

# Connect Learn GROW

*an event for the*  
**Entire Dental Team**



**April 3–5, 2025**

[OregonDentalConference.org](https://OregonDentalConference.org)

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**EXHIBIT HALL**

April 3–4, 2025

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**LOCATION**

Oregon Convention Center  
Portland, Oregon



WEB: [OregonDentalConference.org](http://OregonDentalConference.org)

EMAIL: [Exhibits@OregonDental.org](mailto:Exhibits@OregonDental.org)

# Join Us!



## Why Partner with the ODA and the 2025 ODC?

- ◆ **Increase your bottom line** by meeting new customers!
- ◆ **Maintain relationships** by greeting your current customers, face-to-face
- ◆ **Reach team members in all aspects of dentistry**, from front office to hygiene to dental lab; students to late-career; assistants to dentists; and more!
- ◆ **Keep up in your field** by networking with other successful dental businesses
- ◆ **Attend top-notch courses** to learn best practices on important topics
- ◆ **Gain business exposure** and support the dental industry

2025 Theme: **SUPERHEROES**



## 2025 Oregon Dental Conference® April 3–5, 2025

### EXHIBIT HALL HOURS

Thursday, April 3: 11 AM – 6:30 PM

Friday, April 4: 9 AM – 5 pm

### SHOW MANAGEMENT

#### **Oregon Dental Association**

8699 SW Sun Place, Wilsonville, OR 97070

503-218-2010 ♦ OregonDental.org

Exhibits@OregonDental.org

### CONFERENCE LOCATION

#### **Oregon Convention Center**

777 NE Martin Luther King Jr. Blvd.

Portland, OR 97232

OregonCC.org

### GENERAL SERVICE CONTRACTOR

#### **Fern Expo**

6700 NE 59th Place, Portland, OR 97218

800-774-1251

ExhibitorServices@fernexpo.com

### HEADQUARTERS HOTEL

#### **Hyatt Regency Portland**

375 NE Holladay St, Portland, OR 97232

971-222-1234

Hyatt.com/hyatt-regency/pdxrp

### EXHIBITOR & SPONSORSHIP QUESTIONS

#### **Denise Barker**

Exhibits@OregonDental.org

503-936-1228

OregonDentalConference.org



# Welcome!

On behalf of the Oregon Dental Association and the Annual Meeting Council, I am thrilled to invite you to participate as an exhibitor or sponsor at the 2025 Oregon Dental Conference®, April 3–5, at the Oregon Convention Center in Portland, Oregon.

.....  
We have a **BIG CHANGE** to this year's ODC:

ODA Member Dentists can now attend the Oregon Dental Conference for **FREE!** That means **more dentists** in the exhibit hall, at social events, and networking with you—our sponsors and exhibitors.  
.....

Building on previous success, we are planning numerous events within the exhibit hall to ensure high foot traffic, including:

- ♦ A celebration of dental community superheroes
- ♦ Live podcast recordings
- ♦ Free professional headshots
- ♦ Wellness Hub activities
- ♦ Food and beverage service
- ♦ And much more!

This *Prospectus* includes details and deadlines about sponsoring and exhibiting at the 2025 ODC. We are available to answer your questions and look forward to welcoming you as an exhibitor or sponsor at the 2025 Oregon Dental Conference.

Sincerely,

**Todd Carris, DMD**

*Annual Meeting Council Chair*

### ANNUAL MEETING COUNCIL

Todd Carris, DMD, *Chair*

Daniel Petrisor, DMD, MD

Rachel Hogan, DMD, MEd

Renee Watts, DDS, MAGD

Ashish Patel, DDS

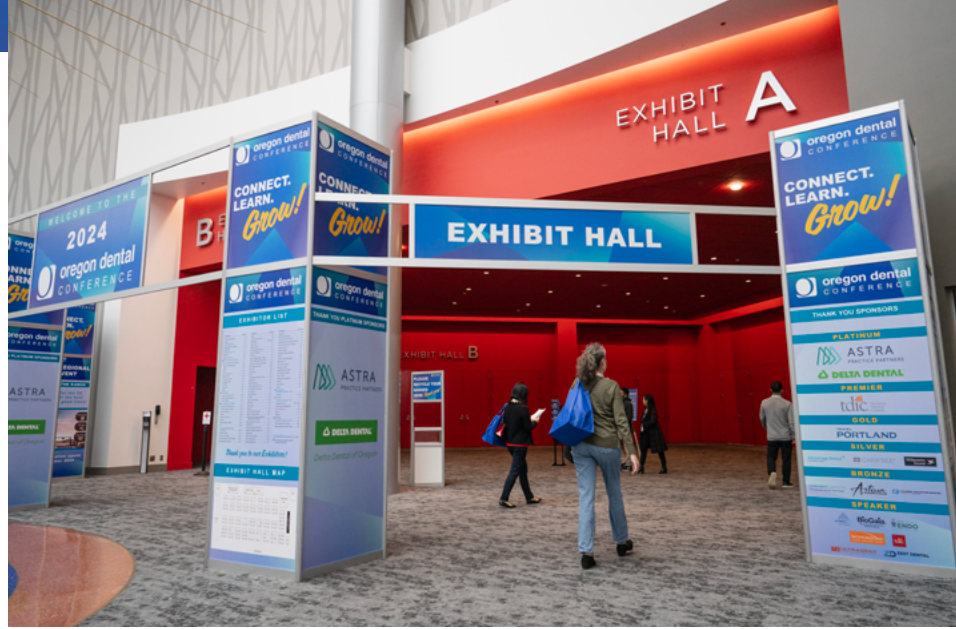
Katherine Sonoda, DMD

Yashar Sekhayatmandi, DDS

Elizabeth Sasse, DDS

Caroline Zeller, DDS, MPH, *Ex-officio*





## ★ 2024 ODC Attendee Statistics

- ★ **487** Dentists
- 157** Dental Students and Residents
- 497** Admin Staff and Dental Assistants
- 899** Dental Hygienists
- ★ **293** Dental Assistant and Hygienist Students
- 10** Lab Techs
- 681** Other Dental Attendees, Exhibitors, and Dental Industry Guests

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**3,024 TOTAL ATTENDEES**

### ODC PARTNER GROUPS

- Oregon Association Dental Laboratories (OADL)
- Oregon Dental Assistants Association (ODAA)
- Oregon Dental Hygienists' Association (ODHA)
- Oregon Society of Oral & Maxillofacial Surgeons (OSOMS)
- Oregon Society of Periodontists (OSP)
- Oregon State Association of Endodontists (OSAE)

### ★ Questions?

Email [Exhibits@OregonDental.org](mailto:Exhibits@OregonDental.org) for more information or to reserve your spot today!

## Special Events to Drive Traffic to the Exhibit Hall

- Grand Opening Reception
- Exhibitor Breaks
- Wellness Hub
- Attendee Headshots

## ★ Exhibit Hall

See page 6 for more info

- \$2,500** Corner Booth
- \$2,300** Inline Booth

## Sponsorships

See page 8 for more info

- \$30,000** Platinum Level **(Exclusive)**
- \$15,000** Diamond Level **NEW!**
- \$10,000** Premier Level
- \$7,500** Gold Level
- \$5,000** Silver Level
- \$2,500** Bronze Level
- Varies* Speaker Sponsor





# Important Dates & Deadlines

## August 2024

**30** Sponsor deadline for Priority Booth Placement

## September 2024

**3-23** Priority group booth reservations open

**24** Booth reservations open to new exhibitors

## December 2024

**6** Deadline for inclusion in ODC *Preview Program*

## January 2025

**17** Exhibitor final balance due. All applications after this date must include full payment

**22** *Exhibitor Service Manual* distributed to those exhibitors who are paid in full

## March 2025

**3** Advertising deadline for the *Onsite Program*

**17** Exhibitor proof of insurance due to ODA

**17** Requests for hanging signs and banners due

**21** Deadline to pre-register exhibitor booth personnel

**28** Deadline for advance shipments to Fern Expo

## Wednesday, April 2, 2025

**7 AM - 5 PM** Booth set-up (no attendees)

**2-5 PM** Exhibitor badge and parking pass pickup

**5 - 9 PM** Security in Exhibit Hall

## Thursday, April 3, 2025

**7 - 11 AM** Booth set-up (no attendees)

**7 AM - 6 PM** Exhibitor badge and parking pass pickup

**11 AM - 6:30 PM** Exhibit Hall open to ODC attendees (***all booths must be staffed***)

**3:30 - 6:30 PM** Exhibit Hall Grand Opening Reception

**6:30 - 9 PM** Security in Exhibit Hall

## Friday, April 4, 2025

**7 - 9 AM** Exhibit Hall open for exhibitors (no attendees)

**7 AM - 5 PM** Exhibitor registration is open

**9 AM - 5 PM** Exhibit Hall open to ODC attendees (***all booths must be staffed***)

**5 - 9 PM** Exhibitor move out

**5 - 9 PM** Security in Exhibit Hall

**6 - 10 PM** ODC Party at the Hyatt Regency  
(purchase tickets online or at ODC registration)



# Exhibitor Booth Information

## Booth Pricing

**Corner Booth:** \$2,500

**Inline Booth:** \$2,300

## Exhibit Hall Hours

**Thursday, April 3:** 11 AM – 6:30 PM

**Friday, April 4:** 9 AM – 5 PM

## What's Included?

Each 10x10 booth space includes back and side drape, carpet, a customized vendor sign, complimentary registration for up to four of your booth staff, and recognition in ODA and ODC publications between now and the show (the earlier you sign up, the more recognition you will have in pre-conference promotions).

## Priority Booth Placement

Sponsors at the Silver level or above receive *Priority Booth Placement* in the exhibit hall. Signed sponsorship agreement required on or before August 30, 2024 to be eligible for Priority Booth Placement.

## Choosing Your Exhibit Booth

Returning exhibitors will receive an email in September with a link to fill out your exhibit booth application and let us know your preferred booth location. If you are new to the ODC, please fill out the Exhibitor Interest Form on our website ([OregonDentalConference.org](http://OregonDentalConference.org)) under the Exhibit Hall tab. Once we receive your information we will be in touch with you about next steps.

## Show Specials

We encourage you to enter any show specials you are offering when you complete your exhibit booth information online so attendees will see them in advance of the show!

## Superhero Theme

We are honoring our dental industry heroes with a Superhero theme at the 2025 ODC and we encourage you to get creative in decorating your booth, give out a superhero-themed giveaway at your booth, have your booth staff dress as superheroes or whatever other fun you can think of to embrace the theme!

The ODC is held at the Oregon Convention Center and we have had over 3,000 in-person attendees in 2023 and 2024 after offering the conference virtually in 2021 and 2022.

## ODC Service Providers

### Exhibit Hall Decorator: Fern Expo

Exhibitor Service Kits will be emailed to all exhibitors who are paid in full, beginning January 2025. Commonly ordered items from Fern Expo include: booth furniture, signage for your booth, labor to hang signs or assemble your booth for you.

### Electrical, Internet, Utilities Provider: Oregon Convention Center

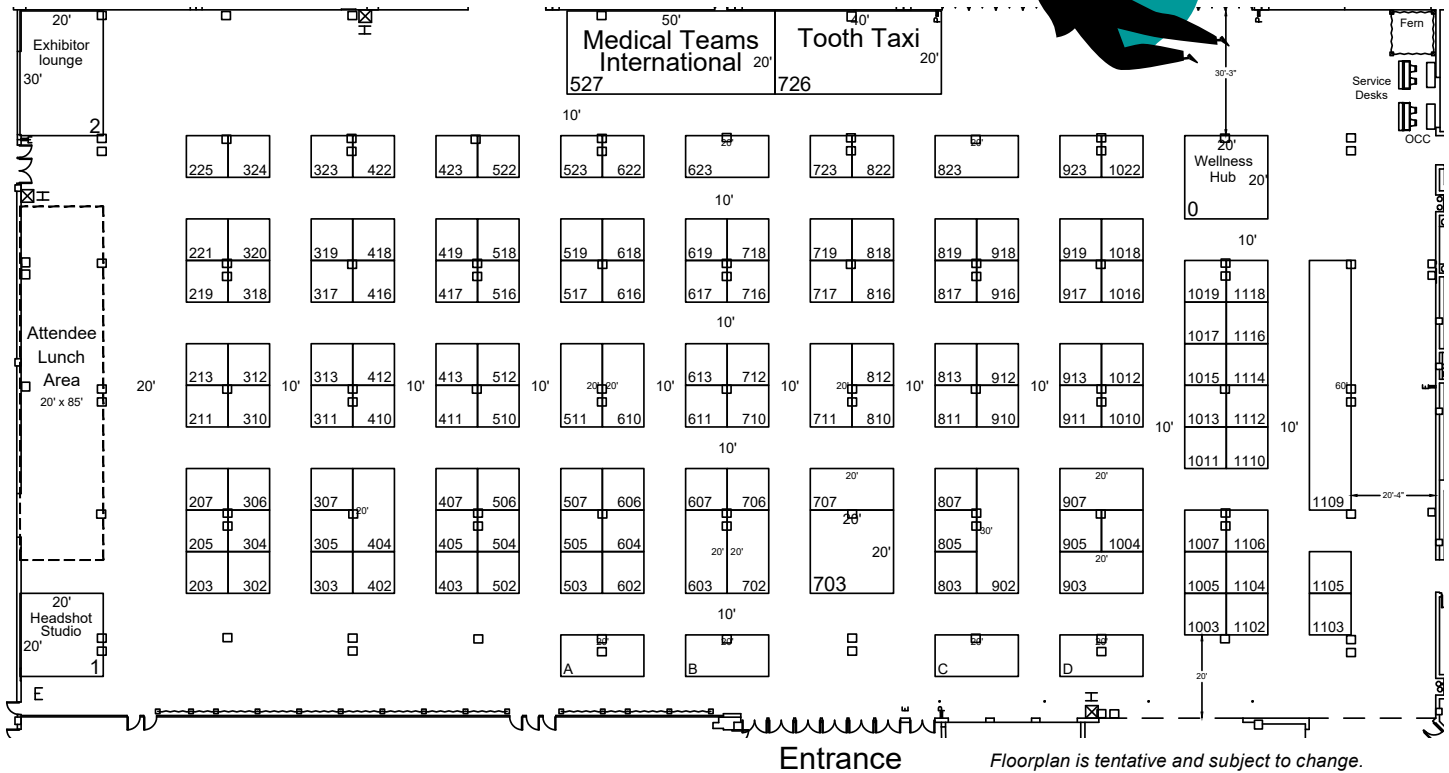
Orders for any electrical, water, natural gas, compressed air, AV equipment (display screens, laptop, etc.), booth cleaning or porter service as well as any specific internet or telecom needs you may need specific to your booth are ordered through the Oregon Convention Center. Details will be sent to exhibitors who are paid in full, beginning January 2025.

### Attendee Lead Retrieval: Eleventh & Gather

The ODC registration company offers several lead retrieval options for exhibitors to choose from. You can choose from options including renting an Apple device or downloading an app from Google Play or the Apple store. Details will be sent to paid in full exhibitors beginning January 2025.



# Exhibit Hall Layout



## 2024 ODC Exhibitors

3M Oral Care/ Solvotum  
 A-dec  
**Advantage Dental**  
 Aevum  
 Alphaeon Credit  
 Apple Valley Dental & Braces  
 Arrow Dental  
**Artisan Dental Lab**  
 ASEPTICO  
 Assured Dental Lab  
**Astra Practice Partners**  
 Bank of America Practice Solutions  
 Beaverton Dental Equipment  
 Biolase  
 BISCO  
 BnK Construction, Inc.  
 Brasseler USA  
 Carestream Dental  
**CariFree**  
 Chase Bank  
 COLGATE  
**Columbia Bank**  
 Consani Associates Ltd.  
 Custom Dental Prosthetics, Inc.  
**Delta Dental of Oregon**

Dental and Medical Staffing, Inc.  
 Dental Foundation of Oregon  
 Dental Professionals  
 Dentech  
 Designs for Vision, Inc.  
 Devdent  
 DEXIS  
 DORAL REFINING CORP  
 DSI  
 E.M.S. Electro Medical Systems Corporation  
 Elevate Oral Care  
 Energy Trust of Oregon  
 Farmers Insurance - Shannon Byerly  
 Garfield Refining Company  
 Gargle  
 Garrison Dental Solutions  
 Gentle Dental  
 Glidewell Dental  
 Go Remote Dental Solutions  
 Green Sail Transitions  
 Growth Plug  
 Hayes Handpiece Repair Company

Health Professionals Alliance  
 Healthcare Compliance Associates  
 HELP Appraisals & Sales  
 HENKA LLC  
 Heritage Bank  
 Humana  
 Huntington Bank Practice Finance  
 Impladent Ltd.  
 Kaiser Permanente  
 Karl Schumacher Dental, LLC  
 Kerr TotalCare & Endodontics  
 Kettenbach  
 Lloyd's Dental Lab  
 LumaDent  
 Markson Dental System  
 Media NV  
 Medical Teams International  
 Medi-Loupes  
 Mosaic Community Health  
 Multnomah County Health Department, Integrated Clinical Services

Naylor Association Solutions  
 NEXHEALTH  
 Northwest Anesthesia Solutions  
 Norwest Contractors & Design Lab  
 NSK America  
 ODS Community Dental  
 opendoordental.com  
 Orascoptic  
 Pacific Dental Services  
**Permanente Dentistry - Permanente Dental Associates**  
 Pharmacists Mutual Insurance Company  
 Philips Sonicare & Zoom Whitening  
 Powered Living Inc.  
 Procter & Gamble  
 Professional Practice Specialists  
 Provide  
 Q-Optics & Quality Aspirators  
 RGP Dental Inc  
 Sensodyne (Haleon)  
 Shiksha Dental Laboratory

Shofu Dental Corporation  
 Snap On Optics  
 Solmetex/DryShield/ Sterisil  
 Straumann  
 Sunrise Dental  
 SurgiTel  
**The Dentists Insurance Company (TDIC)**  
 Tooth Taxi  
 U.S. Bank  
**Ultradent Products, Inc.**  
 Ultralight Optics Inc.  
 US Oral Surgery Management  
 Virginia Garcia Memorial Health Center  
 VOCO America, Inc.  
 Weave  
 Wellnext  
 WEO Media  
**Willamette Dental Group**  
 Willamette Valley Bank  
 Yakima Valley Farm Workers Clinic

**Bolded companies were 2024 ODC Sponsors**

Not all 2024 exhibiting companies may be listed above.



# Sponsorship Opportunities

|                                                         |               |
|---------------------------------------------------------|---------------|
| <b>PLATINUM LEVEL</b><br><i>(Exclusive Partnership)</i> | \$30,000      |
| <b>DIAMOND LEVEL</b><br><i>(New this Year!)</i>         | \$15,000      |
| <b>PREMIER LEVEL</b>                                    | \$10,000      |
| <b>GOLD LEVEL</b>                                       | \$7,500       |
| <b>SILVER LEVEL</b>                                     | \$5,000       |
| <b>BRONZE LEVEL</b>                                     | \$2,500       |
| <b>SPEAKER SPONSOR</b>                                  | <i>varies</i> |



Sponsorships are a great way to enhance your company's name recognition at the Oregon Dental Conference. The ODC has a wide range of sponsorships available, including General Conference and Experience-Specific sponsorships.

**For more information, contact Denise Barker:**  
**Exhibits@OregonDental.org** or **503-936-1228**.

## Deadlines

- August 30, 2024** Sponsors at Silver Level and above will receive Priority Exhibit Hall Booth placement if signed by August 30
- December 6, 2024** Deadline for inclusion in ODC *Preview Program*; Sponsor deliverables due for *Preview Program* (logo and/or ads)
- March 3, 2025** Deadline to be included in Onsite Signage at the OCC

## General Conference Sponsor Benefits (all levels)

In addition to the specific level benefits listed on the following pages, all sponsors receive the following benefits:

- ◆ ODA website recognition with company weblink
- ◆ *Preview Program* recognition
- ◆ Onsite sponsor banner and signage recognition
- ◆ Monthly recognition in ODA's *Membership Matters* magazine, (up to 9 issues, depending on date contract is signed)
- ◆ Sponsor booth flag and badge ribbons
- ◆ The right to use "Official 2025 ODC Sponsor" in company marketing
- ◆ Mobile app recognition
- ◆ CE course slide recognition (projected before start of presentation)
- ◆ Social media post recognizing all Sponsors on ODA Facebook and Instagram pages (sponsor name listed in text description)





# Sponsorship Benefits and Opportunities by Level

## Platinum ★ \$30,000

In addition to the General Conference Sponsor Benefits (see page 8), *you'll receive:*

- ◆ Highest level of recognition on ODC website
- ◆ Highest level of recognition on ODC event app
- ◆ Highest level of recognition in digital *Preview Program*
- ◆ First priority in choosing your exhibit booth (if sponsorship locked in by August 30)
- ◆ Recognition on street pole banners outside the OCC on MLK Jr. Blvd. (and/or window clings, OCC interior wraps in various places)
- ◆ Pre- and post-attendee lists
- ◆ Dedicated social media posts
- ◆ Dedicated email
- ◆ Dedicated social media post on ODA's Facebook and Instagram pages
- ◆ Full color ad in the digital *Preview Program*
- ◆ Full color ad in the February issue of ODA's *Membership Matters* magazine, sent to over 4,000 Oregon dentists
- ◆ Pre-conference email recognition with logo and weblink
- ◆ Unlimited exhibitor personnel registration for all platinum sponsor company employees
- ◆ Exclusive signage around the Oregon Convention Center

## Diamond ★ \$15,000



Be the early morning hero of the conference! Sponsor the **Thursday Morning Coffee Bar**. You'll be a sight for sore eyes on the first day of the conference. The first thing attendees will want is to fuel up before the morning session. You'll be able to have a company presence near the coffee bar to greet attendees near registration. You'll have the opportunity to provide a fun giveaway if you wish (coffee mints?) along with your company collateral and your warm morning welcome from your team!

In addition to the General Conference Sponsor Benefits (see page 8), *you'll receive:*

- ◆ Signage at the coffee bar recognizing your company
- ◆ Promotion of your company as sponsor when we promote this feature on social media and emails
- ◆ Diamond level of recognition on ODC website
- ◆ Diamond level of recognition on ODC event app
- ◆ First priority in choosing your exhibit booth (if sponsorship locked in by August 30)
- ◆ Diamond level of recognition on signage around the Oregon Convention Center
- ◆ Dedicated social media post on ODA's Facebook and Instagram pages (company logo, 30 words and weblink)
- ◆ Pre- and post-attendee lists
- ◆ Full color ad in the digital *Preview Program*
- ◆ Full color ad in the February issue of ODA's *Membership Matters* magazine, sent to over 4,000 Oregon dentists



# Sponsorship Benefits and Opportunities by Level

## Premier ☆ \$10,000

In addition to the General Conference Sponsor Benefits (see page 8), *you'll receive:*

- ◆ Premier level recognition on ODC website
- ◆ Premier level recognition on ODC event app
- ◆ Premier level recognition in the digital *Preview Program*
- ◆ First priority in choosing your exhibit booth (if sponsorship locked in by August 30)
- ◆ Full color ad in the digital *Preview Program*
- ◆ Full color ad in the February issue of ODA's *Membership Matters* magazine, sent to over 4,000 Oregon dentists
- ◆ Pre- and post-attendee lists
- ◆ **New Dentist Swag Bags Exclusive Sponsorship:** You are able to provide a postcard and branded item in the bags given to all new dentists at the ODC.
- ◆ **New Dentist Social Exclusive Sponsorship:** Recognition on signage and promotions pre-ODC to the new dentist attendees. Two company reps can attend to network with the attendees.



## Gold ☆ \$7,500

In addition to the General Conference Sponsor Benefits (see page 8), *you'll receive:*

- ◆ Gold level recognition on ODC website
- ◆ Gold level recognition on ODC event app
- ◆ Gold level recognition in the digital *Preview Program*
- ◆ First priority in choosing your exhibit booth (if sponsorship locked in by August 30)
- ◆ Full color ad in the digital *Preview Program*
- ◆ Full color ad in the February issue of ODA's *Membership Matters* magazine, sent to over 4,000 Oregon dentists
- ◆ Dedicated social media post on ODA Facebook and Instagram pages (graphic, 30 words and weblink)



# Sponsorship Benefits and Opportunities by Level

## Silver ☆ \$5,000

In addition to the General Conference Sponsor Benefits (see page 8), *you'll receive:*

- ◆ Priority in choosing your exhibit booth (if sponsorship locked in by August 30)
- ◆ Silver sponsor recognition on ODC website
- ◆ Silver sponsor recognition on ODC event app
- ◆ Silver level recognition in the digital *Preview Program*

## Silver Level Sponsorship Opportunities (choose one):



### Mobile App (2 available)

- ◆ Main sponsor logo that everyone sees when using the app
- ◆ Get to put a company description including visit us in booth # on home page of app with logo
- ◆ Your logo on signs around the OCC promoting the mobile app
- ◆ Promotion ahead of the ODC to encourage people to download the app ahead of arriving



### Grand Opening Reception

- ◆ Recognized on signage, in program, over microphone pre-, during, and after event
- ◆ You may also hand out drink tickets at the door



### New Dentist Reception

#### Exclusive sponsorship

- ◆ Recognition on signage and promotions pre-ODC to the new dentist attendees
- ◆ Two company reps may attend to network with the attendees



### Exhibit Hall Break

- ◆ Company logo on signage around the OCC
- ◆ Recognized in email and social media posts about exhibit hall events to attendees
- ◆ Promoted over the mic during the event
- ◆ Your company logo on food tables during exhibit hall break



### Wi-Fi

#### Signs around the OCC

- ◆ Your logo on signs around the OCC with Wi-Fi info
- ◆ Wi-Fi password could be your company name



### Lanyards

- ◆ Your company name/logo around each attendees and exhibitors badge for 3 days



### Totebags

- ◆ Your company logo on every bag carried around by attendees for 3 days



### New Graduate Swag Bag

#### Exclusive sponsorship

- ◆ Provide a postcard and branded item to go in the bags given to all new dentists at the ODC.



### Exhibit Hall Aisle Signs

- ◆ Exhibit Hall aisle signs and/or floor/directional decals
- ◆ Company logo on aisle signs, possibly on OCC poles and on carpet as fun directional signs



# Sponsorship Benefits and Opportunities by Level

## Bronze ★ \$2,500

Silver Level Sponsorship Opportunities (choose one):



### Notepads

- ◆ ODC attendees ask for the branded notepads every year to take notes during the scientific sessions and to take back to use in the office for continued exposure for your company
- ◆ Your branded notepads would be out near registration all three days of the ODC for maximum attendee exposure



### Pens

- ◆ ODC attendees love the branded pens handed out at the ODC!
- ◆ Your company name/logo would be on the pens along with the ODA logo and be front of mind for all attendees during the conference and beyond when they take the pen with them and continue to use in the office



### Wellness Hub

- ◆ New in 2024 and back by popular demand the Wellness Hub, located in the Exhibit Hall, is a fun place for attendees to take a break and connect with each other, learn wellness tips, and get a free chair massage
- ◆ In addition to fun wellness activities, there are several surprises underway to drive traffic to the Wellness Hub and the Exhibit Hall with your company name being promoted as a sponsor before and during the ODC

## Speaker Sponsor



We have many speakers at the ODC and would love to work with you on what topic and speaker works best for you to sponsor.

**Contact Denise at [Exhibits@OregonDental.org](mailto:Exhibits@OregonDental.org) or 503-936-1228 and let's talk speaker sponsor details!**

- ◆ Be recognized on slideshow in meeting room before and after your sponsored speaker
- ◆ Your company mentioned in the script when speaker host is introducing and thanking the speaker (if you are also an exhibitor we can mention your booth number and suggest attendees visit you in the exhibit hall for more details)
- ◆ Your company logo on signage around the OCC



# Sponsor Benefits At-a-Glance

|                                                                                                                                | Platinum<br>Exclusive<br>\$30,000 | Diamond<br>NEW!<br>\$15,000 | Premier<br>\$10,000 | Gold<br>\$7,500 | Silver<br>\$5,000 | Bronze<br>\$2,500 | Speaker<br>Sponsor |
|--------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|-----------------------------|---------------------|-----------------|-------------------|-------------------|--------------------|
| The Right to Use "Official 2025 ODC Sponsor" in Company Marketing                                                              | ★                                 | ★                           | ★                   | ★               | ★                 | ★                 | ★                  |
| Priority Booth Placement for 2025 ODC (if purchasing an exhibit booth)                                                         | ★                                 | ★                           | ★                   | ★               | ★                 |                   |                    |
| ODA Website Recognition with Company Weblink                                                                                   | ★                                 | ★                           | ★                   | ★               | ★                 | ★                 | ★                  |
| <i>Preview Program</i> Recognition (digital version on website)                                                                | ★                                 | ★                           | ★                   | ★               | ★                 | ★                 | ★                  |
| <i>Preview Program</i> Recognition (printed version mailed in February 2025 ODA <i>Membership Matters</i> magazine)            | ★                                 | ★                           | ★                   | ★               | ★                 | ★                 | ★                  |
| Full-color <i>Preview Program</i> Ad                                                                                           | ★                                 | ★                           | ★                   | ★               | ★                 |                   |                    |
| Onsite Sponsor Banner and Signage Recognition                                                                                  | ★                                 | ★                           | ★                   | ★               | ★                 | ★                 | ★                  |
| Mobile App Recognition                                                                                                         | ★                                 | ★                           | ★                   | ★               | ★                 | ★                 | ★                  |
| Monthly Recognition in ODA's <i>Membership Matters</i> magazine (up to 9 issues, dependent on when sponsor contract is signed) | ★                                 | ★                           | ★                   | ★               | ★                 | ★                 | ★                  |
| Sponsor Booth Flag and Badge Ribbons (if purchasing an exhibit booth)                                                          | ★                                 | ★                           | ★                   | ★               | ★                 | ★                 | ★                  |
| CE Course Sponsor Slide Recognition (scrolling before start of presentation)                                                   | ★                                 | ★                           | ★                   | ★               | ★                 | ★                 | ★                  |
| Tabletop Signage on Attendee and VIP Lounge Tables                                                                             | ★                                 | ★                           | ★                   | ★               | ★                 | ★                 | ★                  |
| ODA Social Media Recognition (Instagram and Facebook)                                                                          | ★                                 | ★                           | ★                   | ★               | ★                 | ★                 | ★                  |
| Pre- and Post-Conference Attendee Lists (for attendees who opt-in)                                                             | ★                                 | ★                           | ★                   | ★               | ★                 | ★                 |                    |
| Pre-Conference Dedicated Social Media Post on ODA Facebook and Instagram platforms                                             | ★                                 | ★                           | ★                   |                 |                   |                   |                    |
| Additional Complimentary Parking Pass(es) for Exhibitor Lot                                                                    | 2                                 | 2                           | 2                   | 1               |                   |                   |                    |
| Pre-Conference Dedicated E-Blast Recognition with Company Logo, 60-word Description and Weblink                                | ★                                 |                             |                     |                 |                   |                   |                    |
| Unlimited Exhibitor Personnel Registration                                                                                     | ★                                 |                             |                     |                 |                   |                   |                    |
| Recognition on Street Pole Banners Outside OCC (and other exclusive forms of recognition)                                      | ★                                 |                             |                     |                 |                   |                   |                    |

*Not all sponsor benefits may be listed here and some may change as 2025 ODC details are finalized.*



# Advertising Opportunities



## Onsite Program Ads ☆ \$1,500

- ◆ Be seen by all attendees as they pick up the onsite program (available on racks throughout the ODC) and use it to guide them all three days of the ODC
- ◆ Perfect for an exhibiting company to promote your company and booth number to the attendees!
- ◆ Space in *Onsite Program* is extremely limited, so you'll need to act fast to take advantage of this opportunity. All advertising must be reserved by March 2, 2025.



## ODA *Membership Matters* magazine

- ◆ The Oregon Dental Association's magazine, *Membership Matters*, offers a variety of options to advertise your company's products and services and highlight your participation in the 2025 Oregon Dental Conference.
- ◆ The February 2025 issue will include highlights of the ODC *Preview Program* and will be sent to all dentists in Oregon.
- ◆ *Membership Matters* advertising is sold and managed by Naylor.
- ◆ For more information on *Membership Matters* advertising, please visit [OfficialMediaGuide.com/oda](https://OfficialMediaGuide.com/oda)

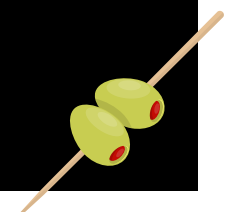
# ODC PARTY: CASINO ROYALE



After a day of connecting and learning, gather your team for an evening of fun!

This event has something for everyone!

**6-10 PM • FRIDAY, APRIL 4**  
**HYATT REGENCY PORTLAND**





## Exhibitor Rules & Regulations

These complete rules and regulations have been prepared by the Oregon Dental Association, an Oregon nonprofit corporation (“ODA”). Please review them in their entirety and use as a reference in preparation for your participation in the 2025 Oregon Dental Conference® Technical Exhibition (“Conference”). The terms, rules, and Exhibiting Standards contained below are incorporated into all contracts to rent exhibit space and they bind all parties with whom the ODA enters into such a contract (“Exhibitors”). Such contracts are initiated by a prospective exhibitor (“Applicant”) submitting to the ODA a complete Application for Exhibit Space (“Application”) and are made effective by an Applicant’s subsequent acceptance of the ODA’s allocation of exhibit space as described herein. The ODA reserves the right to interpret these rules, regulations, and standards, as well as to make final decisions on all points covered or not covered below. Please keep in mind that these rules and regulations are subject to change per State, Local, and Oregon Convention Center guidelines.

### 1) APPLICATIONS

Applications for exhibit space must be returned via the Online Exhibitor Registration System with at least a 50 percent deposit. Telephone, email, and fax reservations are not acceptable. Exhibit space, as outlined on the floor plan, will be allocated as set forth herein.

### 2) OFFICIAL SITE

The Oregon Convention Center (“Convention Center”) is the official site of the Conference. The Convention Center is located at 777 NE Martin Luther King Jr. Blvd, Portland, OR 97232. The Convention Center’s website is [www.oregoncc.org](http://www.oregoncc.org).

### 3) CORRESPONDENCE

Direct all correspondence to: Trade Show Manager, Oregon Dental Association, 8699 SW Sun Place, Wilsonville, OR 97070-9611; Ph: 503-218-2010 / 800-452-5628 x2009; Fax: 503-218-2009; Email: [exhibits@oregondental.org](mailto:exhibits@oregondental.org). Oregon Dental Conference® information is also available online at [www.oregondentalconference.org](http://www.oregondentalconference.org).

### 4) CONTRACT FOR EXHIBIT SPACE

A Contract for Exhibit Space (“Contract”) becomes effective between an Applicant and the ODA only upon the occurrence of each of the following:

- A)** An Applicant submits a complete Application for Exhibit Space (which includes the applicable fee as provided herein).
- B)** The ODA accepts the Application and transmits to Applicant a notice describing the ODA’s allocation of space to Applicant; and
- C)** The Applicant accepts the allocation or fails to reject the allocation by email notice to the ODA within 4 business days from the date of the ODA’s notice of space allocation

Until a Contract becomes effective between an Applicant and the ODA (at which point the Applicant becomes an “Exhibitor”), such Applicant, regardless of whether such Applicant is a former exhibitor, shall have no right to exhibit or to be allocated any particular exhibit space. In no event shall the ODA assume any liability for denial of any Application, in whole or part, or for allocating or not allocating any particular space.

Allocation of exhibit space to Applicants will be made in the ODA’s sole discretion.



## Exhibitor Rules & Regulations, cont.

### 5) PAYMENTS

A deposit of at least 50 percent of the applicable fee for the exhibit space requested by an Applicant must accompany each Application. Remaining balances are due no later than January 17, 2025. After that date, if the Applicant has not paid the outstanding balance, the ODA may, at its option:

- A) Maintain or reallocate Applicant's space and recover the balance owing; or
- B) Terminate the Applicant's Contract for exhibit space and retain the Applicant's deposit as liquidated damages for Applicant's failure to pay the balance owing.

A deposit of 100 percent of the applicable fee for exhibit space must accompany all applications submitted after January 17, 2025. New exhibitors will need to submit 100 percent of their total due via company check or cashier's check (no exceptions) within two weeks of exhibit booth application approval (or less time if closer to the show). **If paying by check, make payable, and mail, to:**

Oregon Dental Association  
Attention: Brian Fredricks  
8699 SW Sun Place  
Wilsonville, OR 97070

### 6) CANCELLATION AND REFUND POLICY

No refund of any payment will be made after a contract becomes effective between an exhibitor and the ODA. If the exhibitor cancels, a credit in the amount paid will be carried over to the 2026 ODC. All credits will be considered forfeited by the exhibitor if not used by the end of the 2026 ODC.

### 7) TERMINATION BY ODA FOR CONVENIENCE

ODA may terminate this Agreement without cause by providing Exhibitor with written notice of termination at any time prior to commencement of the ODC. If this agreement is terminated by the ODA under this Section 7, the ODA will refund amounts paid by Exhibitor.

### 8) HYBRID / VIRTUAL TRADE SHOW; RESCHEDULING

ODA may be required to or elect to hold the ODC as a hybrid or virtual conference, in which case both exhibitors and attendees will participate via a hybrid or virtual platform organized by ODA, with exhibitors participating in the in-person portion of a hybrid offering. In the event ODA elects to hold the ODC as a full virtual conference, ODA shall notify Exhibitor in writing. In such event, Exhibitor is not entitled to a refund but will be provided with virtual trade show privileges for no additional cost. Exhibitor shall be responsible for staffing the virtual offerings appropriately.

ODA also reserves the right to reschedule the ODC to a later date by providing Exhibitor with written notification no less than thirty (30) days prior to the date the ODC is scheduled to commence. In the event ODA elects to reschedule the ODC to a later date, the parties shall discuss whether Exhibitor wishes to participate on the rescheduled date and whether ODA wishes to include Exhibitor for participation on the rescheduled date. If the parties agree that Exhibitor will participate on the rescheduled date, the parties will amend this Agreement to reflect the rescheduling. If the parties do not agree that Exhibitor will participate on the rescheduled date, ODA will, at Exhibitors option, refund amounts paid by Exhibitor hereunder or provide Exhibitor with a credit towards the 2026 ODC.

Nothing in this Section 8 shall limit ODA's right to terminate this Agreement for convenience under Section 7, in which event ODA's sole liability shall be as set forth in Section 7.

### 9) FORCE MAJEURE

Neither party shall be considered in default in the performance of its obligations under this Agreement if such performance is prevented or delayed by Force Majeure. Force Majeure shall be understood to be any cause which is beyond the reasonable control of the party affected and which is forthwith, by notice from the party affected, brought to the attention of the other party, including but not limited to, war, hostilities, revolution, civil commotion, strike, lockout, epidemic, pandemic, accident, fire, wind or flood or because of any law, order, proclamation, ruling, regulation or ordinance of any government or subdivision of government or because of any act of God. In the event either party is precluded from performance by a Force Majeure event, either party may terminate this Agreement and neither party will have any further liability to the other. **Notwithstanding the foregoing, nothing in this Section 9 is intended to alter or limit the rights and obligations of the parties under Section 7 (Termination by ODA for Convenience) or Section 8 (Hybrid / Virtual Trade Show; Rescheduling).**





## Exhibitor Rules & Regulations, cont.

### 10) PROHIBITIONS

No Exhibitor shall:

- A) Assign or sublet any portion of the exhibit space allocated to it.
- B) Exhibit therein or thereabout any goods other than those manufactured or distributed by the Exhibitor in the regular course of the Exhibitor's business and limited to items approved in the Exhibitor application approval process.
- C) Permit any other party to solicit business from or take orders in the Exhibitor's exhibit space.

**Any Exhibitor whose sales practices or products are objectionable will be subject to removal at ODA's sole discretion without refund.**

### 11) NON-ENDORSEMENT

The exhibiting of products at the Conference does not constitute an endorsement of such products by the ODA. Exhibitor shall not represent that the ODA endorses its products without written consent of the ODA.

### 12) LIABILITY, DAMAGES, INDEMNIFICATION, AND GENERAL CONTRACT PROVISIONS

Please refer to Sections 37–38 concerning liability, damages, indemnification, and general contract issues. Like the rest of these rules, they are binding elements of all Contracts for exhibit space.

### 13) EMPLOYEE/GUEST REGISTRATION

**Exhibitors may register no more than four employees per standard (10' x 10') booth. A \$25 fee will be assessed for each additional employee.**

All Exhibitor employees must preregister for the Conference. Preregistration instructions will be supplied to Exhibitors; **the deadline to preregister is March 21, 2025.**

No badges will be assigned to Exhibitor employees onsite without pre-authorization by the Exhibitor contact designated on the Application.

ODA staff is not available to take messages to exhibitors from guests wishing to register. Exhibitors must prearrange to meet their guests at exhibitor registration.

**Name Badges** Trade Show-only name badges for Exhibitor registrants (employees) will be preprinted and available starting on Thursday, April 3, at the Oregon Convention Center. A photo ID and business card is required to pick up badges. Badges displaying the title "Exhibitor" will be issued only to employees of Exhibitors. No badges will be assigned to Exhibitor employees onsite without pre-authorization by the Exhibitor

contact designated on the Application. Each Exhibitor registrant must wear an official ODC badge at all times while in the Convention Center.

Dentists may not be provided Exhibitor badges in lieu of paying nonmember registration fees.

### 14) ONSITE REGISTRATION

Pre-authorized onsite registration and badge pickup services will be available at the Exhibit Counter in Pre-Function A during these hours:

**Wednesday, April 2:** 2 PM – 5 PM (*for exhibitors only—no attendees onsite this day*)

**Thursday, April 3:** 7 AM – 6 PM

**Friday, April 4:** 7 AM – 5 PM

### 15) HEADQUARTER HOTEL

Headquarter hotel for the Conference is the Hyatt Regency Portland. Visit [www.oregondentalconference.org](http://www.oregondentalconference.org) to find more information regarding reservations starting January 2025 (information will be emailed to all exhibitors then too). When making reservations online please use booking link(s) on lodging page available starting January 2025. When making reservations via phone, mention that you are exhibiting at the Oregon Dental Conference to receive the block room rate.

### 16) EXHIBITOR SERVICE MANUAL

The *Exhibitor Service Manual*, containing complete conference and order information for all conference services, will be emailed to all *fully paid* Exhibitors beginning January 2025. The email will be sent to the trade show contact we have on file for your company. The *Manual* will also include preregistration information for Exhibitor employees and guests, as well as conference marketing materials.

All orders should be completed and submitted in advance to ensure adequate labor force, equipment, etc. Information will be included for the following services: labor, material handling, furniture and equipment rental, signs, rental displays, utilities, audiovisual, internet, cleaning, etc.

Please note that discounts apply to most orders received before the conference.



## Exhibitor Rules & Regulations, cont.

### 17) PUBLICATIONS/PROMOTION

The Conference *Preview Program*, a marketing piece with full conference information, will be emailed to prospective Conference attendees in January 2025, and will list all Sponsors by level and include an alphabetical list of all Exhibitors.

In addition, to the digital *Preview Program*, the February issue of the ODA's *Membership Matters* magazine will include an alphabetical list of all Exhibitors and Sponsors and be mailed to over 4,000 Oregon dental offices.

**December 6, 2024:** Exhibit space application **with booth deposit** must be received by the ODA no later than this date for inclusion in the **Conference Preview Program**.

In addition, Exhibitors will be listed on **ODA's website** at [www.oregondentalconference.org](http://www.oregondentalconference.org).

### 18) OFFICIAL DRAYAGE CONTRACTOR

Fern Expo is the official drayage contractor.

The official contractor is responsible for maintaining all in and out traffic schedules at the exhibit site and handling the move-in and move-out of all Exhibitors' materials and equipment. All Exhibitors shall clear the inbound and outbound movement of their materials and equipment with the official contractor. The official contractor maintains control of, and has priority at, the loading areas at all times.

Complete details, schedules, and shipping instructions will be included in the *Exhibitor Service Manual*.

An Exhibitor may use the services of an outside independent contractor only for the installation and dismantling of an exhibit. An application for the use of such services is required (available in the *Exhibitor Service Manual*). All other services must be secured through the official contractor.

All mechanical equipment for display, installation, and dismantling, such as forklifts, high lifts, etc., must be obtained through the official contractor.

### 19) OFFICIAL GENERAL SERVICE CONTRACTOR

General questions regarding any services provided by Fern Expo (rental furnishings, material handling, drayage, labor, special signage, carpet, decorating, and any other special needs) should be directed to:

**Fern Expo**  
6700 NE 59th Place  
Portland, OR 97218  
800-774-1251  
[ExhibitorServices@fernexpo.com](mailto:ExhibitorServices@fernexpo.com)

**Advance Shipping Instructions:** Advance shipments must arrive by March 28, 2025. All shipments must be prepaid, shipped to the Fern warehouse, and addressed as follows:

OREGON DENTAL CONFERENCE  
<<Exhibiting Company Name>>, Booth #<<no.>>  
c/o Fern Expo  
6700 NE 59th Place  
Portland, OR 97218

### 20) MOVE-IN/MOVE-OUT

Setting up and dismantling exhibits. Exhibit Hall will be available for setting up booths at these times:

**Wednesday, April 2, 2025:** 7 AM – 5 PM

**Thursday, April 3, 2025:** 7 – 11 AM

Installation of exhibits must take place during the scheduled times listed above. Permission to work outside of the established scheduled installation hours must be requested in writing from the Trade Show Manager.

No children under the age of 18 and no pets will be allowed in the Trade Show during installation and dismantling.

No crating or packing of goods will be permitted in the Trade Show from 11 AM on Thursday, April 3 to 5 PM on Friday, April 4.

The Convention Center does not have facilities for storage of crates or other containers, and storage in hallways or corridors will not be permitted. Fern Expo will remove empty crates, packing cases, etc., the removal of which is not otherwise provided for by Exhibitors and will bill individual Exhibitors for such removal, storage, and return.



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## Exhibitor Rules & Regulations, cont.

All exhibits must be removed from the Trade Show by 9 PM on Friday, April 4.

**Exhibits must be continually staffed and remain intact from 11 AM, Thursday, April 3, until the final closing of the Trade Show on Friday, April 4, at 5 PM.** Any Exhibitor that violates this rule will be subject to sanctions affecting its ability to exhibit at future functions of the ODA.

Unless special arrangements have been made with show management, any assigned booth space not claimed and occupied prior to 10:30 AM, Thursday, April 3, 2025, may be resold or reassigned by ODA without refund.

Exhibitors will be allowed entrance to the Trade Show beginning at 7 AM on Thursday and 7 AM on Friday. No Exhibitors will remain in the hall after closing each day.

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### 21) WASTE DIVERSION – WORKING TOWARD 0% WASTE

The Oregon Convention Center is working toward being the greenest facility in the world and has a long-term goal of reaching a 0% waste diversion rate, which can only be achieved by ensuring that material brought into the building can be recycled, donated, or taken back by the company that produced it.

What does this mean for Exhibitors? **All recyclable materials need to be discarded in appropriate receptacles provided by the OCC. Any non-recyclable materials (e.g., foam core) are not allowed to be disposed of and must be taken with you.** If you would like to donate items after the show, please visit the ODC registration desk to make arrangements. During tear down, recycling receptacles will be placed in the exhibit hall and the location(s) will be announced over the PA system.

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### 22) PARKING AT OREGON CONVENTION CENTER

There will be a parking lot available to exhibitors during move-in and move-out. One parking pass will be given to exhibitors in the order in which they secured their booth. Parking passes will be picked up at the exhibitor registration desk onsite at the ODC during move-in hours.

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### 23) HALL HOURS FOR ATTENDEES

The Trade Show will be open to ODC attendees during the following hours:

**Thursday, April 3:** 11 AM – 6:30 PM

**Friday, April 4:** 9 AM – 5 PM

**Saturday, April 5:** CLOSED

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### 24) CHARACTER/OPERATION OF EXHIBIT

The ODA reserves the right in its sole discretion to decline or prohibit any exhibit, or part of an exhibit or proposed exhibit, that is not suitable or not in accordance with the ethics of the dental profession or with the ODA's advertising and exhibit standards. Orders and sales may be taken or made on the show floor. Distribution of samples and souvenirs is also permissible. All orders and sales must comply with these Rules and Regulations, the Convention Center, and any state and/or federal laws.

**General Restrictions:** Nothing shall be constructed, built, installed, or used as a part of, or in connection with, an exhibit that does not conform with the requirements of federal, state, and municipal laws, ordinances, and regulations. Rules of the Convention Center's management must be observed and obeyed.

The ODA reserves the right to bar any Exhibitor or any person from the Conference.

**No circulars or advertising matter of any kind may be distributed by an Exhibitor from outside the Exhibitor's exhibit space.**

- ♦ Aisle space shall not be used for exhibit purposes.
- ♦ The placement of all signs, banners, and advertising matter is subject to the approval of the ODA and the Trade Show Manager.
- ♦ Public address systems may not be used.
- ♦ Any taxes applicable for doing business in Oregon are the sole responsibility of the Exhibitor.

**Any Exhibitor whose sales procedure is objectionable will be subject to removal without refund. Any Exhibitor with products displayed not listed/authorized in original booth inquiry and/or application process will be subject to removal without refund.**



# Exhibitor Rules & Regulations, cont.

## 25) BOOTH CONSTRUCTION AND HEIGHT LIMITATIONS

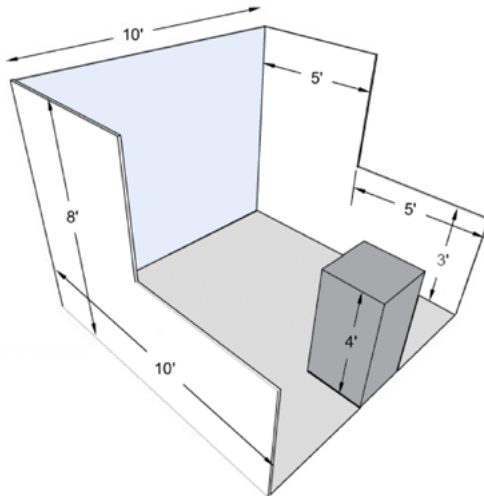
### Height Limitations:

**Linear booth:** 8 feet

**Hanging signs:** 16 feet

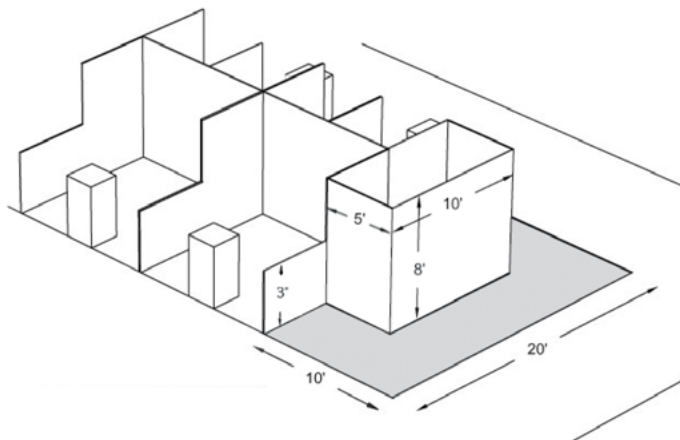
**Bulk Spaces.** Bulk spaces will be sold only as blocks. Exhibitors may form smaller blocks by purchasing adjacent linear booths.

### LINEAR BOOTH (10' X 10')



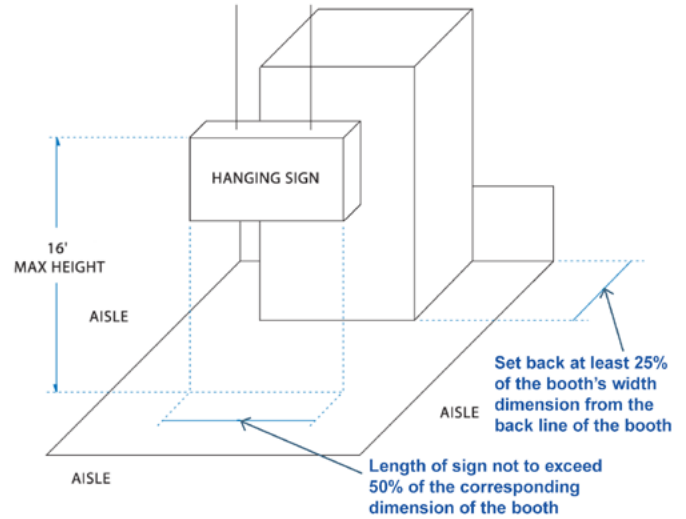
Linear booths consist of an 8' high back drape and 3' high side dividers mounted on aluminum tubular frames. Perimeter booths may rise up to 12'. Solid construction more than 4' high must be a minimum of 5' back from the aisle.

### END-CAP BOOTH



An end-cap booth is exposed to aisles on three sides and composed of two booths, generally 10' deep by 20' wide. The back wall must not exceed 8' in height and only the rear half of the booth space. The back wall is restricted to 4' high within 5' of each aisle, permitting adequate line of sight for the adjoining booths.

## HANGING SIGNS



There are limited points in the Trade Show from which to hang signs, banners, etc. Exhibit booth signs, banners, booth ceilings or canopies, lighting grids, or other exhibit-related equipment should be freestanding and floor-supported where possible. Attachment to the Trade Show ceiling beams or trusses is permitted only by Fern Expo. Request for approval of hanging signs and banners (not including banners to be hung on the pipe and drape in your booth) must be submitted to the Trade Show Manager by March 17, 2025. The request must include a description or drawing of the sign/banner, proposed method of installation, location of hanging points, and total weight. Hanging signs/banners may not exceed 50 percent of the perimeter space assigned to the Exhibitor or a height of 16' unless approved in writing by the Trade Show Manager.

**Carpet/floor tape.** The Exhibitor shall be responsible for utilizing Shur Tape or Bron Tape BT 100 or BT-105. Use of other tape not approved by the Convention Center will result in additional prevailing labor charges to remove adhesive residue from facility carpet and/or concrete floor. Any such charges incurred by the ODA will be billed to the Exhibitor.

**Balloons.** No helium balloons shall be permitted in the Convention Center.

**Fog/smoke/laser lights.** No special effects, including, but not limited to fog or smoke effects and laser light shows, shall be permitted without the express prior written approval of the Trade Show Manager.

### Abandoned equipment and lost or misplaced articles.

Any equipment or articles of the Exhibitor remaining past the expiration of the Conference period may be considered



## Exhibitor Rules & Regulations, cont.

abandoned and may be disposed of at the owner's expense. The Convention Center shall have the sole right to collect and have custody of any articles left on the premises by Exhibitor's invitees and to provide for the disposition thereof. Neither the ODA nor the Convention Center shall assume any responsibility for losses suffered by the Exhibitor or its agents, servants, employees, or invitees due to the theft or disappearance of equipment, articles, or other personal property in and at the Convention Center.

### 26) SECURITY GUARD SERVICE

The Conference will provide security agents to guard exhibits beginning at 5 PM, Wednesday, April 2 and continuing each night through 9 PM, Friday, April 4. (These times are subject to change—final times will be sent prior to the ODC). The Trade Show will be open to Exhibitors beginning at 7 AM on Thursday and Friday, allowing Exhibitors access to their booths. However, the Conference is an open-booth show and Exhibitors assume all responsibility for the safeguarding and loss of exhibits and merchandise. While Conference management will exercise reasonable care in safeguarding Exhibitor property, neither the ODA, the Convention Center, security coordinator, drayage contractor, nor any of their directors, trustees, officers, agents, or employees assume any responsibility for such property. Exhibitors may escort their goods and merchandise from the receiving point at the Convention Center to their exhibition space. However, the above-mentioned parties do not guarantee against any kind of damage or loss.

**Attendance After Show Hours:** To ensure maximum security for the open exhibits and merchandise, after-hours work and/or entertainment will not be permitted in the Exhibit Hall. **All Exhibitors must leave the Trade Show when the show closes each day.**

### 27) DOOR STAFF

Uniformed door staff will be on hand at all marked entrances to the Trade Show during Conference hours. Only those persons properly registered will be admitted.

### 28) CLEANING SERVICE

**Cleaning services for individual booths, including daily trash removal, must be requested by the Exhibitor, and ordered directly through the Convention Center. Contact information will be included in the *Exhibitor Service Manual*.** The ODA will provide cleaning service for all aisles.

### 29) COMPLIANCE WITH LAWS

Exhibitors shall, at their own expense, promptly comply and cause their employees, agents, contractors, patrons, and

invitees to comply with laws, ordinances, rules, regulations, and requirements of all federal, state, county, and metropolitan governments, commissions, and officers whenever applicable; all rules and regulations of the Portland Police Department and the Portland Fire Department; and all policies, rules, and regulations established by the Convention Center for the use of the Convention Center and the jurisdiction of the Convention Center.

## 30) BUILDING AND PUBLIC SAFETY

Exhibitors shall not bring into the Convention Center any material, substance, equipment, or object that is likely to endanger the Convention Center, or the life of, or to cause bodily injury to, any person in the Convention Center, or that is likely to constitute a hazard without the prior written approval of the Director of the Convention Center or the Director's designee.

- A) Exhibitors shall conduct business only in the authorized areas and in a dignified and orderly manner with full regard for public safety and in conformity with the ODA's rules and regulations.** Special permits and conditions are required for the display of vehicles, onsite cooking, and other nonstandard Exhibitor activities. Please contact the Trade Show Manager for such permission and to obtain the appropriate permit application, if necessary.
- B) No portion of the sidewalks, ramps, entries, doors, corridors, vestibules, hallways, lobbies, stairways, elevators, aisles, or driveways shall be impeded by Exhibitors or their agents or used for any purpose other than ingress or egress from the Convention Center.** Access to public concession-stand areas, utilities, fire suppression equipment, and heating and air conditioning vents shall not be covered or obstructed at any time by an Exhibitor or its employees, agents, or guests.
- C) Persons in excess of the occupancy capacity will not be permitted inside any area of the Convention Center.**
- D) The Convention Center does not provide exhibit-crate storage onsite without specific written approval by the Director of the Convention Center or the Director's designee.** Exhibitors and their service contractors are expected to make all arrangements for storage of exhibit crates and packing materials if such Director or designee does not grant such approval.
- E) Exhibitors shall not bring any live animal, reptile, fish, or bird into the Convention Center unless approved in writing by the Director of the Convention Center or the Director's designee.** A properly trained assistance dog accompanying a person with a disability is excepted. Such an animal must remain on a leash at all times, within a pen, or otherwise under effective control.
- F) The Oregon Convention Center is a nonsmoking public facility.**



## Exhibitor Rules & Regulations, cont.

### 31) EXCLUSIVE SERVICES

The Convention Center exclusively provides business, utility, food, and beverage (catering and concessions), security/medical specialist, audio/visual and ticketing services at the prevailing rates to Exhibitors wishing to use such services.

### 32) EXCLUSIVE EVENT SERVICES

The Convention Center shall make available to Exhibitors, either in-house or through the Convention Center's agent, up to its existing capacity, all electric power, compressed air, natural gas, water, sewer drains, booth cleaning and telephone service as requested by Exhibitor. All charges arising from such services provided by the Convention Center shall be billed at the prevailing rate and paid for by the Exhibitor.

### 33) CONCESSIONS/FOOD SERVICE

**A) Concessions shall be defined as, but not limited to, the selling or dispensing of printed material, records, tapes, foodstuffs, beverages (alcoholic and nonalcoholic), flowers, tobaccos, novelties, souvenirs, clothing, etc.** The sale and/or distribution of the aforementioned items are solely the exclusive right of the Convention Center or its agent.

**B) The Convention Center's food and beverage service contractor is solely authorized to provide all food and beverage services within the Convention Center.** The Director of the Convention Center must approve in advance all Exhibitor requests to distribute samples of such products from exhibit booths or any other areas within the Convention Center.

Exhibitors wanting to distribute food or beverage samples not directly relevant to their products must order these items from the Convention Center's Concessions/Catering Operator (Levy Catering).

### 34) FACILITY SERVICES

The Convention Center will provide disposal receptacles for trash, debris, and general packing material as a result of exhibiting in the Convention Center. Costs to remove debris or trash not associated with the normal course of business shall be borne by the Exhibitor. Nonhazardous fluids, chemicals, medical waste, petroleum-based products, perishable items, or any other non-dry material must be disposed of in a manner prescribed by the Convention Center. It is the Exhibitor's responsibility to handle and dispose of the materials and pay any costs associated with this process.

### 35) HAZARDOUS SUBSTANCES

The Exhibitor and its officers, employees, and agents, and any customers or other participants in the Conference, are prohibited from bringing any hazardous substance into the Conference or onto Convention Center property and are prohibited from allowing any hazardous substance to be brought into thereon. As used in this paragraph, "hazardous substance" has the meaning given that term in ORS 465.200(16). If any governmental authority or other third party demands that a cleanup plan be prepared and that a cleanup be undertaken because of any release of hazardous substance that occurs as a result of an Exhibitor's use of the Convention Center, such Exhibitor shall, at the Exhibitor's expense, prepare and submit the required plan and all related bonds and other financial assurances, and such Exhibitor shall carry out all such cleanup plans.

Exhibitors agree to indemnify ODA and its respective members, officers, directors, agents, and employees against any claims, costs, and expenses of any kind, whether direct or indirect, incurred voluntarily or pursuant to any state or federal law, statute, regulation, or order, for the cleanup, extraction, detoxification, or neutralization of any release of any hazardous substance associated with or arising from the Exhibitor's use of the Convention Center's property. As used in this paragraph, "release" has the meaning given that term in ORS 465.200(22). An Exhibitor's obligations under this paragraph survive the termination or expiration of this Agreement.

### 36) RAFFLES

All exhibitor raffle items and prizes must be pre-approved by the ODA. Please contact the Trade Show Manager for approval. Raffles must be facilitated within the exhibitor's contracted booth space and will not be promoted by the ODA.

### 37) DAMAGE TO THE CONVENTION CENTER

Nothing may be affixed, nailed, or otherwise attached to walls, doors, ceiling, etc., of the Convention Center in such a manner as to damage or destroy such property. Violations of these rules will void the Exhibitor's Contract and subject the Exhibitor to removal without a refund. The Exhibitor shall be liable directly to the Convention Center for any damages from such violations. The Exhibitor is entirely responsible for the booth and exhibit space allocated to the Exhibitor and agrees to indemnify the ODA for any damage to the floor, walls, ceiling, or equipment used in connection with the space allocated to the Exhibitor. Payment for any damages described in this paragraph shall be made by the Exhibitor directly to Convention Center management.



## Exhibitor Rules & Regulations, cont.

### 38) LIABILITY AND INSURANCE

The Contract shall not constitute or be considered a partnership, joint venture, or agency relationship between the ODA, the Exhibitor, or the Convention Center. All property of the Exhibitor remains under its care, custody, and control in transit to and from the Convention Center, during installation and removal, and while it is within the Convention Center. The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage (including that by acts of God, vandalism, accident, fire, theft, or other causes) to Exhibitor's displays, equipment, and other property brought upon the premises of the Convention Center, and Exhibitor shall indemnify and hold harmless the ODA and its agents, servants, employees, officers, directors, staff, and members

Each Exhibitor, by signing the Application, expressly understands that it releases the ODA from, and agrees to indemnify it against, any and all claims for such loss, injury, or damage. It is further agreed that the Exhibitor shall carry workers' compensation insurance for all the Exhibitor's employees, if necessary by statute, and further agrees to accept all liability for any injury sustained by the public in the booth leased by the Exhibitor and further agrees to indemnify the ODA from any actions or claims, causes of actions, and suits resulting from any loss, damage, causes of action, or claims or suits for damages, including, but not limited to, loss of property, goods, wares, or merchandise caused by, arising out of, or in any way connected with the exercise by Exhibitor of the privileges herein granted.

**Exhibitors are required to send proof of insurance, naming the ODA, its officers, directors, staff, and agents as additionally insured, to the ODA by March 17, 2025.**

Please email [exhibits@oregondental.org](mailto:exhibits@oregondental.org) for a sample Proof of Insurance (if needed), or visit [www.oregondental.org](http://www.oregondental.org). If the ODA is held liable for any event that might result from an Exhibitor's action or failure to act, such Exhibitor shall reimburse and hold harmless the ODA against any liability resulting therefrom.

Exhibitors must adequately ensure their materials, goods, wares, and exhibits against loss or injury of any kind and must do so at their own expense; the ODA is not responsible for any loss (however caused) to any property of any Exhibitor. Exhibitors are solely responsible for their own actions during the Conference.

**IN NO EVENT SHALL THE ODA BE LIABLE TO AN EXHIBITOR OR TO ANY OTHER PERSON FOR INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES, HOWEVER CAUSED, WHETHER IN CONTRACT, TORT, STRICT LIABILITY OR ANY OTHER LEGAL THEORY, REGARDLESS OF WHETHER THE ODA HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.**

### 39) GENERAL

All Contracts for exhibit space shall be governed in all respects by the laws of the state of Oregon without giving effect to any conflict of law's provisions. All Applicants and Exhibitors submit to personal jurisdiction by and venue in the state and federal courts in the state of Oregon, county of Multnomah, and further agree that any cause of action arising under the Contract shall be brought in that venue. If any provision of this Contract is held to be invalid or unenforceable, such provision shall be struck and the remaining provisions shall be enforced. Headings are for reference purposes only and in no way define, limit, construe, or describe the scope or extent of any paragraph. The ODA's failure to act with respect to a breach by an Applicant or Exhibitor or others does not waive ODA's right to act with respect to subsequent or similar breaches. These Rules and Regulations and the Application set forth the entire understanding and agreement between the ODA and all Applicants and Exhibitors with respect to the subject matter hereof and supersede any prior or contemporaneous understanding, whether written or oral.





**April 3–5, 2025**

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**EXHIBIT HALL**

April 3–4, 2025

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**LOCATION**

Oregon Convention Center  
Portland, Oregon



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**FOR MORE INFO**

[Exhibits@OregonDentalConference.org](mailto:Exhibits@OregonDentalConference.org)