)	\$ _____
___ Island Booth / Hands-On Table Clinics — \$4,500 (5% discount for Associate & Business Partner Members)	\$ _____
___ Sponsorship(s) (5% discount off for Business Partner members)	
Sponsorship Selection: _____	\$ _____
___ Symposium Onsite Program Advertising — Ad type: _____	\$ _____
___ Business Partner Membership — \$750	\$ _____
___ Associate Membership — \$225	\$ _____

TOTAL \$ _____

PAYMENT INFORMATION

Check Enclosed (made payable to FDLA) Check # _____ Check Amount \$ _____

Credit Card: MC Visa AmEx Charge Amount \$ _____

Card Number: _____ Exp. Date: _____ Security Code on Card: _____

Signature of Cardholder: _____ Print Name of Cardholder: _____

Billing Address & Zip Code: _____

CONTRACT AGREEMENT

I understand this agreement becomes a contract when signed below and accepted by the FDLA Exhibit Manager. Authorized signer agrees to abide by the rules and regulations stated within this agreement. Contract will not be accepted without a signature.

Signature of Authorized Representative: _____

Title: _____ Date: _____