

Annual  
**SPRING TECHNICAL  
& Expo**

**March 23-24, 2012**



*Inspire For  
The Future*

*Exhibitor  
Registration  
Packet*

**Colorado Dental Lab Association  
Sheraton Denver West Hotel  
WWW.CDLANOW.COM**

**Sheraton Denver West Hotel  
360 Union Blvd.  
Lakewood, CO 80228**

**RESERVATIONS:**

Phone: 888.627.7027

**Group: Colorado Dental Lab Association  
(CDLA)**

Group Rate: \$105.00+tax

Single/Double Occupancy

**Deadline for room rate: March 10th, 2012**

Exhibitors shall be responsible for making their own reservations. Please use the group name to qualify for the special rate. **You can also go to [www.CDLANOW.com](http://www.CDLANOW.com) to make your room reservations online.** If you have any issues with the reservations, please call the CDLA office at 303.948.7441.

**EXHIBIT HOURS:**

**Friday, March 23rd, 4:00pm – 7:30pm**

**Saturday, March 24th, New times TBD**

**MEETING CONTACT:**

Please direct all show inquiries to:  
Mollie Bailey, Executive Director  
10655 Steele Street  
Northglenn, CO 80233  
Ph: 303.948.7441  
Fax: 800.348.0332  
Email: [molliecdla@yahoo.com](mailto:molliecdla@yahoo.com)  
Website: [www.CDLANOW.com](http://www.CDLANOW.com)

**FACILITIES FURNISHED:**

All booths are approximately 8'x8'. CDLA will provide each space with one company name sign hung on the front of the table, a six foot counter-high skirted table and lunch for one person. Exhibitors should conduct business within in their own booth; not in the aisles.

**SET-UP & DISMANTLING:**

**Set-up: Friday, March 23rd, 1:00pm – 4:00pm**

All exhibitors must remain intact until the end of the show on Saturday, March 24th. Permission for early removal of exhibit materials may be given only if it is not disruptive to the show of other exhibitors. Dismantling must be completed by 4:30pm on Saturday. If you require additional time to pack your exhibit materials, please

advised and arrangements will be made. The work and expense of the setup, dismantling and packing will be at the expense of the exhibiting company. Following the end of the show, items to be shipped must be properly packaged and labeled by the exhibitor for pickup by the exhibiting company for shipping.

**SHIPPING:**

You may ship packages directly to the hotel. Freight shipped to the hotel will be delivered to your booth and (following the proper packaging instructions) will be removed from your booth and shipped to you. All shipping and hotel handling costs are the responsibility of the exhibitor.

**Shipping should be addressed to:**

Sheraton Denver West Hotel  
Hold for: Colorado Dental Lab Association,  
March 23-24, 2012  
YOUR NAME/COMPANY  
YOUR Arrival Date  
360 Union Boulevard  
Lakewood, CO 80228  
Box \_\_\_ of \_\_\_

**TO AVOID A STORAGE FEE: Please do not ship your material to arrive before March 22nd, 2012.**

**SECURITY:**

The exhibit floor will be locked except during exhibiting hours. The exhibitor is solely responsible for their own materials and should ensure their exhibit against loss or damage. The show sponsors or hotel will NOT be responsible for any injury, loss or damage that may occur to the exhibitor or exhibitor's employees or property, no matter the cause. The exhibitor assumes responsibility for any injury to any persons or property or things within the terms of this agreement.

**BOOTH REPRESENTATIVES:**

All persons representing your company must be employees and registered attendees. Name badges will be prepared and are required for entry into the exhibit area. Please provide any corrections or updates at least one (1) week prior to the show.

## **BOOTH ASSIGNMENTS:**

Every effort will be made to place you in a booth of your choice. Prior exhibitors will have priority placement. Placement is then based on the date the contract AND payment is received. BOOTH SHARING IS NOT PERMITTED. Only registered exhibitors may be on the EXPO floor. If you are the exclusive distributor for a manufacturer, one representative from the manufacturing company in your booth will not be considered booth sharing. Exhibitors may not register dentists, technicians or individuals as exhibitors unless they are employed by or are representing your company for the purpose of staffing your booth.

## **TGIF PARTY & SATURDAY LUNCHEON:**

Exhibitors are encouraged to participate in the TGIF party and Saturday luncheon. One complimentary drink coupon per exhibitor employee registered and one complimentary lunch ticket per booth will be provided. Additional Saturday lunch tickets may be purchased prior to the meeting. A formal sit-down lunch will be served on Saturday. The exhibits will be closed for the luncheon for approximately one hour.

## **DOOR PRIZE DRAWINGS:**

To encourage attendees to stop by your booth during the TGIF party on Friday night, you will be given a form for the attendees to sign along with raffle tickets to hand out for sponsoring a potential door prize. This increases the likelihood that attendees who have been to your booth are a potential qualified lead.

## **SPONSORSHIPS:**

Sponsorship of a social event, speaker, ad in newsletter, ad in the program, etc., is greatly appreciated. This is a great opportunity for your company to market to the entire group or to a targeted market. There is sponsorship information included on the back of this exhibitor packet for your convenience. Please make your commitment early so we may include this information in our printed materials. Download a form from our website.

## **SPEAKERS:**

The educational program has a limited number of speaker opportunities available. All speakers/seminars are subject to approval of the CDLA Board of Directors. Requests will be accepted until December 31st, 2011 or until the program is full.

## **ADDITIONAL RESTRICTIONS:**

The CDLA reserves the right to prohibit any action by an exhibitor which is contrary to show policy and reserves the right to pass on all claims of members of the dental laboratory trade industry regarding their representation and business connections with various exhibitors in the exhibit hall. Solicitations of any person(s) or companies that are not registered exhibitors are strictly prohibited and may result in removal from the meeting area. Sound devices must be used in a manner so as not to disturb other exhibitors. Exhibitors, or their agents, may not damage or deface walls or floors of the building, booths or equipment of the booths. Should such damage occur, the exhibitor is liable to the owner of the property so damaged.

## **CANCELLATIONS, REFUNDS & LIABILITY:**

Once a contract is received with payment, it is non-cancellable and exhibit space must be paid in full unless authorized. All cancellation requests are subject to review by the CDLA Board of Directors and their decision is final. REFUND REQUESTS AFTER FEBRUARY 1ST, 2012, WILL NOT BE CONSIDERED. Refunds will not be made if space is not used, if only a portion of the space is used or if the space is used for only a portion of the exhibit period. Any space not claimed one hour prior to the opening of the show may be reassigned without a refund. In the event that the meeting should be cancelled or does not take place for any reason not due to the fault of, or under the control of the sponsor, then the sponsor shall be liable to the exhibitor only for refund of 1/2 of booth rental already paid and shall not, in any event, be liable for any consequential losses, lost profits, travel costs, cost of food and lodging, or any other such losses.

# SPONSORSHIP OPPORTUNITIES

## Meeting Sponsor Diamond Level Package

**\$1500**

Package includes:

- Company logo on signage at meeting indicating level of sponsorship
- Company logo on pre-registration materials indicating level of sponsorship
- Listing on the Website as a sponsor with a link to your company's website
- Company recognition at the Saturday luncheon
- One full page, full color, ad complimentary in the CDLA Newsletter
- Complete appreciation by the CDLA Members
- Sample items for this category: Saturday Lunch, TGIF Party

## Meeting Sponsor Gold Level Package

**\$1000**

Package includes:

- Company logo on signage at meeting indicating level of sponsorship
- Company logo on pre-registration materials indicating level of sponsorship
- Listing on the Website as a sponsor with a link to your company's website
- Company recognition at the Saturday luncheon
- One ½ page, full color, ad complimentary in the CDLA Newsletter
- Complete appreciation by the CDLA Members
- Sample items for this category: Member Breakfast, Attendee bags, Friday entertainment

## Meeting Sponsor Silver Level Package

**\$500**

Package includes:

- Company logo on signage at meeting indicating level of sponsorship
- Company logo on pre-registration materials indicating level of sponsorship
- Listing on the Website as a sponsor with a link to your company's website
- Company recognition at the Saturday luncheon
- One ¼ page, color ad complimentary in the CDLA Newsletter
- Complete appreciation by the CDLA Members
- Sample items for this category: coffee breaks, Drink tickets, Lanyards

**Colorado Dental Lab Association**

**10655 Steele St.**

**Northglenn, CO 80233**

**Exhibitor Packet**  
**Time Sensitive Materials Enclosed**