

SOUTHWEST DENTAL CONFERENCE

HILTON ANATOLE DALLAS • AUGUST 20-21, 2027

2027 EXHIBITOR PROSPECTUS

BOOTH INFORMATION

IMPORTANT DATES

Payment in full due	March 1, 2027
No refunds after this date	March 15, 2027
Online Exhibitor Service Kit available	May 3, 2027
Product & Service listings deadline	May 14, 2027
Show Specials deadline	June 17, 2027
Unofficial show contractor information due	June 17, 2027
Certificate of Insurance deadline	June 17, 2027
Exhibitor badge names deadline	July 1, 2027

EXHIBITOR SET-UP

Thursday, August 19, 2027	8:00 a.m. - 8:00 p.m.

EXHIBIT HOURS

Friday, August 20, 2027	9:00 a.m. - 6:00 p.m.
Saturday, August 21, 2027	9:00 a.m. - 1:30 p.m.

DISMANTLE

Saturday, August 21, 2027	1:30 p.m. - 7:30 p.m.

BOOTH FEES:

IN-LINE BOOTHS: $1,550
CORNER BOOTHS: $1,800

SWDC BOOTHS INCLUDE:

- Pre- and post-show attendee mailing lists, upon request
- On-site Exhibitor Listing
- Access to advertising and sponsorship opportunities throughout the Conference
- One 6' long by 30" tall undraped table (must be ordered before the deadline in the Online Service Kit)
- One 2-line identification sign with company name
- Six complimentary exhibitor badges per 10' x 10' booth (additional badges are $15.00 each)

FIRST-TIME EXHIBITOR? CONTACT THE EXHIBITS MANAGER AT: INFO@DCDS.ORG

TWO-DAY EXHIBIT HALL:

FRIDAY, AUGUST 20, 2027
9:00 A.M. - 6:00 P.M.

SATURDAY, AUGUST 21, 2027
9:00 A.M. - 1:30 P.M.

RENTING A 2027 SWDC BOOTH

1. Visit swdentalconf.org to view the current floor plan and the show's rules and regulations.
2. Submit a booth application, either online, by email or fax. Please choose four (4) potential booth spaces to ensure timely placement.
3. A confirmation email with booth assignment will be sent to you within 48 hours of application receipt.
4. Fill out/submit all forms, including a certificate of liability insurance. See the website for more details.

Visit the online show service kit to order decor/equipment for your booth. Carpet in your booth is required.

SHOW DECOR, EQUIPMENT & SETUP

Carpet (required), table covers, drapes, furniture and accessories may be ordered from the official show decorator, and any additional work or equipment that might be required (audio-visual, freight, floral, portable booth rental, computer rental, etc.) will be available at special show rates. All requests for additional services should be addressed to Freeman Services as listed in the Exhibitor Service Kit.

All booths are 10' deep by 10' wide and include drape for back and side walls; one two-line identification sign with company name; and one undraped 6' long by 30" high table, but it must be ordered by the deadline via the special order form in the Exhibitor Service Kit.

Exhibitors are required to carpet their booth(s), ordered via the Exhibitor Service Kit. The SWDC will provide carpet for aisles and other public areas.

Visit swdentalconf.org for more information on booth descriptions, options, setup and regulations.

EXHIBITOR INFORMATION



HOUSING

SWDC room block will be at the Hilton Anatole Dallas. Room block scheduled to open April 2027.

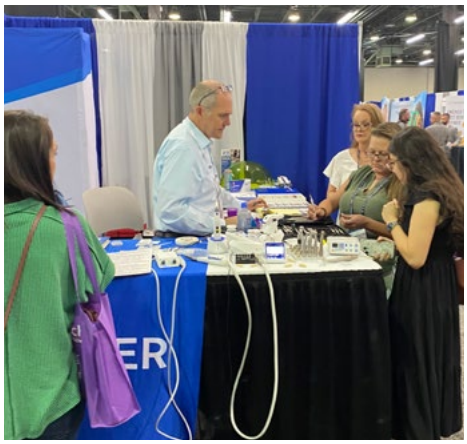
Our Conference dates are determined by the number of guests that stay in the Conference sleeping room block available through the official housing bureau. Rooms booked outside the official room block are not counted toward Southwest Dental Conference housing. Please help us get the best, most consistent dates possible by staying in our hotel room block. Housing information will be included in the Exhibitor Service Kit and online at www.swdentalconf.org.

WHY EXHIBIT:

MARKET YOUR COMPANY TO OVER 4,000 DENTAL PROFESSIONALS. MORE THAN 160 COMPANIES FROM ACROSS THE COUNTRY EXHIBIT AT THE SWDC.









SPONSORSHIP & ADVERTISING INFORMATION

The Southwest Dental Conference offers several opportunities for exhibiting companies to increase their visibility through advertising and sponsorships. Whether it's the always-popular attendee tote bags, brochure ads, social media integration, event sponsorships or a simple email, marketing at the SWDC provides an effective way to reach a captive target audience.

If you are interested in sponsoring or advertising at the 2027 SWDC, contact the Exhibits Manager at info@dcds.org or 972-386-5741 for prices and more information.

SOUTHWEST DENTAL CONFERENCE

HILTON ANATOLE • DALLAS, TEXAS

SPONSORED BY DALLAS COUNTY DENTAL SOCIETY

CONTACT INFORMATION

Southwest Dental Conference
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Dallas, TX 75244

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Exhibits Manager

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Conference Manager:	Ashley Hawkins
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