



NORTH DAKOTA DENTAL ASSOCIATION

2026 Annual Session

Exhibitor Prospectus & Minute to Win It Dental Challenge Guide

September 17–18, 2026

Radisson Hotel • Bismarck, ND

Join us for two fun-filled days of CE, connection, and a little friendly competition!

 Exhibitors are invited to host a booth **AND** compete in our brand-new Minute to Win It Dental Challenge — see inside for details! 

EVENT SCHEDULE

Exhibit Setup

- Thursday, September 17 — 1:00 p.m. – 3:00 p.m.

Exhibit Floor Hours

- Thursday, September 17 — 3:00 p.m. until the Minute to Win It Challenge winner has been crowned
- Friday, September 18 — 7:30 a.m. – 4:00 p.m.

President's Mixer

- Thursday, September 17 at the Radisson Hotel, beginning at 7:00 p.m.

Removal of Exhibits

- Friday, September 18, no earlier than 3:00 p.m.
- Removal must be completed by 8:00 p.m. unless advance arrangements have been made.

BOOTH SPECIFICATIONS

- 6' wide x 6' with back drapes and draped side rails.
- 1 complimentary 6' table and 2 chairs.
- Electricity is not available at all booths.
- Extension cords may be required and will be the exhibitor's responsibility.
- Other voltages require special handling; advance arrangements and additional charges are the responsibility of the exhibitor.

PRIZES

Exhibitors are encouraged to have drawings or contests at their booths. **If you plan to have a drawing or contest at your booth, please indicate details in the "Comment" section on the Annual Session Contract form.** The NDDA will promote in the Newsletter, eUpdates, and Facebook. Prizes may be a product or service offered by the exhibiting company, organization, or commercial product of general appeal and must be usable by the winner without purchasing additional goods or services. **Exhibitors are responsible for distribution of their prizes.**

ADVERTISE IN THE CONVENTION PROGRAM

- All exhibitors with a paid registration by August 8, 2026 will be listed in the Annual Session Program.
- Ad mats must be received by August 8, 2026. Submit camera-ready ad in PDF format via email to kehlrs@smilenorthdakota.org. Ads will be printed in black/white.
- Additional advertising space may be purchased.
- Full Page (7½" x 4½"): \$175.00
- Half Page (3½" x 4½"): \$125.00

EXHIBITOR BOOTH LOCATION

Top level sponsors will pick and have booth location preference.

Exhibit floor layout will be sent out in August beginning with the Platinum, Gold, Silver, and Bronze Sponsors. Basic Exhibitors will be assigned on a first-come, first-served basis. All attempts will be made to place exhibitors with competing products or services away from one another — early registration makes this possible. Assigned booth locations cannot be changed unless approval has been given by the Exhibits Chairperson.

An Exhibitor Floor Plan can be located on the NDDA website – smilenorthdakota.org/meetings-events/annual-session. Carefully examine the exhibit hall floor plan prior to choosing your booth; updates are made as booths are sold.

Subletting or dividing exhibit space is not permitted, except with permission from the Exhibits Chairperson. Distribution of materials and displays must be limited to the booth space purchased.

The NDDA reserves the right to refuse any advertising, sponsorship, exhibitor, etc. at the discretion of our Board of Trustees and in the best interest of our members.

LIABILITY

It is expressly understood and agreed between exhibitors and the Association that the Association shall be under no liability for loss of, or damage to, goods or property of exhibitors, and each exhibitor, upon registration, expressly releases the North Dakota Dental Association from all liabilities. The Association shall not be responsible for any injury, loss, or damage that may occur to the exhibitor’s officers, agents, employees, or property prior to, during, or after the period covered by this exhibit contract. All property of the exhibitor brought onto the premises shall be at risk of the exhibitor. The exhibitor agrees to indemnify and hold harmless the North Dakota Dental Association for any loss or damage arising out of the premises described in this contract.

STORAGE

The Radisson Hotel in Bismarck has agreed to receive freight for storage no more than 72 hours prior to the event. Note on packages “Hold for the North Dakota Dental Association meeting, September 17 – 18” and include the name of the person picking up the package. Questions regarding shipment: contact the Radisson Hotel at (701) 712-6475.

BOOTH CANCELLATION

- Prior to August 1: \$200.00 will be retained to cover expenses incurred by the NDDA.
- Between August 2 and August 15: a 50% refund will be provided.
- After August 15: no refund will be provided.

ROOM RESERVATIONS

Radisson Hotel

605 E Broadway Ave, Bismarck, ND 58501 • (701) 255-6000

Note — Ask for the ND Dental Association group rate.

Everspring Suites (Additional Sleeping Rooms)

180 E Bismarck Expressway, Bismarck, ND 58504 • (701) 222-3311

Note — Ask for the ND Dental Association group rate.

NDDA CONTACT INFORMATION

Kelsey Ehlers

North Dakota Dental Association, PO Box 1332, Bismarck, ND 58502

Phone: (701) 223-8870

Email: kehlere@smilenorthdakota.org

Visit: smilenorthdakota.org/meetings-events/annual-session

EXHIBIT LEVEL / SPONSORSHIP OPPORTUNITIES

Choose the level that fits your goals — every tier includes great visibility with North Dakota’s dental community.

Platinum Level Sponsor \$5,000	<ul style="list-style-type: none"> • Recognition as Platinum Level Sponsor • Complimentary full-page ad in the Annual Session Program • Complimentary full-page ad in the July (or December) NDDA Newsletter • Company name displayed on Facebook “Shout Out” • Introduce Dr. Michael DiTolla before morning CE on Friday (1st response/registration basis) • Attendance open to the President’s Mixer • Double booth included, if needed • No limit to conference attendees
Gold Level Sponsor \$2,500	<ul style="list-style-type: none"> • Recognition as Gold Level Sponsor • Complimentary full-page ad in the Annual Session Program • Complimentary half-page ad in the July (or December) NDDA Newsletter • Company name displayed on Facebook “Shout Out” • Up to 5 conference attendees to any Social and President’s Mixer
Silver Level Sponsor \$1,500	<ul style="list-style-type: none"> • Recognition as Silver Level Sponsor • Complimentary half-page ad in the Annual Session Program • Company name displayed on Facebook “Shout Out”

	<ul style="list-style-type: none"> • Up to 4 company attendees to any Social and President’s Mixer • Up to 4 conference attendees
Bronze Level Sponsor \$750	<ul style="list-style-type: none"> • Recognition as a Bronze Level Sponsor • Up to 3 conference attendees
Exhibitor Level Sponsor \$500	<ul style="list-style-type: none"> • Company name displayed on signage, Annual Session Program, slideshow, and NDDA website • Lunch included • Up to 2 conference attendees • Skirted 6’ display table • Exposure to approximately 400 healthcare professionals • Secure your sponsorship early for the best placement opportunities! Exhibitor Level sponsors will be located in either the Exhibit Hall or the Foyer Area, with earlier commitments receiving priority consideration for Exhibit Hall placement.
President’s Mixer Sponsor \$2,000	<ul style="list-style-type: none"> • Recognition as a President’s Mixer Sponsor • Complimentary half-page ad in the Annual Session Program • Company name displayed on signage, slideshow, and NDDA website
Unable to Attend \$500 – \$1,000	<ul style="list-style-type: none"> • Complimentary half-page ad in the Annual Session Program • Company name displayed on NDDA website, signage, and slideshow before CEs
Prize Sponsor Suggested \$100	<ul style="list-style-type: none"> • Provide monetary support for prizes or drawings • Invitation to all Socials • Recognition as a Prize Sponsor



MINUTE TO WIN IT: DENTAL-THEMED CHALLENGES

New this year! **We would LOVE for you to participate in the Minute to Win It Challenge** — a fast-paced, crowd-pleasing competition bringing playful dental skills to the exhibit floor. Pick a challenge (or several!) to run at your booth, and consider sponsoring a prize for the final drawing. It's a guaranteed way to draw a crowd and create buzz around your booth!

Steady Hands Using only cotton pliers, transfer 10 cotton pellets from one tray to another without dropping any.	Name That Instrument Blindfolded! Identify as many of 8 dental instruments as possible by touch alone in 60 seconds.
Shade Match Showdown Hold up a shade tab to a projected tooth image. Fastest correct match across 5 rounds wins.	Crown Stack Stack as many plastic crown forms as possible in 60 seconds without toppling the tower.
Operatory Setup Sprint Assemble a fully broken-down tray setup completely, correctly, and barrier-wrapped in 60 seconds.	Tray Sabotage A standard procedure tray is set up with 3 wrong or missing instruments — find all the errors.
Tooth or Fake Five items are displayed — some real extracted teeth, some convincing fakes. Identify all five visually.	Anatomy Flash Fill in as many blank tooth-diagram labels (cusp, fossa, marginal ridge) as possible in 60 seconds.
Floss Boss Thread dental floss through as many contact points as possible on a model in one minute.	Cotton Roll Stack Attack Stack cotton rolls into the tallest tower using only your non-dominant hand.
Toothbrush Transfer Move pom-pom “teeth” from one cup to another using only a toothbrush held in your mouth.	Masked Mystery Wearing safety glasses and a mask, identify common dental instruments by touch only.
Mirror, Mirror Using only a dental mirror, trace a tooth outline while looking only at the reflection.	Fill the Cavity Use tweezers or cotton pliers to place mini marshmallows into holes on a tooth-shaped board.
Ligature Launch Use orthodontic elastic ties to toss and land them onto pegs from a set distance.	Smile Reconstruction A giant smile puzzle is mixed up — reassemble as much of the smile as possible.
Extraction Station Pull toy teeth from a foam block using extraction forceps and place them into a tray.	Shade Match Sprint Race to match shade tabs to corresponding colored cards.
Beautiful Prep Relay Carve a “prep” out of Play-Doh using plastic instruments, matching a sample image.	Impression Race Fill a tray with sand and create the cleanest impression of a model tooth in one minute.
Tongue Depressor Tower Build the tallest freestanding structure using tongue depressors.	Rubber Dam Rescue Stretch rubber dam material over a frame and correctly place as many “teeth” (holes) as possible.
The Great Tooth Sort Sort mixed “teeth” into incisors, canines, premolars, and molars as fast as you can.	Conservative Esthetics Challenge Improve a giant smile poster with stickers, using the fewest changes possible.
Suction Cup Showdown Use only a saliva ejector (or straw with suction) to move objects from one container to another.	Oreo Overbite Using only your non-dominant hand, stack as many Oreos as possible on your forehead.

ANNUAL SESSION SPONSOR CONTRACT

Company Name _____

Address _____

North Dakota Tax Permit No. _____

Contact Person _____

Phone _____ Email _____

Does your booth need electricity? Yes No

Name of Representatives attending Annual Session (allowance based on Exhibitor level)

Sponsorship Opportunities

- \$5,000 Platinum Level Sponsor
- \$2,500 Gold Level Sponsor
- \$1,500 Silver Level Sponsor
- \$750 Bronze Level Sponsor
- \$500 Exhibitor Level Sponsor
- Double Booth (add \$275)
- \$2,000 President’s Mixer Sponsor
- \$200 Late Fee — After August 15, 2026
- \$175 Additional Advertising — Full Page ad
- \$125 Additional Advertising — Half Page ad
- Unable to Attend but Would Love Sponsorship Recognition (specify \$500–\$1,000)

TOTAL \$ _____

We would LOVE to participate in the Minute to Win It Challenge! 🎯

We would LOVE to supply a prize for the drawing at the end of the Challenge! 🎁

If you plan to have a drawing or contest at your booth, please indicate specific details in the comment field below. The NDDA will promote in the Newsletter, eUpdates, and Facebook.

Comment _____

Make checks payable and return form to:

North Dakota Dental Association

PO Box 1332

Bismarck, ND 58502

Debit Authorization Agreement

Credit Card — Full Payment: Visa Master Card Amex Discover

I authorize the NDDA to automatically debit the below credit card.

Name on Credit Card _____

Credit Card Number _____

Expiration Date _____ CVV _____

Billing Address of Card _____

Credit card payments are also available by contacting Kelsey at the Central Office. Visa, Master Card, Discover, and AmEx are all accepted.