

WHERE
Big
IDEAS ARE
Brewing

APRIL 30 - MAY 2, 2026
DEVOS PLACE | GRAND RAPIDS, MI

2026 Exhibitor Prospectus



2026 **ANNUAL
SESSION**



michigan dental
ASSOCIATION
YOUR CONNECTION TO ORAL HEALTH®



Convenient Location + Great Courses = More Prospects

The MDA Annual Session

More than 3,000 dental professionals expected to attend the Michigan Dental Association Annual Session in Grand Rapids, April 30 – May 2, 2026.

Each of these dedicated oral health professionals is vitally interested in improving the delivery of patient care through the continuing education process, both in the classroom and in the exhibit hall. It's an audience you can't afford to pass up.

Attending the convention are: practicing dentists, dental assistants, dental hygienists, dental office business staff, dental technicians, students (all disciplines), dental professional leadership, vendors, and suppliers to dentistry.

It's a once-a-year networking experience! The Michigan Dental Association Annual Session enjoys an enviable reputation as the premier dental meeting in the state — one of the largest dental meetings in the nation — where dental professionals gather to learn, deliberate, effect solutions, socialize and make purchases. For vendors, it's a super sales call!

Interested in becoming a sponsor? We welcome the opportunity to partner with organizations that support the dental profession. If you're interested in learning more about our sponsorship opportunities, please contact: Amanda McLean, Business Development Manager amclean@michigandental.org. Let's build something impactful together.

Exhibitors

Typically include sellers of these and other dental products and services:

- Equipment.
- Instruments.
- Consumables.
- Pharmaceuticals.
- Cameras.
- X-ray machines.
- Legal services.
- Computers and software.
- Practice management aids.
- Furniture.
- Supplies.
- Uniforms.
- Laboratories.
- Infection control.
- Insurance.
- Financial services.

The 2026 booth package includes draped backwall and side rails; company ID sign; carpeted booth and aisles; mobile scanning app (lead retrieval); badges for booth personnel; plus a set of 3,500 MDA-member-dentist mailing labels for your pre-show promotion, at no additional charge (if ordered by March 31, 2026).

2026 ANNUAL SESSION

mda michigan dental
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Your 2026 MDA Booth Package

Exhibitor Perks for 2026

- All exhibits in one hall — over 100,000 sq. ft.
- CE classes and Annual Session events in one building.
- Security on-site around the clock.
- Welcome Reception in the exhibit hall Thursday evening (hors d'oeuvres and cash bar during reception).
- Convenient location.
- Hassle-free move-in/move-out.
- Table Clinics inside the hall.
- Four lunch tickets per booth to use either or both days.

Booth Space Specifics

Booth size

- 10 ft. wide by 10 ft. deep.
- **Value blocks:** 20 ft. wide by 20 ft. deep. Value Blocks are four booths combined. Use the space for exhibiting with four open corners or enclose it for demos, meeting appointments, or to present information. MDA is now able to grant CE on the exhibit hall floor — some restrictions apply. Additional expenses will be incurred if set-up requires hard walls. For more information email or call Amanda Mclean at amclean@michigandental.org or call 517-346-9402.

Payment terms

- One or two booths — \$500 deposit required for each booth space along with application for space; balance due by Jan. 31, 2026.
- Three or more booths — full payment required before booth assignments will be made.

Booth assignments

First come basis fill out online application. Apply by March 31, 2026, to avoid \$200 increase per booth.

Move-In and Set-Up

- Wednesday, April 29: 11 a.m. to 5 p.m., EDT.

Expo Hours

- Thursday, April 30: Noon to 6 p.m.
- Friday, May 1: 9 a.m. to 6 p.m.

Tear-Down and Move-Out

- Friday, May 1: 6 p.m. to 9 p.m.

2026 Booth Package Includes

- Draped backwall and side rails.
- Company ID sign.
- Carpeted booth and aisles.
- Badges for booth personnel (Please note: Photo ID is required for registration. Participants must pick up their own badge.)
- A set of 3,500 mailing labels of MDA-member dentists for your pre-show promotional use (\$300 value included free — you must fill out form to receive).
- Free basic Wi-Fi.
- Mobile scanning app for lead retrieval.



DEVOS PLACE



Note: All booths must be removed by 9 p.m. on Friday, May 1, or storage costs will be incurred.

Rules and Regulations

Applications — Application must be made by mail, email, or fax. The MDA is unable to accept telephone reservations for exhibit space. Applications must be accompanied by a \$500 deposit per booth. Applications received without the required deposit will not be processed until deposit is received.

Assignment Policy — **APPLICATIONS MUST BE ACCOMPANIED BY A \$500 DEPOSIT PER BOOTH AND A SIGNED AGREEMENT. To reserve a booth and complete the application go to:**
<https://annualsession.michigandental.org/Exhibitors>.

Each exhibitor must execute a contract for the right to use the space allotted. Subletting space is absolutely prohibited. Upon signing space contract, all exhibitors agree that these rules and regulations and all other provisions in the Exhibitor Prospectus are considered part of such contract. The MDA reserves the right to interpret the rules and regulations as well as make decisions on all points that the rules and regulations do not cover. **Show management reserves the right to move exhibitors. MDA reserves the right to accept or refuse exhibitors at its sole discretion. Decisions of the MDA are final.**

Deposits and Payments — A deposit of \$500 per booth must accompany application for exhibit space. No space will be assigned without a deposit. After space assignments have been made, a statement for the balance of the rental charge will be sent. Payment in full must be made on or before January 31, 2026. Failure to remit full payment may result in cancellation. After payment of rental charge, no refunds will be made, except at the option of the Michigan Dental Association. All checks for exhibit space rental are to be made payable to the Michigan Dental Association. Please mail applications to Michigan Dental Association, 3657 Okemos Road, Okemos, MI 48864. **DO NOT MAIL CHECKS OR APPLICATIONS TO DEVOS PLACE OR THE CITY OF GRAND RAPIDS.**

Payment Regulations — No refund of any payment will be made after the contract for exhibit space has been signed and accepted by the association, unless the exhibit space is resold within 12 weeks prior to the session. Any space for which the full rental charge has not been paid as delineated above may be resold or reassigned by the MDA without obligation to the exhibitor. In case of cancellations, a \$200 handling/administration fee will be assessed.

Liability — Adequate and reasonable security forces will be provided. Neither the Michigan Dental Association nor DeVos Place shall assume responsibility for the damage, loss or destruction to exhibits due to fire, theft, accident or other destructive causes. Exhibitors shall lease booths at their sole risk. After the start of the show, no refunds will be issued. The association urges exhibitors to take every security precaution or coverage to prevent loss. Neither the management of DeVos Place nor the MDA, nor any of their agents, servants and employees will be accountable or liable for any accidents to exhibitors, nor for loss or vandalism during the meeting. Personal items are not covered during pre-and-post shipment. Vendors are urged to carry "all risk insurance" for the meeting.

The exhibitor shall be liable to DeVos Place and/or the MDA for any damages to the building and/or the furniture and fixtures contained therein which shall occur through acts or omissions of the exhibitors.

Termination of Agreement — In the event the premises where the exposition is to be held, in the sole determination of the MDA, becomes unfit for occupancy or are substantially interfered with by reason of picketing, strike, embargo, injunction, act of war, act of God, fire, emergency declared by any government agency, or by virtue of any ordinance or law of any municipal, state or federal governmental agency, or any other act beyond the control of the MDA, this agreement may be terminated by the MDA. In the event of such termination, the exhibitor waives any and all damages and agrees that the MDA may, after deducting all costs and expenses, including a reserve for claims, refund to the exhibitor, as and for claims, complete settlement and discharge of all said exhibitor's claims and demands, the pro-rata amount of all refunds paid by all exhibitors.

Exhibit Restrictions — Exhibitors with noisy electrical devices, sound-producing movies or any other exhibits or devices which may prove to be objectionable to other exhibitors because of noise, odor or other disagreeable features, must agree to regulate those devices so as to abate reasonable objections to these annoyances. All sound systems must incorporate the use of earphones. No loudspeakers will be permitted.

Because of copyright law infringement enforcement, any exhibitor planning to use any form of music (be it either live or pre-recorded) in their booth space (including background or foreground music on videos) must inform the Exposition Manager in writing at least 30 days prior to the opening of the exposition describing the exact usage planned.

No exhibitor shall operate any tool or piece of equipment without the written approval of the Exposition Manager. Interference with the light or space of other exhibitors will not be allowed. The use of the wings on background exhibits will be permitted. Distribution of circulars or advertising material of any description from any place other than the space for which the exhibitor has contracted is prohibited.

Hospitality Suites — Exhibitors shall not set up exhibits in hotel rooms or suites, and hospitality suites shall not be open during exhibit hours.

Sales, Samples and Souvenirs — Sales and order-taking are permitted. Food products or beverages are not to be distributed in any exhibitor's booth unless the detailed plans and arrangements for such distribution have received prior written approval of the Exposition Manager. Any distribution of literature or samples shall be restricted to material directly related to the developments and equipment exhibited. Such distributions shall be limited to the exhibitor's booth. Samples may be given away, but must be conducted in such a manner as not to destruct or interfere with the adjacent booths or to impede movement of attendees in the aisles.

Non-Endorsement — The exhibiting of products at any scientific session of the Michigan Dental Association does not necessarily constitute endorsement by the association of the products exhibited.

Fire Department Regulations — The rules of DeVos Place management and fire regulations of the City of Grand Rapids must be obeyed. All heaters, heat-producing or open-flame devices shall be operated only after obtaining a permit from the Grand Rapids Fire Department. By state law, all decorative material must be fireproofed and must conform to the requirements of the local fire department.

Care of the Building — No signs or other articles may be posted, nailed, or otherwise attached to any of the pillars, walls, doors or other parts of the building. No attachments may be made to the floors by nails, screws, or other devices. Floors must be protected against dripping oil or other substances that might produce stains.

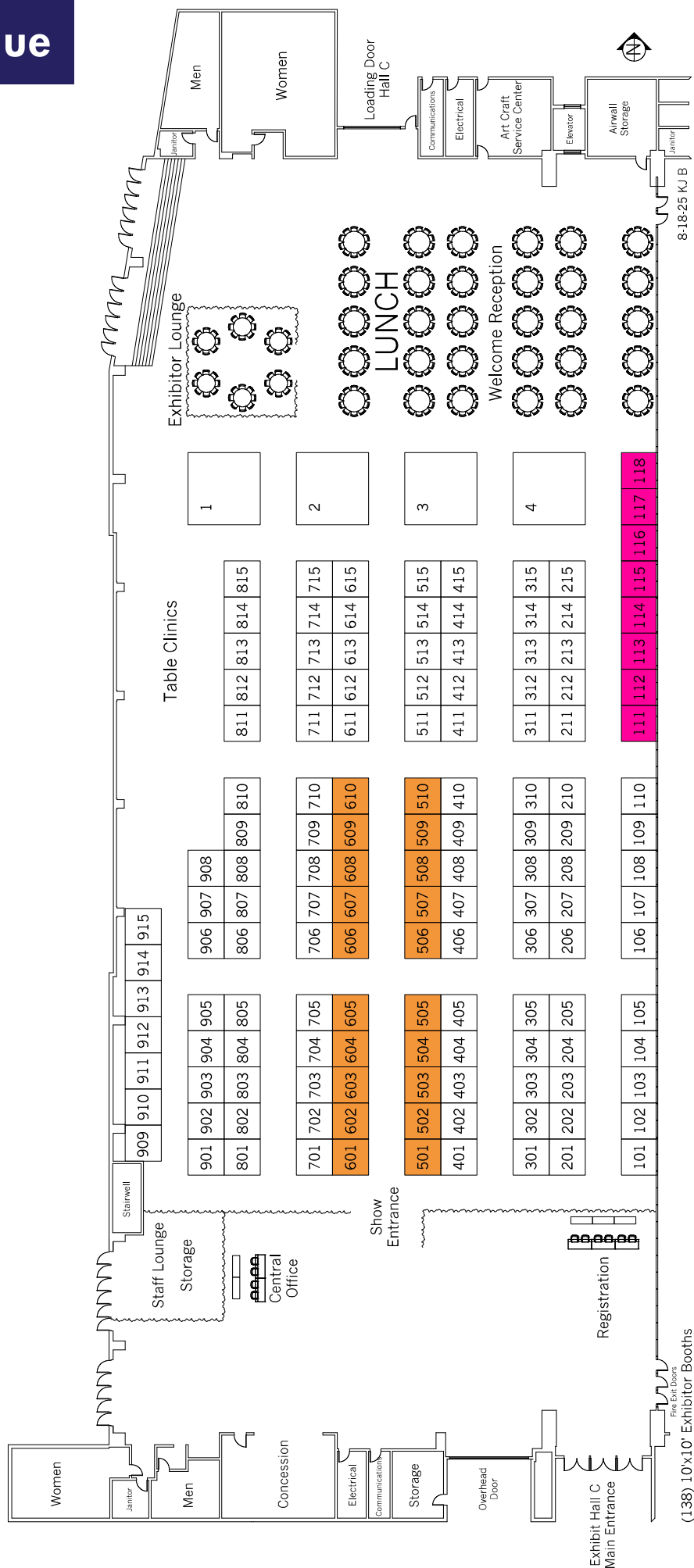
Facilities Furnished — In addition to the exhibit space (10 feet wide by 10 feet deep), a draped back wall, side drapes, and two line identification sign are provided at no additional charge (if pre-ordered). The exhibit hall and all booth spaces will be carpeted.

Service Contractor and Additional Facilities — Upon assignment of space, companies will be emailed an exhibitor kit for special facilities and services. The kit will supply data on costs for such items as electrical outlets, carpentry, draperies, special signs, construction work, chairs and tables, spotlights, etc. that may be had from a service contractor. Charges for special facilities or services shall be payable to the service contractor by the exhibitors.

Security — Reliable security forces will be provided to guard exhibits on a 24-hour basis commencing Wednesday, April 29, 2026 and continuing until completion of dismantling, Friday, May 2, 2026 at 9 p.m.

Headquarters Hotel — The headquarters hotel is the Amway Grand Hotel, Grand Rapids, Michigan. All exhibits and continuing education will be located at DeVos Place. Upon receiving assignment of space, exhibitors will be sent housing information via email.

**Michigan Dental Association 2026 Annual Session
April 30 – May 1, 2026 • DeVos Place • Exhibit Hall C**


$$\begin{array}{l} 501 - 515 = \$2,200 \\ 601 - 615 = \$2,200 \\ 901 - 915 = \$2,000 \\ \text{Corners} = \$2,200 \\ \text{Inside} = \$2,000 \end{array}$$

1 – 4 Value Blocks = \$6,000
 Pink – Non-Profits = \$600
 Orange – Endorsed Vendors