



# 39th ANNUAL WESTERN STATES CONFERENCE

Grand Sierra Resort • Reno, Nevada - May 18-19, 2012

## You want exhibiting success & ROI? We want to help you get it!

Our Annual Conference & Expo draws from a large geographical area. It is recognized as one of the "Biggest and Best" regional shows. Exhibitors at WSC are our partners in advancing dental technology and we continually explore ways to enhance your experience.

We know as vendors and exhibitors you are looking for ROI. It's not just another fancy buzzword.

**ROI—Return on Investment**, is an important part of any business strategy, especially in lean times. So we've (WSC) has listened to your suggestions . . .

### EXHIBITOR BENEFITS

As an exhibitor, your company will receive targeted benefits including:

- 6 hours of unopposed exhibit time
- All booths are 10 x 10 at reduced rates
- Booth identification sign with company name and number
- 2 beverage tickets and 1 luncheon ticket
- Food events scheduled in the hall
- Recognition for corporate sponsors
- Expo hours designed to maximize attendance and provide additional networking opportunities
- Crowd drawing activities

### REGISTRATION DEADLINE IS FEBRUARY 1, 2012.

**Booth discounts:** Register before December 1, 2011 and you will receive a 10% discount. Reserve two or more booths and receive a 10% discount.

We look forward to your participation and encourage you to make your plans well in advance.

The Schedule for 2012 is as follows:

Friday, May 18	9:00 am - 3:00 pm	Scientific Sessions
	Noon - 2:30 pm	Exhibit Hall set-up
	3:00 pm - 6:00 pm	Exhibit Hall open
Saturday, May 19	8:00 am - 10:00 am	Scientific Sessions
	10:00 am - 1:00 pm	Exhibit Hall open
	Noon - 1:00 pm	Lunch Buffet
	1:30 pm - 3:30 pm	Scientific Sessions

Send all forms to:

Western States Conference / CDLA  
39270 Paseo Padre Parkway, #730 • Fremont, California 94538

An exhibitor application, sponsorship form, program advertisement application, exhibit hall lay-out, and drawing donation form is enclosed. Please give all forms due consideration or pass them on to the proper decision-maker. Come and join us for our 39th anniversary celebration!

*Carol Baez*  
Conference Coordinator

Western States  
Conference  
CDLA  
39270 Paseo Padre Parkway  
#730  
Fremont, CA 94538

800-532-2352  
Fax: (360) 666-8645  
E-mail: cbaez@cdla.org



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## EXHIBITOR APPLICATION

1. Name of Company \_\_\_\_\_  
 Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_  
 Zip \_\_\_\_\_ Phone ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_ E-mail: \_\_\_\_\_  
 Name & Title of Person Submitting Application \_\_\_\_\_  
 Signature of Person Submitting Application \_\_\_\_\_

2. Name of your representative who will be responsible for your booth at WSC:  
 \_\_\_\_\_

Names of additional representatives as they should appear on name badge:

A. \_\_\_\_\_  
 B. \_\_\_\_\_  
 C. \_\_\_\_\_

3. Please reserve Booth \_\_\_\_\_ (first choice) \_\_\_\_\_  
 (second choice) \_\_\_\_\_ (third choice) \_\_\_\_\_. We understand that in the event that  
 these booths have been reserved prior to application submittal, booth selection  
 will be at discretion of WSC. Floor plans enclosed. Deadline for application  
 is February 1, 2011.

4. Booth price includes 2 drink tickets, and 1 Saturday Luncheon ticket.  
 If additional exhibitor representatives would like to participate in the lunch, they  
 are invited at the rates below:

NUMBER	COST	TOTAL
_____ Booth	\$1000	_____
_____ Saturday Luncheon	\$25	_____

Sponsorship  Reception  Desert  Coffee  Lanyard  Table Top

TOTAL AMOUNT ENCLOSED \_\_\_\_\_

Payment Method:  Master Card  Visa  Check Enclosed (Payable to WSC)

Cardholder Name \_\_\_\_\_ Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Western States  
 Conference  
 CDLA  
 39270 Paseo Padre Parkway  
 #730  
 Fremont, CA 94538

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 E-mail: cbaez@cdla.org

HOTEL RESERVATIONS SHOULD BE MADE DIRECTLY WITH  
**GRAND SIERRA RESORT, RENO, NEVADA 1-800-648-5080**  
 RATES THIS YEAR: \$79.00 PER DAY PLUS TAX & RESORT FEE  
 BE SURE TO STATE YOU ARE WITH THE WESTERN STATES CONFERENCE OF  
 DENTAL LABORATORIES FOR GROUP RATES  
 DEADLINE FOR ROOM RESERVATIONS IS MAY 2, 2012.



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## EVENT Sponsorship Form

Each sponsorship will receive the following:

- Recognition in the registration brochure.
- Recognition in the onsite guide.
- Recognition on event signage.

Please check mark all opportunities you would like to sponsor. Event sponsorships are available on a first come basis. If you would like to participate in any of the following sponsorship opportunities, please fill-out and return this form along with a form of payment by February 1, 2012.

### Event / Expo Sponsorships

- Coffee Breaks-one each day @ \$450.00  
Friday and Saturday morning coffee.
- Expo Kickoff Reception – (Hors D’oeuvres) Sole sponsor @ \$2,000.00  
Friday evening 5:00 – 6:00 pm. in Exhibit Hall
- Lanyard Sponsorship-sole sponsorship @ \$1,500.00  
Includes logo printed on lanyards given to all attendees, along with WSC logo
- Keynote Presentation Sponsor @ \$5,000.00.  
This opportunity includes the option for a company representative to introduce the keynote speaker and signage at the session.
- Saturday Luncheon Desert Sponsorship @ \$1,000.00.

**Please note all sponsorships will be approved by WSC, Inc.**

Keep in mind that WSC will highlight your sponsorship in pre-show distribution (if notified by February 1, 2012), on-site program and individual event signage.

Contact: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: (    ) \_\_\_\_\_ E-mail Address \_\_\_\_\_

Please return to address at the left.

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## TECHNICAL CLINIC SPONSORSHIPS

2 hour sessions available Friday May 18, Saturday May 19

- Crown & Bridge       Partial       Dentures       Business  
 Ceramics       Implant       Other

Proposed Session Title: \_\_\_\_\_

Proposed Session Outline: \_\_\_\_\_

## TABLE TOP DEMOS/ ASK THE EXPERTS

Looking for a way to showcase your new products or share a "trick of the trade" on the Expo floor? Take advantage of this great opportunity!

Table Top Demonstration will be conducted FREE for attendees continuously through the day by exhibitors.

You must be an exhibitor to participate

- We would like to reserve/sponsor a Table Top for a fee of \$500.00 per table. (Fee does not include electrical)

Topic / Products \_\_\_\_\_

Presenter: \_\_\_\_\_

Description: \_\_\_\_\_

Keep in mind that WSC will highlight your sponsorship in pre-show distribution (if notified by February 1, 2012), on-site program and individual event signage.

Contact: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (    ) \_\_\_\_\_ E-mail address \_\_\_\_\_

Please return to address at the left.

Western States  
Conference  
CDLA  
39270 Paseo Padre  
Parkway  
#730  
Fremont, CA 94538

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Dear Exhibitor:

We are happy that you have decided to participate in the 39th Annual Western States Conference of Dental Laboratories at the Grand Sierra Resort, Nevada.

As we all know, the Reno area has many distractions. In an effort to keep attendees in the exhibit hall when open, the committee will have drawings for those registering for the convention package. One drawing will be at 5:00 p.m. on Friday and one at 12:00 p.m. on Saturday. The winners will have the opportunity to win from \$1.00 to over \$1,000.00 by playing "BIG CHANCE."

In further efforts to maintain attendance in the exhibit hall, the committee is asking exhibitors to voluntarily donate prizes in the form of gift certificates, merchandise or cash. These prizes will be drawn at random times when the exhibit hall is open. Please advise committee at least 15 days prior to the meeting of your donation.

WINNERS FOR ALL PRIZES MUST BE IN THE EXHIBIT HALL WHEN DRAWINGS ARE MADE.

-----  
COMPANY NAME \_\_\_\_\_

With pleasure we wish to donate:

Gift Certificate \_\_\_\_\_

Merchandise \_\_\_\_\_

Cash \_\_\_\_\_

This gift is authorized by \_\_\_\_\_

(Signature and Title)

Please mail to:

Western States Conference

CDLA

39270 Paseo Padre Parkway, #730

Fremont, California 94538

Any questions, please call: (800) 532-2352

Western States

Conference

CDLA

39270 Paseo Padre Parkway

#730

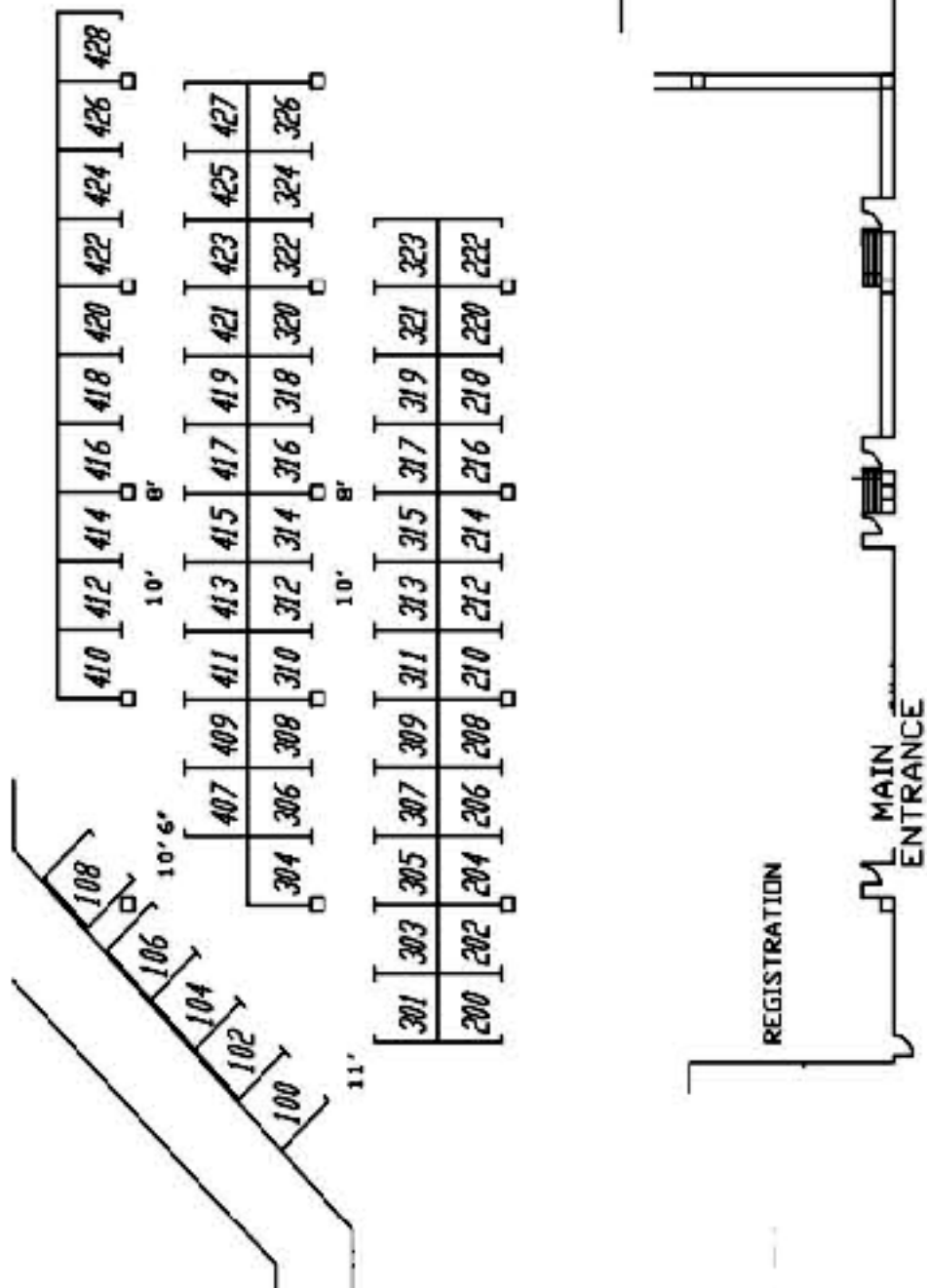
Fremont, CA 94538

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# GRAND SIERRA RESORT



WESTERN STATES CONFERENCE OF DENTAL LABORATORIES

May 18 - 19, 2012



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## SHOW GUIDE ADVERTISING SPECIAL

This is your order form to reserve advertising space in the on site Program for the 2012 Western States Conference.

**PLEASE READ ITEM #1**

1. Camera Ready Art supplied on disk. PDF, JPEG, TIFF files only please. **DUE BY March 15, 2012.**

	<u>B&amp;W</u>	<u>Full Color</u>
2. Rates: Full Page (8 1/2 x 11) -	\$335.00	\$795.00
Half Page (5 1/2 x 8 1/2) -	\$225.00	\$475.00
1/4 Page (4 1/2 x 5 1/2) -	\$150.00	\$400.00

Please reserve \_\_\_\_\_ page(s). Amount enclosed: \$ \_\_\_\_\_  
(ad size)

Exhibitor Name \_\_\_\_\_

Signature \_\_\_\_\_ Printed Name \_\_\_\_\_

Telephone Number (\_\_\_\_) \_\_\_\_\_ Date \_\_\_\_\_

Please send this form, check (made payable to WSC), and reproduction material to:

Western States Conference  
CDLA  
39270 Paseo Padre Parkway, #730  
Fremont, California 94538

Western States  
Conference  
CDLA  
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Fax: (360) 666-8645  
E-mail: cbaez@cdla.org

# RULES AND REGULATIONS

## EXHIBIT HOURS AND DATES

Friday, May 18, 2012  
Exhibit Hall 3 p.m. - 6 p.m.  
Saturday, May 19, 2012  
Exhibit Hall 10:00 am - 1:00 pm  
WSC reserves the right to adjust exhibit hours.

### APPLICATION

Exhibit space, as outlined on the floor plan, will be available and will be allotted as set forth herein. We are unable to accept telephone reservations.

### ALLOTMENT

Participation in the WSC is on an invitational basis. THE ASSOCIATION RESERVES THE RIGHT TO EXHIBITORS WHO HAD SPACE AT THE LAST SHOW, BUT IS NOT REQUIRED TO EXTEND SUCH INVITATION. All applications for use of space must be communicated to the Association on or before January 31, 2012. Allocation of exhibit space shall be solely at the election of the Association. THERE IS NO GUARANTEE THAT REQUESTED SPACES SHALL BE ASSIGNED.

Dimensions of exhibit areas are 10' x 10', and are believed to be accurately stated on the floor plan, but any discrepancies are not the fault of the sponsoring Association.

Exhibitors should make application for space by completing the enclosed application indicating first, second, and third preferences from the enclosed floor plan.

Space assignments will be made and confirmed following receipt of application by the Western States Conference.

### CONTRACT

SUBLETTING SPACE IS ABSOLUTELY PROHIBITED. In the event of fire, strikes, riot, civil commotion, acts of God, war or other unavoidable circumstances rendering it impossible or impracticable for any reason for conference to perform under such contract shall be excused. Exhibitors shall indemnify and hold harmless the Western States Conference from any and all liability which might ensue from any cause whatsoever. In such event, all deposits and all payments made by exhibitor for exhibit space shall be retained by conference and shall be applied toward payment and reimbursement of cost expenses incurred, or paid by conference in connection with the preparation for or presentation of the 2012 conference. Any excess of said deposits

and payments over said costs and expenses shall be returned to exhibitor on such basis as the conference shall deem reasonable.

### PAYMENTS

Full payment for booth(s) must accompany application. The Association shall have the right to dispose of exhibit privileges and space not meeting these conditions without liability of any kind on its part. Exhibitors will be admitted only when these terms of payment are met. All checks are to be made payable to the Western States Conference, CDLA, 39270 Paseo Padre Pkwy. #730, Fremont, CA 94538

**REGULATIONS GOVERNING PAYMENT** *(1) No refund of any payment will be made after February 1, 2012.*  
*(2) A \$50 Administrative fee will be charged on cancellations before February 1, 2012.*

### CHARACTER OF EXHIBIT

The Western States Conference reserves the right to decline or prohibit any exhibitor or any part of any exhibit or proposed exhibit which is not suitable or in accordance with the ethics of the dental laboratory profession. The conference reserves the right to bar any exhibitor. This reservation concerns persons, conduct, printed matter, souvenirs, and catalogs. Interference with the light or space of other exhibitors will not be allowed. Use of wings on backgrounds of exhibits will not be permitted. Special signs shall not extend more than eight (8) feet above the floor or above the lower level of name sign, whichever is the lower and no side or dividing partition or other separator between exhibits shall extend higher than three (3) feet, three (3) inches from the floor level. The Fire Department may require that any booth more than eight (8) feet in height and employing materials more than one fourth (1/4) inch in thickness of plywood or three-eighths (3/8) inch of fiberboard used in horizontal run of the ceiling construction, be constructed under permit from the Building Department. This does not apply to peripheral or other framework which provides support for drapes, plastic or

other approved lightweight materials used in the ceiling.

PUBLIC ADDRESS SYSTEMS AND SOUND MOTION PICTURES MAY NOT BE USED WITHOUT PRIOR WRITTEN APPROVAL. The placement of all signs, banners, and advertising matter shall be subject to the approval of the conference. All banners and decorative material must be fireproofed and must conform to the requirements of the Fire Department. ANY VARIATION TO THE CHARACTER OF THE BOOTH OUTSIDE THE RULES MUST HAVE PRIOR WRITTEN APPROVAL FROM THE CONFERENCE BEFORE EACH CONFERENCE.

### GENERAL RESTRICTIONS

Nothing shall be constructed, built, installed or used as a part of or in connection with an exhibit which does not conform with the requirements of federal, state and municipal laws, ordinances and regulations. Rules of hotel management must be observed and obeyed. Distribution of circulars or advertising matter of any description from any place other than the space for which the exhibitor has contracted is strictly prohibited. Each exhibitor must confine to allotted space. Aisle space shall not be used for exhibit purposes, display, demonstrations, solicitation of business, distribution of materials, or any other purpose, except free passage through the exhibition area. Distribution of alcoholic beverages is strictly prohibited.

### FACILITIES FURNISHED

In addition to the exhibit space, the WSC will provide each space with a standard draped booth with 10 foot draped back-wall, side railings, name sign, and a six-foot, counter high draped table, without additional charge; no allowance will be made for facilities not utilized.

### SERVICE CONTRACTOR ADDITIONAL FACILITIES

Upon assignment of space, exhibitors will be mailed an order form for special facilities and services. The order form will supply data on costs for such items as electrical outlets, carpentry, draperies, special signs, construction work, chairs and tables, spotlight, etc., that may be had from official service contractor, GES, 101 Panther Dr., Reno, NV 89506. 775-323-7700 or Fax: 775-322-8912

## EXHIBIT HOURS AND RATES

Charges for special facilities or service shall be payable to the service contractor by the exhibitors. Exhibitors shall promptly pay for all service charges to service contractor for special facilities, and shall indemnify and hold harmless the Conference from any liability from installation of special facilities.

## UNION REGULATIONS

There are no unions in Reno. Exhibitors may perform their own installation and dismantling. The official decorating contractor, GES, will however, have skilled manpower available for hire if exhibitors need assistance.

The hotel will not receive and store exhibit items nor will they forward your items after the event. Complete freight service, including forklift service, storage, storage of empties, outbound shipping, ect. will be available by the official drayage contractor, on a direct contract basis with exhibitors.

## INSTALLATION, OPENING AND CLOSING TIME

Space will be available to set up exhibits in the Exhibit Hall at noon on *Friday May 18, 2012* and installations must be completed by 2:30 pm on *Friday, May 18, 2012*. If installation is not complete, Western States Conference reserves the right to have the service contractor set up your exhibit or remove containers and materials from hall 1 hour before show opens and billed by GES. They will furnish "empty container" stickers and will remove, store and return empty crates, packing cases, etc., the removal of which is not otherwise provided for the exhibitors and will bill individual exhibitors for such removal, storage and return. All exhibits must be removed from the exhibit hall by 5:00 pm. *Saturday, May 19, 2012*.

## SECURITY

Security will be provided to exhibits on a 24-hour basis commencing *Friday, May 18, 2012*, at 2:30 pm and continuing until closing time at 3:00 pm on *May 19, 2012*. The WSC assumes no responsibility for the loss or theft of exhibit material and/or merchandise and urges the exhibitors to take every security precautions and coverage to prevent loss.

## CARE OF THE BUILDING

Exhibitors will be held responsible for any damage done to the building equipment or decorations by them or their employees. No nails, tacks or screws shall be driven into walls, woodwork, picture frames or floors of the building. No signs, posters, announcements or other articles shall be posted, nailed or otherwise attached to any of the pillars, walls, doors, floors, ect., in such a manner as to deface or destroy the same. Floors must be protected against dripping oil or other substances that might produce stains. Gasoline, kerosene, acetylene or other inflammable or explosive substances will not be permitted in the buildings. By state Law all decorative material must be fireproofed and must conform to the requirements of the fire department.

## ADMISSION CREDENTIALS

All purchasers of space must forward to WSC on or before March 30, 2012 the names of their representatives, and certify that they are regular officials or employees of the company and on the payroll of the company and on the payroll of the company contracting for the space. **ALL REPRESENTATIVES MUST BE PREREGISTERED AND IF NOT REGISTERED THEY MUST PROVIDE OFFICIAL DOCUMENTATION OF THEIR EMPLOYMENT BY THE EXHIBITING COMPANY.**

Cards of admission and badges, which are not transferable, will be made out in these names only. Parties asking admission as exhibitors without these credentials will be refused. Exhibitors desiring to change representatives shall notify the conference in writing. Any person transferring his badge to a non-registrant will have his badge confiscated, with the person making the transfer being denied admission to the exhibit hall. **ANY COMPANY FOUND NOT IN COMPLIANCE WITH THE CREDENTIAL REQUIREMENTS WILL BE EXPELLED FROM THE EXHIBIT HALL AND RENTAL MONEY FOREFITED. EXHIBITORS SHALL NOT EXTEND INVITATIONS TO VISIT THEIR EXHIBITS TO ANYONE OTHER THAN THOSE PROPERLY REGISTERED.**

## SALES, SAMPLES AND SOUVENIRS

SALES OR OTHER TRANSACTIONS BY THE EXHIBITORS SHALL BE LIMITED AND RESTRICTED TO THE TAKING OR ACCEPTANCE OF WRITTEN ORDERS, AND UNDER NO CIRCUMSTANCES SHALL ANY CASH OR CREDIT CARDS BE PASSED OR ANY CHECK ISSUED OF RECEIVED AT ANY EXHIBIT OR IN ANY EXHIBITION AREA. Samples and souvenirs may be given away, but must be conducted in such a manner as not to distract or interfere with the adjacent booths or to impede, movement of attendees in the aisles.

## NON-ENDORSEMENT

The exhibiting of products at any meeting of the WSC conference does not necessarily constitute endorsement by the Association of the products so exhibited.

## COOPERATION OF EXHIBITORS REQUESTED

The foregoing regulations have been formulated for the best interest of exhibitors and the full cooperation of our patrons is requested.

## SHIPMENTS MADE BY FREIGHT, TRUCK OR CARLOADING

All shipments must have all charges prepaid and should be addressed to: Yourself FOR WSC GRAND SIERRA, RENO, NEVADA TO BOOTH NUMBER . (INSERT BOOTH NUMBER) CARE OF GES 101 Panther Dr., Reno, Nevada 89506 and timed to arrive on MAY 18, 2012 or shortly before.

## HOTEL INFORMATION

**Grand Sierra Resort**  
2500 East Second Street  
Reno, Nevada 89595  
(800) 648-5080

WSC Special Rate is \$79.00 per night single or double. Call before May 2, 2012 to receive this special rate.