



**March 28-29, 2025**  
**George R. Brown Convention Center**  
**Houston, TX**

**Star of the South Regional Dental Conference**

**Exhibitor Prospectus**

# Star of the South Regional Dental Conference

March 28-29, 2025, George R. Brown Convention Center

## Exhibitor Prospectus

The Greater Houston Dental Society is excited to host the 53<sup>rd</sup> annual **Star of the South Regional Dental Conference**. We invite you to join your colleagues in participating. Booth space is limited. We encourage you to reserve your booth space early to get your preferred location!

### EARLY BIRD BOOTH FEES (Nov. 22, 2024 – Feb.7, 2025)

|                             |         |
|-----------------------------|---------|
| 10' x 10' Inline Booth..... | \$1,300 |
| 10' x 10' Corner Booth..... | \$1,500 |

### STANDARD BOOTH FEES (Feb. 8, 2025 – March 28, 2025)

|                             |         |
|-----------------------------|---------|
| 10' x 10' Inline Booth..... | \$1,500 |
| 10' x 10' Corner Booth..... | \$1,700 |
| 10 x 10' Prime Booth.....   | \$1,900 |

### BOOTH FURNISHINGS and SPECIFICATIONS

The booth fee for each 10' x 10' booth includes:

- 3 Complimentary Exhibitor Name Badges
- Standard 8' high back drape and 3' high side divider drape
- Standard 7" x 44" booth ID sign
- Listing on the Star of the South website and Mobile App
- Post show attendee mailing list

*Booth does not include display units, furnishings, carpet, utilities, internet, accessories, or other items not listed above. These items can be ordered through the official show decorator or service contractors at the convention center. Service Kit, with order forms will be available online at [www.starofthesouth.org](http://www.starofthesouth.org).*

### RESERVE BOOTH SPACE

Please refer to the live floor plan [here](#) to view available booth space before submitting contract.

Complete the online Exhibitor Contract [here](#), or you may complete the attached contract and return it by mail with a check. The completed contract along with the [Contract Terms and Conditions](#) constitute the entire agreement between the parties upon acceptance by the Star of the South Dental Meeting. Please read this information carefully. **NOTE: FULL PAYMENT IS DUE WITH CONTRACT.** Booth assignments are made on a first paid, first served basis.

Contracts received after February 7, 2025, are subject to STANDARD PRICING. **Booths contracted within 15 days of the start of the meeting must be paid in full by cash or credit card only. Checks are not accepted within this time.**

### CANCELLATION

Cancellations received **after** February 14, 2025, are not eligible for a refund. Cancellations received **prior** to February 14, 2025, are eligible for a 50% refund. All cancellations must be made in writing and sent to the attention of the Director of Education listed on this page.

### EXHIBIT HALL HOURS

|                           |                   |
|---------------------------|-------------------|
| <b>Thursday, March 27</b> |                   |
| 12:00 pm – 5:00 pm        | Exhibitor Move-in |
| <b>Friday, March 28</b>   |                   |
| 9:00 am – 6:00 pm         | Exhibit Hall Open |
| <b>Saturday, March 29</b> |                   |
| 10:00 am – 2:00 pm        | Exhibit Hall Open |

### EXHIBITOR MOVE OUT

Exhibitor Move-out is scheduled for Saturday, March 29 beginning at 2:00 pm. **Early move-out is not allowed. Any exhibitor moving out prior to 2:00 pm on Saturday March 29 may be penalized and/or restricted from exhibiting at future Star of the South meetings.**

Children (under the age of 18) are **NOT** allowed in the Exhibit Hall during Exhibitor Move-in and Move-out hours.

### EXHIBIT HALL ACTIVITIES

- Attendee JAVA Breaks
- Lunch Chats
- Lunch Vendors in Back of Hall
- Opening Reception
- Prize Drawings
- Cash bars

### HOUSING

The Greater Houston Dental Society has negotiated a special discounted room rate of \$219.00.00 per night for the 2025 Star of the South. **This rate is only available if booked through the Star of the South room block, using the link below.** The reservation deadline date is February 24, 2025. Rooms are limited, so make your reservations today!

Hilton Americas - Houston  
1600 Lamar St, Houston, TX 77010

[Click Here to book your lodging for the 2024 Star of the South Dental Meeting!](#)

### CONTACT INFORMATION

#### **Star of the South Dental Meeting**

#### **Director of Education**

Charlotte Bolls, Greater Houston Dental Society  
6565 West Loop South, Ste. 210, Bellaire, Texas 77401  
(713) 961-4337, Ext. 108  
[cbolls@ghds.org](mailto:cbolls@ghds.org)

#### **Freeman Decorating (Official Show Decorator)**

Freeman Exhibitor Support (888) 508-5054  
[ExhibitorSupport@freeman.com](mailto:ExhibitorSupport@freeman.com)

# Star of the South Regional Dental Conference

## March 28-29, 2025 | George R. Brown Convention Center

### Exhibit Contract

#### EARLY BIRD BOOTH FEES (Nov. 15, 2024 – Feb. 7, 2025)

10' x 10' Inline Booth.....\$1,300  
10' x 10' Corner Booth.....\$1,500

#### STANDARD BOOTH FEES (Feb. 8, 2025 – March 28, 2025)

10' x 10' Inline Booth.....\$1,500  
10' x 10' Corner Booth.....\$1,700

The booth fee for each 10'x10' booth includes: 3 complimentary Exhibitor Name Badges, standard 8' high back drape in show colors, 3' high side divider drape in one of the show colors, standard booth identification sign, listing on the Star of the South website and Mobile App, and post-show attendee mailing list.

#### COMPANY INFORMATION

Company Name \_\_\_\_\_  
Primary Contact \_\_\_\_\_ Title \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Ext \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_ Website \_\_\_\_\_  
Description of Product or Service \_\_\_\_\_

#### BOOTH LOCATION REQUEST

(Please [click here](#) to review our live floor plan before making your choice selections)

Enter your preferred booth number(s) in order of first through third choice and list the company or companies (if any) you wish to exhibit near or away from. Booth assignments are made on a first paid, first served basis. Every effort will be made to honor your request however, selections are not guaranteed and are dependent on availability or other circumstances beyond the Director's control.

\_\_\_\_\_  
1ST CHOICE

\_\_\_\_\_  
2ND CHOICE

\_\_\_\_\_  
3RD CHOICE

Companies I would like to be next to or across from: \_\_\_\_\_

Companies I do not want to be next to or across from: \_\_\_\_\_

#### EXECUTION OF CONTRACT

By executing this contract I, the above-named exhibitor, have applied to the Greater Houston Dental Society (GHDS) for exhibit space at the Star of the South Regional Dental Conference, March 28-29, 2025, at the George R. Brown Convention Center, 1001 Avenida de las Americas, Houston, TX 77010. I agree that I have read, understand, and accept the **Contract Terms and Conditions** of this exhibition. I agree to assume all risks for injury, damage or loss arising out of the use and/or occupancy of the assigned space, and agree to hold the Greater Houston Dental Society and Star of the South, its officers, employees, and agents free and harmless for any cause of actions, claims, or demands that may result from the exhibitor's use or occupancy of the assigned space or for any matter arising out of the agreement.

#### PAYMENT INFORMATION

\_\_\_ Please invoice me so that I can pay online by credit card. Invoice is due upon receipt of invoice. **Contracts are not processed until full payment is received.**

\_\_\_ Check (made payable to GHDS) for the full amount. Mail check and application to: Greater Houston Dental Society, 6565 West Loop South, Ste. 210, Bellaire, TX 77401. **Contracts are not processed, and booth space is not reserved until full payment is received.**

# 2025 Star of the South Regional Dental Conference

## Exhibit Contract Terms and Conditions

### Terms of Payment

Full payment is due with signed contract. Booth space will not be reserved or assigned without full payment. Contracts received before January 18, 2025, are eligible for **EARLY BIRD** pricing. Contracts received after January 18, 2025 are subject to **STANDARD** pricing. Booths contracted within 15 days of the start of the meeting must be paid in full by cash or credit card only. Checks are not accepted within this period.

### Application Approval

All exhibitor applications are subject to approval by the Star of the South Dental Meeting. The Greater Houston Dental Society and/or The Star of the South Dental Meeting Council may accept or reject any application to exhibit in its sole discretion, and has full and final authority to interpret, amend or supplement these Guidelines, Rules and Regulations.

### Cancellation Deadline

Cancellations received prior to January 24, 2025, are eligible for a **50% refund**. Cancellations received after January 24, 2025, are **not eligible for refund**. All cancellations must be made in writing to the attention of the Director of Education.

### Booth Furnishings and Specifications

The booth fee for each 10'x10' booth includes: 3 complimentary Exhibitor Name Badges, 3 complimentary lunch tickets, standard 8' high back drape in show colors, 3' high side divider drape in one of the show colors, standard 7" x 44" booth identification sign (21 characters per line, max.), listing on the Star of the South website and Mobile App, and post-show attendee mailing list.

Display units, carpet, furnishings (including tables and chairs), utilities, internet, accessories, cleaning, or other items not listed above are **NOT INCLUDED** in the booth fee and can be ordered through the official show decorator or service contractors of the hotel. An Exhibitor Service Kit containing order forms for all services will be available online at [www.starofthesouth.org](http://www.starofthesouth.org) prior to the convention.

### Exhibitor Registration

Online badge registration will be available **January 24, 2025**. Registration and name badge identification are required for every employee, representative, and attendee of the exhibition. Exhibitors may register up to 3 booth personnel at no charge for each 10'x10' booth space purchased. Additional personnel will be charged a fee of \$55.00 each. Each 10' x 10' booth is limited to 5 total personnel. All registrations must be submitted prior to the start of the exhibition. The name badge issued at the time of registration must be worn at all times during the show. Exhibitors rendering badges to unauthorized persons shall forfeit their exhibit space without eligibility for a refund and future exhibition privileges.

Exhibitor move-out is scheduled for Saturday, March 29, 2025 beginning at 2:00 pm. Early move-out is not allowed. Any exhibitor who moves out prior to 2:00 pm on March 5 may be penalized and/or restricted from exhibiting at future Star of the South Dental Meetings.

### Assignment of Subletting

Exhibiting company shall use its booth space solely and exclusively for the exhibition of material, equipment, or services normally manufactured, distributed, or furnished by it in the regular course of its business, and for no other items or purposes of any kind. The exhibitor shall not assign, sublet, license, or otherwise release, transfer, apportion, or dispose of its exhibit space, name badge or any part thereof. **Any use of all or part of said space by or for any person, firm, or entity other than the exhibitor will cause the exhibitor and the person, firm, or entity to be asked to leave the meeting without a refund. Non-exhibiting companies are not allowed at any function or activity at the Star of the South Dental Meeting. Violators will be asked to exit the premises.**

### Insurance

Exhibiting company agrees to carry insurance for a single limit of not less than \$1,000,000 for its employees, agents, contractors, and representatives present at The Star of the South Dental Conference in each of the following categories: Broad Form General Liability and Automobile Liability. The exhibitor agrees to provide Workers' Compensation Insurance providing benefits for the state of Texas and Employers' Liability of \$100,000 per accident. An umbrella liability policy would be satisfactory provided all these areas are covered. The policy must name as additional insureds: The Star of the South Regional Dental Conference, Greater Houston Dental Society, Freeman Co., Houston First Corp (HFC) and the City of Houston. Exhibitor must provide a Certificate of Insurance showing the policy in effect through March 29, 2025. **EXHIBITORS MUST PROVIDE PROOF OF INSURANCE NO LATER THAN MARCH 21, 2025.**

### Shipping Instructions

Shipping instructions, deadlines, and labels for advance warehouse shipping and direct shipping to show are included the Exhibitor Service Manual, available online at [www.starofthesouth.org](http://www.starofthesouth.org) prior to the show.

### Exhibit Limitations

The exhibitor shall conform to and comply with the following requirements:

- All displays must be confined within the limits of the booth space and approved by The Star of the South show management or its designated representative.
- Loud sound speakers or sound interference are not permitted.
- Helium balloons or combustible materials are not permitted.
- Empty crates must be removed from the exhibit hall for proper storage. Storage of freight, cartons, excelsior, etc., within the booth is prohibited.
- Using outside contractors for the following services is prohibited: electrical, internet, telephone, exhibit booth cleaning, facility-affixed audio, lighting and structural rigging, and parking.
- Use of nitrogen tanks is subject to prior approval by show management.** Equipment must provide protection against damage to the George R. Brown Convention Center, other vendors, attendees, etc.

### General Exhibit Regulations

The Star of the South has developed these exhibit regulations to provide a well-balanced, well-regulated, attractive, and successful event. No exceptions to these regulations will be permitted. The Star of the South reserves the right to enforce strict compliance with these Exhibit Regulations:

#### • Inline and Corner Booths

A standard 10'x10' Inline booth, is any booth that shares a common back wall and adjoins other exhibits on two sides. A standard 10'x10' Corner booth, is any booth that shares a common back wall and adjoins other exhibits on one side. **The maximum back wall height is eight-feet three-inches (8'3") and is allowed only in the rear half of the booth space.** A four-foot (4') height restriction is imposed on all materials in the remaining space forward to the aisle. NOTE: when three or more Inline Booths are used in combination as a single exhibit space, the 4ft height limitation is applied only to that portion of exhibit space which is within 10ft of an adjoining booth. Exhibitor must leave room for pipe and drape to be shared between their booth and the booth behind them. Booth should not be set so that the plate for the pipe and drape is completely in a neighboring booth.

#### • End-Cap Booth

An End-cap Booth is exposed to aisles on three sides and comprised of two 10' x 10' booths. End-cap Booths are 10' deep by 20' wide. The maximum back wall height of 8'3" is allowed only in the rear half of the booth space and within 5ft (1.52m) of the two side aisles, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle. **Hanging signs / graphics are NOT permitted.**

### Third Party Contractors

Exhibitors utilizing third-party contractors agree to submit a completed Exhibitor Authorized Contractor Notice with proof of insurance by March 7, 2025. Contact the Star of the South Director of Education, Meetings and Exhibitions for an EAC Form.

### Indemnification and Liability

The exhibiting firm, its agents, employees, contractors, or representatives assumes and agrees to indemnify, protect, save and hold harmless the Star of the South Dental Conference, the Greater Houston Dental Society, Freeman Co., Houston First Corp. (HFC), the city of Houston, their agents, employees, officers, directors, contractors or representatives, from and against any and all losses, damages, injuries, claims, demands and expenses, including legal expenses, of whatsoever kind or nature, arising due to the exhibitor's conduct or negligence during participation in show, including installation and dismantle periods. By signing the contract exhibiting company gives consent for the Greater Houston Dental Society / the Star of the South Dental Meeting to share its company and contact information with the Official Show Contractor.

**NOTE: Absolutely no children under age 18 are allowed in the exhibit hall during exhibitor move-in and move-out hours.**

### Default

The Star of the South Dental Meeting reserves the right to cancel this contract if an exhibitor displays, sells a product which is not authorized by the show management after being notified to discontinue such display or sale; or breaks any other regulation. In such event, all payments previously made on this contract are non-refundable. The Star of the South Dental Conference and the Greater Houston Dental Society shall be released from all claims for damages, loss, costs, or expenses sustained or incurred by the exhibitor by reason of such cancellation.

### Rules and Regulations

The Star of the South Dental Meeting reserves the right to make such additional rules and regulations as it deems proper to cover the conduct and to promote the success of the meeting. The breach of any such rule and regulation by the exhibitor, after being notified in writing thereof, shall be grounds for dismissal from the meeting with no recourse for refund or claims for any loss or damages.

### Security

Security will be provided in the exhibit hall on a 24-hour basis. However, The Star of the South Dental Conference, the Greater Houston Dental Society, HFC, the City of Houston or Freeman Co. shall NOT be held responsible for any loss or damage to equipment, materials, or products within the exhibit hall. It is the responsibility of the exhibitor to provide for any damages or losses of any kind to the equipment, materials, or products on display.

### Miscellaneous

On all matters not herein covered, or on any differences, final decisions are subject to the judgment of the Star of the South Dental Conference and the Greater Houston Dental Society. Additionally, factors beyond our control (pandemics, etc.) could impact the layout of the exhibit hall. Should this occur, show management reserves the right to modify the exhibit hall layout accordingly.

### Correspondence

Exhibit correspondence should be addressed to Director of Education, Greater Houston Dental Society, 6565 West Loop South, Ste. 210, Bellaire, TX 77401, (713) 961-4337 or [cbols@ghds.org](mailto:cbols@ghds.org).

### Governing Laws & Compliance with Law

The Laws of the State of Texas will govern any disputes arising from this agreement or the terms thereof. The exhibiting company, its employees, and representatives, shall observe and comply with all federal, state, and municipal laws, and all rules and regulations in the use of such exhibit space. Products/services offered at exhibit booths, and delivery of any services within exhibit booths is subject to prior approval of Star of the South show management.