



2026

STAR OF THE SOUTH

SEPTEMBER
25&26, 2026

DENTAL CONFERENCE
NORRIS CONFERENCE
CENTER
Houston CityCentre

Hosted by the Greater Houston Dental Society

Premier Partner Prospectus



Premier Partner Information

The Greater Houston Dental Society is excited to host the 53rd annual **Star of the South Dental Conference in our NEW location and format**. This year's conference is a simplified and streamlined, high-impact event designed to connect local dental teams - dentists, hygienists, and assistants - with the essential tools and knowledge they need for patient care.

Unlike massive, sprawling conventions where vendors get lost in the crowd, we are introducing a new format, prioritizing meaningful interaction for our Premier Partners.

- **Targeted Audience:** Direct exclusive access to GHDS members and their clinical teams.
- **Exclusive Environment:** Premier Partners receive "premium" tabletop booth location to ensure high visibility.
- **Integrated Networking:** The Premier Partner exhibit area is the central hub for breaks and networking, ensuring consistent traffic throughout the 9 hours of CE.

Premier Event Partner

\$5,000

Partnership Includes:

- 6' Table and two chairs
- Two (2) exhibitor badges (including meals).
- Recognition on the Star website, mobile app and on-site signage.
- Pre and post event attendee mailing lists.
- Premium table placement in the networking zone, near the food/beverage stations.
- Signage Recognition
- 2-minute "Introduction Spot" at the start of one of the CE sessions.
- Social Media Promo (dedicated post, 2 story mentions, logo in event page sponsor section, hashtag mention)

NAME BADGE COLLECTION

Exhibitor name badges can be picked up onsite during Exhibitor move-in on Thursday, or during regular show hours on Friday and Saturday.

LEAD RETREIVAL

Coming soon

LOCATION / DATES

Norris Conference Center, Houston CityCentre
816 Town & Country Blvd.
Houston, Texas 77024
September 25-26, 2026

EXHIBIT HOURS

Thursday, September 24, Move-in – time to be determined

Friday September 25, 7:30 am – 5:00 pm

Saturday September 26, 7:30 am – 12:00 pm,

Move out will begin at noon on Saturday. No Exceptions.

Facility is carpeted; electricity must be ordered in advance, internet and parking are complimentary.

Exhibit Table Area Map



Your Premier Partnership provides essential support for the entire event and positions your brand at the forefront of the conference experience. This top-tier level includes:

EDUCATIONAL SUPPORT

Gain exceptional visibility throughout the conference's three educational tracks—Dentist, Hygienist, and Dental Assistant. Your brand will be prominently featured during key learning sessions, reinforcing your commitment to advancing the profession.

BREAKFAST AND LUNCH WITH EXHIBITORS

Engage directly with attendees from a premium exhibit location during breakfast and lunch on Friday and breakfast on Saturday. Food and beverage stations will be centrally located within the Premier Partner exhibit area, ensuring consistent traffic and meaningful networking opportunities.

SIGNS

Your company will be recognized on event signage, increasing brand exposure throughout the venue and reinforcing your presence as a leading supporter.

LANYARDS

Premier Partners may provide branded lanyards for all attendees, offering continuous visibility from the moment participants check in.

Star of the South Dental Conference
September 25-26, 2026 | Norris Conference Center – Houston CityCentre
Premier Partner Contract

FEE: \$5,000

COMPANY INFORMATION

Company Name _____

Primary Contact _____ Title _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Ext _____ Fax _____

Email _____ Website _____

Description of Product or Service _____

Name of Booth Attendee #1 _____ Name of Booth Attendee #2 _____

TABLETOP BOOTH LOCATION REQUEST

Please review our floor plan above before making your choice selections, gold-colored tables are Premier Partner tabletop booths. Enter your preferred table number(s) in order of first through third choice. Tabletop 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.

1ST CHOICE

2ND CHOICE

3RD CHOICE

Facility is carpeted. Internet and parking are complimentary. Do you require electricity? __ Yes __ No

EXECUTION OF CONTRACT

☐ By executing this contract I, the above-named company, have applied to the Greater Houston Dental Society (GHDS) to be a Premier Partner of the 2026 Star of the South Dental Conference, September 25-26, 2026, at Norris Conference Center, Houston CityCentre, 816 Town & Country Blvd. Houston, TX 77024. Premier Partnership includes tabletop exhibit space. I agree that I have read, understand, and accept the **Contract Terms and Conditions**. 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 companies use or occupancy of the assigned space or for any matter arising out of the agreement.

The above company agrees to provide support for the Star of the South Dental Conference noted above by means of an unrestricted educational grant, support for catering, and/or in-kind support such as donation or loan of equipment or supplies. By signing below, I have read and understand the above statement and agree that the funds that I am providing are unrestricted.

PAYMENT INFORMATION

Contracts are not processed, and table space is not reserved until full payment is received.

___ Please invoice me so that I can pay online by credit card. I understand payment is due upon receipt of invoice.

___ 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.

Submit to: Charlotte Bolls, GHDS • Email: cbolls@ghds.org • Mail: 6565 West Loop South, Ste. 210, Bellaire, TX 77401

Questions: Charlotte Bolls - Phone: 713-961-4337, Extension #108

Star of the South Dental Meeting

Exhibit Contract Terms and Conditions

Application Approval

All applications are subject to approval by the Greater Houston Dental Society (GHDS). The GHDS 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. The Star of the South Dental Conference 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 damage, loss, costs, or expenses sustained or incurred by the exhibitor by reason of such cancellation.

Cancellation Deadline

Cancellations received prior to August 14, 2026, are eligible for a **50% refund**. Cancellations received after August 14, 2026, **are not eligible for refund**. All cancellations must be made in writing via email to cbolls@ghds.org.

Booth Specifications

The Star of the South offers tabletop exhibits. Each table booth includes: 2 exhibitor name badges, a standard 6-foot table, two chairs, and a small ID tabletop sign. The floor is carpeted, and electricity is available if ordered in advance. Complimentary internet is available. Tabletop exhibit booths must remain in their original location, and only the provided chairs and 6-foot table may be used. Additional tables, including cocktail rounds provided for attendees, are not permitted for use by exhibitors.

Exhibitor Registration

Exhibitors may register up to 2 booth personnel per table booth space purchased. No Additional personnel will be allowed. All personnel names must be submitted with the contract. The name badge issued upon check-in / setup must be worn at all times during the show.

Restrictions

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 purpose. Exhibitors rendering badges to unauthorized persons shall forfeit their exhibit space without eligibility for a refund and future exhibition privileges. The exhibitor shall not assign sublet, license, or otherwise release, transfer, apportion, or dispose of its exhibit space, name badges or any part thereof. Non-exhibiting companies and their representatives are not allowed at any function or activity at the Star of the South Dental Conference. Violators will be asked to exit the premises. Two companies, whether or not they represent or distribute each other's products, may not occupy one 6' tabletop booth.

Exhibitors shall not display noisy electrical devices, sound equipment, or other devices that interfere with other exhibits. Playing live or recorded music is prohibited.

All business activities of the exhibitor must be confined to the rented table space. No business activities are to be undertaken in any aisles, lobbies, or other areas of the conference center. Exhibit tables must be staffed throughout the posted show hours.

Conducting live clinical procedures on patients or live models is prohibited.

Exhibitors shall not place any equipment that interferes with the exposure of any other booth or impedes free use of the aisle. Displays shall not block the diagonal line-of-sight (above four feet) to the front of any contiguous booth.

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:

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 Dental Conference; Greater Houston Dental Society; and the Norris Conference Center. Exhibitor must provide a Certificate of Insurance showing the policy in effect through September 26, 2026. **EXHIBITORS MUST PROVIDE PROOF OF INSURANCE NO LATER THAN SEPTEMBER 11, 2026.**

Shipping

If you need to ship supplies or materials to and from the meeting, you will be responsible for payment and making the necessary arrangements with the shipping company of your choice. The Norris Conference Center will not accept C.O.D. Shipments. Shipments are to arrive no more than three days before the event. Deliveries must be addressed to:

Company Name and Booth

Star of the South Dental Conference
C/O: Norris Conference Center
816 Town & Country Blvd., Ste 210
Houston, TX 77024
No. ____ of ____ Pcs. /Boxes

Any leftover materials and supplies must be removed by you upon your departure on Saturday, September 26, 2026. If shipping, you must make arrangements for it to be picked up on Monday September 28, 2026 between 8:00 am and 5:00 pm, complete the required paperwork and return shipping labels and drop it off at the front desk. **The Star of the South will not be responsible for discarding any material or payment of shipping fees.**

Indemnification and Liability

The exhibiting company, 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, the Norris Conference Center, its agents, employees, 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. **NOTE: Absolutely no children under age 18 are allowed in or near the exhibit area during exhibitor move-in and move-out hours.**

Security

Security will not be provided. The Star of the South Dental Conference, the Greater Houston Dental Society, or Norris Conference shall NOT be held responsible for any loss or damage to equipment, materials, or products within the exhibit area. It is the responsibility of the exhibitor to provide for any damage or losses of any kind to the equipment, materials, or products on display. The GHDS does not insure exhibitors for loss by theft or otherwise. The GHDS is not responsible for loss or damage resulting from any cause in connection with transfer, installation, maintenance, or removal of exhibits, or management of the convention. Exhibitors wishing to insure their goods must do so at their own expense.

Miscellaneous

On all matters not herein covered, or any differences, final decisions are subject to the judgment of the Star of the South Dental Conference and the Greater Houston Dental Society.

Correspondence

Exhibit correspondence should be addressed to Greater Houston Dental Society, 6565 West Loop South, Ste. 210, Bellaire, TX 77401, (713) 961-4337 or cbolls@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.