



ROCKY MOUNTAIN
DENTAL CONVENTION

JANUARY 21-23, 2027

Exhibitor Prospectus

COLORADO CONVENTION CENTER, DENVER, CO



2027 Schedule

WEDNESDAY, JANUARY 20, 2027

8:00am – 5:00pm
Exhibitor Registration

8:00am – 8:00pm
Exhibitor Move-in

THURSDAY, JANUARY 21, 2027

7:30am – 5:00pm
Exhibitor Registration

7:30am – 6:00pm
Exhibitor Access to Expo Hall

10:00am – 5:30pm
Expo Hall Open to Attendees

11:00am – 1:30pm
Dedicated Expo Hall Hours

4:00pm – 5:30pm
Happy Hour (In Expo Hall)

FRIDAY, JANUARY 22, 2027

7:30am – 5:00pm
Exhibitor Registration

8:00am – 6:00pm
Exhibitor Access to Expo Hall

10:00am – 5:30pm
Expo Hall Open to Attendees

11:00am – 1:30pm
Dedicated Expo Hall Hours

4:00pm – 5:30pm
Happy Hour (In Expo Hall)

SATURDAY, JANUARY 23, 2027

7:30am – 1:00pm
Exhibitor Registration

8:00am – 6:00pm
Exhibitor Access to Expo Hall

10:00am – 1:00pm
Expo Hall Open to Attendees

10:30am – 12:30pm
Dedicated Expo Hall Hours

10:30am – 12:30pm
Snack Break (In Expo Hall)

1:00pm – 6:00pm
Exhibitor Move-out

About RMDC

The Rocky Mountain Dental Convention (RMDC) brings together dental professionals from more than 40 states and Canada. It has a longstanding reputation for innovation, customer service and a stellar education program. Display your company's solutions, products and services to thousands of buyers and decision-makers from across the country.

Important Dates & Deadlines

Booth deposit required at time of application. Booth sales will remain open until the expo hall sells out or Wednesday, January 20, 2027 at 5:00pm.

FRIDAY, JUNE 5, 2026

Booth Assignments

JUNE 2026

First round of booth assignments and Exhibitor Services Center login sent

FRIDAY, AUGUST 28, 2026

- Outstanding booth balances due
- Applications submitted after August 28, 2026, must be paid in full
- Deadline to cancel exhibit booth space and receive a full refund less a \$750 per booth fee

FRIDAY, OCTOBER 30, 2026

Deadline to reserve advertising space in the Articulator – RMDC Edition

MONDAY, NOVEMBER 23, 2026

Deadline for advertising and sponsorship recognition in RMDC Onsite Guide

WEDNESDAY, DECEMBER 16, 2026 – TUESDAY, JANUARY 15, 2027

Freeman will accept exhibitor shipments to its warehouse

WEDNESDAY, DECEMBER 23, 2026

Deadline to:

- Be listed in the Onsite Guide
- Submit a Certificate of Insurance
- Submit complimentary furniture package order
- Submit equipment orders to receive discounted rates
- Submit electrical service orders
- Submit Exhibitor Appointed Contractor Work Authorization form
- Submit lead retrieval early order to eShow

FRIDAY, JANUARY 15, 2027

Deadline to register booth staff

WEDNESDAY, JANUARY 20, 2027

- Exhibitor move-in 8:00am - 8:00pm
- First day Freeman will accept shipments at the Colorado Convention Center

FAQs

The following are questions commonly asked by our exhibitors. If one of your questions is not listed below, please contact us and we will gladly assist you.

Where can I find the exhibit booth application?

The online and paper booth applications are located on our website at **rmddonline.com** under Exhibitor Info.

How should I submit my application for space?

You can download and submit a printed application by mail, fax or email, or complete the online application at **rmddonline.com**. If paying by check, your application can be submitted by mail only.

What is the booth application deadline?

Booth sales will remain open until the Expo Hall sells out or Wednesday, January 20, 2027 at 5:00pm.

What is NOT included in the price of a booth?

The booth price does not include carpet, additional tables and chairs beyond the Complimentary Furniture Package (which must be ordered separately), electrical, internet, material handling, shipping, etc. These items may be ordered directly through the Exhibitor Services Center at **rmddonline.com**.

How do I register my company employees?

You may register your booth personnel online at **rmddonline.com**. Exhibiting companies may register up to 10 employees for each 10' X 10' space reserved.

Exhibitor registration is not permitted for exhibitors' clients, customers or employees of other companies. Exhibitors will be charged \$100 for employees beyond the number allotted. Exhibitors must register their booth personnel by January 15, 2027.

Whom can I register as my booth personnel?

All exhibit staff members must be full-time employees of or hired by the exhibitor. Dentists or hygienists who are consultants to an exhibiting company or other non-employees of the exhibitor may not be registered as an exhibitor unless they are a sole proprietor, an officer of the company or a full-time (non-practicing) employee of the exhibiting company. The RMDC offers free Exhibit Hall Only badges for dental professionals at **rmddonline.com**. False certification of individuals as exhibitor representatives, misuse of exhibitor badges or any other method or device used to assist unauthorized persons in gaining admission to the Expo Hall is prohibited.

May I order exhibitor services online?

Yes, all exhibitor services can be requested through the Exhibitor Services Center at **rmddonline.com**. A username and password will be emailed to your company's main contact along with the booth assignment in June 2026.

May I make sales on the show floor?

Sales or other transactions by exhibitors are limited and restricted to taking written orders for future delivery. Under no circumstances shall goods be delivered or shall any cash, credit purchase or check be issued at any exhibit unless you prominently display a current City and County of Denver Sales Tax License.

Do I need to have someone at my booth at all times?

Yes, booths are required to be staffed during open show hours.

Where do I ship my exhibit?

Freeman will accept shipments between **December 16, 2026–January 15, 2027**. Shipments must be prepaid and addressed as follows:

(COMPANY NAME AND BOOTH #)
Rocky Mountain Dental Convention
c/o Freeman
4493 Florence St.
Denver, CO 80238

Direct shipments to the Colorado Convention Center must NOT arrive at the exhibit facility before 8:00am on January 20, 2027. **Shipments arriving before January 20, 2027, will be refused.** Shipments to the Colorado Convention Center should be addressed as follows:

(COMPANY NAME AND BOOTH #)
Rocky Mountain Dental Convention
c/o Freeman
Colorado Convention Center
700 14th Street, Champa St. Dock
Denver, CO 80202

May I hand-carry my booth materials on the Expo Hall floor?

You may hand-carry materials to your booth. Any material that requires the use of a dolly, forklift, cart, etc. MUST be handled by the Denver Theatrical Stage Employees Union Local 7 and arranged through Freeman.

Are children permitted in the Expo Hall?

Children are permitted in the Expo Hall ONLY during open hall hours. However, an adult must accompany all children under the age of 18 while in the Expo Hall. Parents taking children into the Expo Hall do so at their own risk. Neither MDDS nor the Colorado Convention Center will be responsible for injury that may occur to children from any cause whatsoever while they are in the Expo Hall.

Children are NOT permitted in the Expo Hall during move-in or move-out. Children found in the Expo Hall during move-in or move-out will be required to leave immediately. NO EXCEPTIONS to this policy will be permitted, so please make arrangements for children in advance.

May I break down my booth before the show closes?

No. Packing of equipment, materials or the exhibit cannot begin until 1:00pm on Saturday, January 23, 2027. Companies that begin packing their equipment are subject to one or more of the following fines and penalties: 1) \$750 fine; 2) loss of participation point from RMDC 2027; 3) loss of right of first refusal for RMDC 2028, or 4) possible restriction from exhibiting at future Rocky Mountain Dental Conventions.



2027 RMDC Expo Hall F Floor Plan & Booth Pricing



Sponsorship & Advertising Opportunities

Maximize your visibility and hit your targets at the Rocky Mountain Dental Convention with high-profile sponsorship opportunities. All RMDC sponsorships include the following:

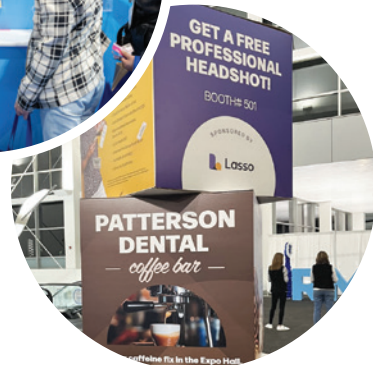
- Logo and link on the official RMDC website
- Sponsor listing in the RMDC Mobile App
- Marketing toolkit

GENERAL SPONSORSHIPS

- Lanyards - **SOLD**
- Tote Bags - **SOLD**
- Apres Ski Lounge 1 or 2 - \$5,000
- Mobile App - \$5,500
- WiFi - **SOLD**
- Expo Hall Aisle Signs - \$5,000
- Coffee Bar - \$5,000
- Ribbon Wall - \$4,000
- New Dentist Lunch - \$3,000
- Registration Desk - \$3,000
- Expo Hall Restroom Signs - \$2,500
- VIP Hospitality Lounge - \$2,000
- Industry Ally CE Presentation - \$2,000
- Puppy Playtime - \$1,750
- Thursday Happy Hour - \$1,750
- Friday Happy Hour - \$1,750
- Saturday Snack Break - \$1,500
- Innovation 360: New Product Demo - \$1,500
- Friday Night Silent Disco - \$1,000
- Prize Payout - \$1,000
- Snack Time Booth Enhancement: Drinks - \$950
- Snack Time Booth Enhancement: Food - \$800

Have an idea for a sponsorship package or marketing opportunity you do not see listed?

Contact Jill Kingen at
exhibits@mddsdentist.com



ONSITE ADVERTISING

Lead 2027 RMDC attendees to your booth with onsite signage and advertising.

- Stacking Cube Display - \$1,250 per cube OR \$3,500 for a 3-cube stack
- Tote Bag Inserts - \$1,000
- Carpet Logo Sticker - \$400 per sticker

DIGITAL ADVERTISING

Our innovative digital marketing solutions highlight your organization as RMDC attendees browse the Internet or read important updates about the 2027 RMDC. In addition, these solutions provide metrics on your return on investment. Options include:

- Daily Convention Update Email - \$900
- Sponsored Attendee Email Blast - \$1,200
- Internet display advertising -
3-month packages start at just over \$1,000



For comprehensive info regarding sponsorship opportunities, please scan the QR code.



PRINT ADVERTISING

Prominently display your company, any new products or promotions and drive booth traffic with an advertisement in any of the printed RMDC promotional materials. Options include:

Attendee Mailing List - \$850

RMDC Registration Kit » 6,500 distribution – October 2026

- Inside, Front Cover - \$1,200
- Inside, Back Cover - \$1,200
- Full Page - \$825
- Half Page - \$575
- Quarter Page - \$520

Articulator, RMDC Edition » 5,000 Distribution – December 2026

- Center Spread - \$1,660
- Outside, Back Cover - \$1,405
- Inside, Front Cover - \$1,145
- Inside, Back Cover - \$1,145
- Full Page - \$825
- Half Page - \$575
- Quarter Page - \$520

RMDC Onsite Guide » 3,000 Distribution – January 2027

- Outside, Back Cover - \$1,405
- Inside, Front Cover - \$1,145
- Inside, Back Cover - \$1,145
- Full Page - \$825
- Half Page - \$575
- Quarter Page - \$520

FREE Marketing!

- Show Special Digital Ad
- Marketing Toolkit
- Listings on website, Mobile App and Onsite Guide

FOR MORE INFORMATION, CONTACT EXHIBITS@MDDSDENTIST.COM • (303) 957-3274



WHY ATTEND?

ATTENDEES FROM **OVER 45 STATES**
NATIONWIDE ATTENDEE REACH! PLUS, CANADA

9 HOURS OF DEDICATED EXPO TIME

10

**NO COST
MARKETING
OPPORTUNITIES**

4

**FREE SOCIAL
EVENTS**

**SPECIAL EXPO
HALL FEATURES**

3

**SOCIAL
EVENTS IN
THE EXPO HALL**

**DAYS OF
NATIONAL SPEAKERS**



For more information contact, Jill Kingen, Director of Business Development, at exhibits@mddsdentist.com or (303) 957-3274.