

## **Welcome to the 201 Star of the North!**

The exhibit show floor is a major part of the meeting experience for our attendees, and we thank you for being a part of it.



**The GES Service Desk** is located right off the main floor in the Café area. If you have questions about your booth setup or need to verify or adjust your exhibit orders, please go directly to them.

If you need any other assistance, please contact **Vicki Capistrant, Director of Meeting & Events**. I am always available by radio. To reach me by radio, you can stop by registration or the information booth and a staff person will contact me.

The **Exhibitor Lounge** is in the Café area adjacent to the exhibit floor. If you need a moment to rest your feet away from your booth space, this is the spot just for you. There will be coffee, hot tea and water available during the day.

### **Star of the North Exhibit Schedule:**

#### **Set-up**

Wed. Apr. 25, 2018	8:00 am to 5:00 pm
Thu. Apr. 26, 2018	7:30 am to 10:00 am (All exhibitors MUST be show ready by 10:30 am)

#### **Show Hours**

Thu. Apr. 26, 2018	11:30 am – 3:00 pm (Hall closes from 3-4pm for Buyer's Night set up) 4:00 pm to 8:00 pm - Exhibit Hall Buyer's Night (Cocktail Reception on the show floor for Dentists + 2 guests)
Fri. Apr. 27, 2018	10:00 am to 6:00 pm
Sat. Apr. 28, 2018	8:00 am to 1:00 pm

#### **Exhibit Registration**

Wed. Apr. 25, 2018	2:00 pm – 5:00 pm (if you arrive before, you'll need to show a business card & picture id)
Thu. Apr. 26, 2018	7:30 am – 7:00 pm
Fri. Apr. 27, 2018	7:30 am – 5 pm
Sat. Apr. 28, 2018	7:30 am – 12:30 pm

#### **Tear-down**

Sat. Apr. 28, 2018	1:15 pm to 7:00 pm
Sat. Apr. 28, 2018	Carriers must be checked in by 4:00 pm
Sat. Apr. 28, 2018	All exhibitor materials must be removed by 7:00 pm

**Attendee Badge Colors:**

<b>Blue</b>	Dentists, Post Grad Dental Students
<b>Light Blue</b>	Dental Students
<b>Red</b>	Assistants, Hygienists, Dental Therapist, Dental Techs/Dental Educators (non-dentist)
<b>Green</b>	Admin Personnel
<b>Black</b>	Exhibitors
<b>Purple</b>	Spouses, Guests, Children
<b>Orange</b>	Students: Assisting, Hygiene or Technicians
<b>Gold</b>	Speakers, MDA Staff, Guests

**Other events:**

- Thursday, April 26 **Exhibit Hall Buyer's Night** is 4:00 – 8:00pm on the show floor. Please make sure that your booth is staffed during the entire event. Prize drawings will be held throughout the evening with winners will be posted on a board in the Rotunda. All prizes that will be given away have already been submitted, and *we cannot accept any last-minute donations* for any of the raffles that are held throughout the meeting.
- **Free appetizers/snacks available for exhibitors between 3:00 pm – 4:00 pm.**
- Friday, April 27 The BIG Party with The SPAZMATICS from 8:30 – 10:30 pm in Roy Wilkins Auditorium. All Star of the North attendees (including exhibitors) are welcome. You must have a Star of the North name badge to enter.
- Saturday, April 28 - NEW! Exhibit Hall Early Risers Breakfast 8:00 - 9:00 am. Coffee and pastries will be available for both attendees and exhibitors.

During the meeting, dentists serving on the **Scientific Session Committee** will circulate on the exhibit floor and stop by your booth. Please take this opportunity to share your suggestions, comments, and reactions to the meeting with these key dentists who are part of the planning of the Star of the North. After the meeting, an exhibitor evaluation will be emailed to your company's contact person and will also be available on the Star of the North Meeting website. We encourage everyone to complete the survey.

***Thank you again for joining us this year. We hope it is a successful event for your company.***