

NEW ZEALAND'S PREMIER dentalEXPO

dentalEXPO²⁰₂₇



THEME FOR 2027:

**THE ROADMAP
TO TOMORROW:
EXPLORING THE
FUTURE OF DENTISTRY**

SPONSORSHIP & EXHIBITION

PROSPECTUS

FRIDAY 21 MAY & SATURDAY 22 MAY 2027
VIADUCT EVENTS CENTRE Auckland CBD

www.dentalexpo.co.nz www.facebook.com/DentalExpoNZ

 new zealand
**dental
industry**

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REPRESENTING YOUR INDUSTRY



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INVITATION

Dear Sponsors and Exhibitors,

We're delighted to invite you to partner with us at dentalEXPO 2027, the standout event for New Zealand's dental community.

dentalEXPO serves as a vital platform where collaboration between exhibitors, sponsors, and the dental community converges. It is through these partnerships that we consistently deliver an event renowned for its cutting-edge educational content, influential speakers, and an unparalleled showcase of the latest technologies and innovative products.

Reflecting on dentalEXPO 2025, we attracted over 2000 attendees which marked a significant milestone for New Zealand's most well-attended dental exhibition.

Our CPD programme for 2027 is being crafted to engage, challenge, and elevate dental professionals across all disciplines. The 2027 theme is The Roadmap to Tomorrow: Exploring the future of dentistry focusing on the future of dentistry, with a strong emphasis on emerging technologies and AI.

Don't miss our Happy Hour on Friday evening, the must-attend networking event of the weekend. Please note: the Fashion Show will be on pause in 2027. We're committed to enhancing exhibitor/visitor engagement and encourage all participants to explore creative stand designs and interactive engagement strategies to elevate their presence.

We look forward to working with you to make dentalEXPO 2027 an even more successful and impactful experience for everyone involved.

Warm regards,
dentalEXPO 2027 Committee



"I always enjoy the opportunity to view the latest dental equipment and to be able to speak with knowledgeable suppliers, also enjoyed the Mike King session."

EXPO DETAILS



21-22 MAY 2027

VIADUCT EVENTS CENTRE
AUCKLAND CBD

OPEN HOURS

DAY	DATE	TIME
FRIDAY	21 May	09:00-18:00 HAPPY HOUR 16:30-18:00
SATURDAY	22 May	09:00-17:00

BUILD SCHEDULE

DAY	DATE	TIME
CUSTOM BUILT STANDS		
WEDNESDAY	19 May	14:00-24:00
THURSDAY	20 May	07:00-12:00

EXHIBITOR PACK IN

DAY	DATE	TIME
THURSDAY	20 May	12:00-24:00
FRIDAY	21 May	06:00-08:30

EXHIBITOR BRIEFING

DAY	DATE	TIME
THURSDAY	20 May	15:00-15:30

- Due to Health & Safety requirements exhibitors will not be granted access to the exhibition area prior to these times, unless authorised by MTANZ.
- Exhibitors who are engaging the services of design and build companies (other than Exhibition Hire Services / Displayworks) must advise their build company of the Custom Build Stand times (**refer T&C's**).

EXHIBITOR PACK DOWN

DAY	DATE	TIME
SATURDAY	22 May	17:00-24:00
SUNDAY	23 May	07:00-12:00

- A reminder that exhibitors must not pack out before 17:00 on Saturday 22 May.
- All items, including courier items, must be removed from the venue by 12:00 Sunday 23 May.

2025 SNAPSHOT

DELEGATE NUMBERS

2000+ delegates over the duration of the dentalEXPO, from all fields of the dental profession.

	2011	2013	2016	2018	2023	2025
Auxiliary Staff Laboratory	25	16	9	13	17	21
Auxiliary Staff Surgery	241	216	238	220	239	252
Clinical Dental Technicians	55	70	98	85	116	91
Dental Hygienists	182	132	160	184	145	152
Dental Technicians	71	99	54	81	100	121
Dental Therapists	69	65	96	145	87	91
Dentists	468	572	633	779	690	856
Specialists (e.g. Endo)	25	34	38	40	54	72
Oral Health Therapist						191
Other	136	86	141	242		293
Total Numbers	1151	1309	1412	1688	1702	2138

24

SPEAKERS

121.5

EXHIBITION STANDS

27

CPD SESSIONS

51

EXHIBITING COMPANIES



4.5

STARS OUT OF 5 RECEIVED FOR DELEGATE EXPERIENCE



91.3%

INQUIRED ABOUT LATEST PRODUCT DEVELOPMENTS AND DENTAL TECHNOLOGIES



40.9%

PURCHASED DENTAL PRODUCTS/EQUIPMENT



71.8%

ATTENDED CPD SESSIONS

WHY PARTNER IN 2027?

Attracting over 2000 visitors from the entire dental industry over two days, dentalEXPO stands out as a highly effective and affordable exhibition. Our dedicated planning team orchestrates a comprehensive event, offering free CPD-accredited seminars and interactive

demonstrations that showcase all aspects of dentistry. With extensive promotional efforts from the organisers, dentalEXPO is an ideal setting to network, sell and build stronger client connections.

<p>REACH A BROAD AUDIENCE:</p> <p>2000+ dental professionals attend over two days.</p>	<p>EXCEPTIONAL VALUE:</p> <p>One of New Zealand's most cost-effective dental exhibitions.</p>	<p>PROFESSIONAL SUPPORT:</p> <p>Backed by an experienced exhibition planning team.</p>	<p>ENGAGING CONTENT:</p> <p>Features a program of interactive demonstrations and free CPD seminars.</p>
<p>COMPREHENSIVE COVERAGE:</p> <p>Presents everything in the field of dentistry.</p>	<p>MAXIMISED VISIBILITY:</p> <p>Benefits from extensive advertising and promotion.</p>	<p>NETWORKING OPPORTUNITIES:</p> <p>Perfect for connecting with clients and developing business relationships.</p>	<p>Something for everyone!</p>



“Talking to like-minded industry professionals, learning more about technology advancements in the field.”

MARKETING SUCCESS ELEMENTS

We're committed to bringing more buyers directly to you than ever before. Over time, we've refined the dentalEXPO exhibiting experience.

HERE ARE SEVERAL SUCCESS ELEMENTS AIMED AT MAXIMISING YOUR RETURN ON INVESTMENT:

ADVERTISING MATERIALS FOR EXHIBITORS

We'll provide you with a range of advertising materials tailored for targeted advertising to potential delegates.

MARKETING CAMPAIGNS

dentalEXPO marketing collateral compliments the well directed and effective marketing campaign and will be e-mailed regularly to more than 3,000 relevant addresses. Marketing collateral is available to each exhibiting company for distribution by their sales force.

WEBSITE

www.dentalexpo.co.nz is continuously refreshed, offering a comprehensive overview of dentalEXPO and its associated highlights. Upon securing a stand booking, your presence as an exhibitor will be featured on the dentalEXPO website. By clicking on your company name, visitors to the site will be taken to your website.

LEAD CAPTURE APP

Exhibitors will be provided access to the lead capture app as an efficient and easy to use customer data collection tool.

SOCIAL MEDIA & WEBSITE

In addition to the dentalEXPO website, there will also be a strong social media presence across the different social media platforms.

USE OF THE dentalEXPO LOGO

Electronic versions of the dentalEXPO logo are provided to you, for use on your promotional literature and on your website. Please remember to include a link to the dentalEXPO website www.dentalexpo.co.nz on your own company website.

dentalEXPO²⁰²⁷



HERE'S HOW YOU CAN BOOST YOUR RETURN ON INVESTMENT BY BECOMING A SPONSOR AT

dentalEXPO²⁰²⁷

- Reach over 2000 delegates spanning all dental professions over two expo days
- Gain direct access to New Zealand dental professionals, along with the chance to connect with potential clients and cultivate strong business relationships
- Seize networking opportunities and generate leads
- Enhance your brand's image through event affiliation
- You can't afford not to be in attendance. dentalEXPO offers one of the most cost-effective exhibitions and sponsorship opportunities in New Zealand
- Tap into an extended audience through various supporting CPD events and interactive demonstrations for professionals
- Rely on our experienced event management team to ensure you maximise your sponsorship benefits

GET IN TOUCH

Find out more about our sponsorship opportunities, and get in touch with us to discuss your ideas, thoughts and needs. We look forward to working with you and developing a strong platform for your business to reach the industry.

Contact the Event and Sponsorship Manager Aimee Fraser at aimee@avenues.co.nz

CALL FOR SPEAKERS: DentalEXPO 2027 CPD Programme

Dental professionals attending dentalEXPO are keen to hear from speakers on clinical advancements (like minimally invasive and digital dentistry, new biomaterials, and specialised research across various dental disciplines). They are equally interested in practical strategies for optimising practice operations

and profitability (including financial management, patient acquisition, workflow efficiency, HR and team leadership, and regulatory compliance). Furthermore, attendees seek insights into how emerging technologies can drive both clinical excellence and overall business growth for the entire dental team.

To register your interest, complete the [Sponsorship Application](#) and forward details of your speaker before the deadline date of **Friday 17 July 2026**.

NEW FOR 2027 Hands-On Workshop Session

2027 introduces a dedicated conference room for hands-on workshops.
The room is capable of seating 30 participants.

CPD & Hands-On sessions

- 2 separate CPD rooms, seating capacity for up to 570 and 180 people; and 1 room for 'hands-on' sessions
- Companies will need to adhere to a criteria to ensure presentations are suitable for the intended audience (your application will go through an approval process, and you will be notified);
- Clinical based CPD sessions must be evidence-based to be considered for the programme.
- Rooms will be available in 1-hour blocks.

APPLICATIONS TO PUT FORWARD A SPEAKER
CLOSE ON FRIDAY 17 JULY 2026.

dentalEXPO²⁰₂₇



SPONSORSHIP
OPPORTUNITIES

PLATINUM

SPONSOR

NZ\$18,000 + GST

LIMITED TO 2 SPONSORS

PRE EVENT

- Priority branding as a dentalEXPO Platinum Sponsor throughout the extensive promotional campaign. The sponsor's logo/brand will be featured in all promotional material (exposure from the date of signing the sponsorship contract), including: marketing material, registration book, programme, advertisements, social media and website (logo and links)
- Registration desk branding (in conjunction with dentalEXPO overriding branding)
- Company logo on the front cover and inside cover of the Registration Brochure with the tag line "Platinum Sponsor"
- Opportunity to provide a full page, full colour advertisement for inclusion in the dentalEXPO Registration Brochure. Artwork to be supplied by your company no later than 20 November 2026
- The dentalEXPO database of confirmed attendees will be provided 6 weeks prior to dentalEXPO (name, practice name, city of those who have given permission) and again 2 weeks prior to the event
- Opportunity to utilise the dentalEXPO email database on two occasions between January and May 2027. Text is to be supplied to dentalEXPO for distribution via email (2 weeks notice is required). Note: the email database will not be supplied
- Company logo, link and 50-word product or company profile listed on the dentalEXPO website.

SPEAKING AT THE EVENT

- Opportunity to provide a Speaker (subject to approval process)
- One voice announcement for your sponsored speaker prior to their presentation
- Opportunity to place pop-up banner in CPD room for your session

ATTENDING THE EVENT

- Free registration for all staff manning your exhibition booth
- Lead scanner app to capture attendees details
- Priority pack in

ONSITE DURING THE EVENT

- Two complimentary 3m x 3m exhibition spaces (priority choice), includes all exhibitor benefits (pre-fabrication and any additional exhibition space requirements are an additional cost to the sponsor)
- Priority branding throughout the event space as the dentalEXPO 2027 Platinum Sponsor
- Priority exhibition pack in
- Social Media: Opportunity to provide 1x notification per day across the dentalEXPO days, and 1x additional notification pre and post dentalEXPO, to be posted on the official dentalEXPO Facebook and Instagram page
- Company logo displayed on the dentalEXPO holding slides in each breakout room, prior to all CPD sessions
- App: Opportunity to provide 1x push notification per day via the app across both dentalEXPO days
- Daily pre-recorded recognition announcement over the PA system
- 1x insert (promotional flyer or corporate gift) to be placed into the tote bag. Promotional flyer must be no larger than A4 size. Any corporate branded gifts must be approved by the organisers and must be Code compliant.
- Pop-up banner in CPD Room (if you have a speaker)
- Opportunity to advertise on the big screen in the exhibition hall both days of the Expo (in conjunction with other sponsors)

POST EVENT

- Priority branding on post event communications to attendees

HAPPY HOUR

SPONSOR

NZ\$16,000 + GST

LIMITED TO 1 SPONSOR

PRE EVENT

- Exclusive naming rights. Happy Hour will be known as "the <insert company name> Happy Hour"
- Featured as the Happy Hour Sponsor using the sponsor's logo/brand featured on all promotional material (exposure from the date of signing the sponsorship contract), including: marketing material, registration book, programme, advertisements, social media and dentalEXPO website (logo and links)
- Company logo on the front cover and inside cover of the Registration Brochure with the tag line "<company name> Happy Hour Sponsor"
- Opportunity to provide a 1/2 page, full colour advertisement for inclusion in the dentalEXPO Registration Brochure. Artwork to be supplied by your company no later than 20 November 2026
- The dentalEXPO database of confirmed attendees will be provided 5 weeks prior to dentalEXPO (name, practice name, city of those who have given permission) and again 2 weeks prior to the event
- Opportunity to utilise the dentalEXPO email database on one occasion between January and May 2027. Text is to be supplied to dentalEXPO for distribution via email (2 weeks notice is required). Note: the email database will not be supplied
- Company logo, link and 50 word product or company profile listed on the dentalEXPO website

ATTENDING THE EVENT

- Free registration for all staff manning your exhibition booth
- Lead scanner app to capture attendees details

ONSITE DURING THE EVENT

- Opportunity for your most senior representative to make a 3 minute introduction announcement over the PA at the commencement of proceedings at the Happy Hour.
- One complimentary exhibition space (priority choice after Platinum and Gold Sponsors), includes all exhibitor benefits (pre-fabrication and any additional exhibition space requirements are an additional cost to the sponsor)
- The option to display napkins branded with sponsor's logo – on cocktail tables, or other approved promotional material (to be supplied by sponsor)
- Social Media: Opportunity to provide 1x notification per day across the dentalEXPO days, and 1x additional notification either pre or post dentalEXPO, to be posted on the official dentalEXPO Facebook and Instagram page
- 1x pre-recorded recognition announcement over the PA system
- Opportunity to advertise on the big screen in the exhibition hall both days of the Expo (in conjunction with other sponsors)
- Company logo displayed on the dentalEXPO holding slides in each breakout room, prior to all CPD sessions



"Happy hour and fashion show as well as the violinist – absolutely amazing! Plus meeting and connecting with a variety of new awesome people!"

GOLD SPONSOR

NZ\$12,500 + GST

LIMITED TO 3 SPONSORS

PRE EVENT

- Listed as a Gold Sponsor using the sponsor's logo/brand featured on all promotional material (exposure from the date of signing the sponsorship contract), including: marketing material, registration book, programme, advertisements, social media and dentalEXPO website (logo and links)
- Company logo on the front cover and inside cover of the Registration Brochure with the tag line "Gold Sponsor"
- The dentalEXPO database of confirmed attendees will be provided 4 weeks prior to dentalEXPO (name, practice name, city of those who have given permission) and again 2 weeks prior to the event
- Opportunity to provide a 1/2 page, full colour advertisement for inclusion in the dentalEXPO Registration Brochure. Artwork to be supplied by your company no later than 20 November 2026
- Opportunity to utilise the dentalEXPO email database on one occasion between January and May 2027. Text is to be supplied to dentalEXPO for distribution via email (2 weeks notice is required). Note: the email database will not be supplied
- Company logo, link and 50 word product or company profile listed on the dentalEXPO website

SPEAKING AT THE EVENT

- Opportunity to provide a Speaker (subject to approval process)
- One voice announcement for your sponsored speaker prior to their presentation
- Opportunity to place pop-up banner in CPD room for your session

ATTENDING THE EVENT

- Free registration for all staff manning your exhibition booth
- Lead scanner app to capture attendees details

ONSITE DURING THE EVENT

- One complimentary 3m x 3m exhibition space (priority choice after Platinum Sponsors), includes all exhibitor benefits (pre-fabrication and any additional exhibition space requirements are an additional cost to the sponsor)
- Social Media: Opportunity to provide 1x notification per day across the dentalEXPO days, and 1x additional notification either pre or post dentalEXPO, to be posted on the official dentalEXPO Facebook and Instagram page
- Daily pre-recorded recognition announcement over the PA system
- Company logo displayed on the dentalEXPO holding slides in each breakout room, prior to all CPD sessions
- App: Opportunity to provide 1x push notification per day via the app across both dentalEXPO days
- Opportunity to advertise on the big screen in the exhibition hall both days of the Expo (in conjunction with other sponsors)



"The free CPD and fantastic speakers, easy registration and scanning ability, great venue!"

TECH & APP

SPONSOR

NZ\$11,000 + GST

LIMITED TO 1 SPONSOR

PRE EVENT

- Listed as the dentalEXPO Tech & App Sponsor using the sponsor's logo/brand featured on all promotional material (exposure from the date of signing the sponsorship contract), including: marketing material, registration book, programme, advertisements, social media and dentalEXPO website (logo and links)
- Company logo on the front cover and inside the Registration Brochure with the tag line "Tech & App Sponsor"
- Opportunity to provide a 1/2 page, full colour advertisement for inclusion in the dentalEXPO Registration Brochure. Artwork to be supplied by your company no later than 20 November 2026
- The dentalEXPO database of confirmed attendees will be provided 4 weeks prior to dentalEXPO (name, practice name, city of those who have given permission) and again 2 weeks prior to the event
- Opportunity to utilise the dentalEXPO email database on one occasion between January and May 2027. Text is to be supplied to dentalEXPO for distribution via email (2 weeks notice is required). Note: the email database will not be supplied
- Company logo, link and 50 word product or company profile listed on the dentalEXPO website

ATTENDING THE EVENT

- Free registration for all staff manning your exhibition booth
- Lead scanner app to capture attendees details

ONSITE DURING THE EVENT

- Overriding App branding rights
- App: Opportunity to provide 2x push notifications per day via the app across both dentalEXPO days
- Ability to have 2 of your staff at the entrance handing out your company information
- One complimentary 3m x 3m Exhibition space (priority choice after Platinum, Gold & Happy Hour Sponsors), includes all exhibitor benefits (prefabrication and any additional exhibition space requirements are an additional cost to the sponsor)
- Social Media: Opportunity to provide 1x notification per day across the dentalEXPO days, and 1x additional notification either pre or post dentalEXPO, to be posted on the official dentalEXPO Facebook and Instagram page
- Opportunity to advertise on the big screen in the exhibition hall both days of the Expo (in conjunction with other sponsors)
- Company logo displayed on the dentalEXPO holding slides in each breakout room, prior to all CPD sessions

"A lot more exhibitors this year, I loved the app and the engagement, I also loved the happy hour and some social time."



NAME BADGE

SPONSOR

NZ\$7,000 + GST

LIMITED TO 1 SPONSOR

PRE EVENT

- Listed as the Name Badge Sponsor using the sponsor's logo/brand featured on all promotional material (exposure from the date of signing the sponsorship contract), including: marketing material, registration book, programme, advertisements, social media and dentalEXPO website (logo and links)
- Company logo on the front cover and inside cover of the Registration Brochure with the tag line "Name Badge Sponsor"
- The dentalEXPO database of confirmed attendees will be provided 3 weeks prior to dentalEXPO (name, practice name, city of those who have given permission) and again 2 weeks prior to the event
- Opportunity to provide a 1/3 page, full colour advertisement for inclusion in the dentalEXPO Registration Brochure. Artwork to be supplied by your company no later than 20 November 2026
- Company logo, link and 50 word product or company profile listed on the dentalEXPO website

ATTENDING THE EVENT

- Free registration for all staff manning your exhibition booth
- Lead scanner app to capture attendees details

ONSITE DURING THE EVENT

- The dentalEXPO Name Badge Sponsor will be associated with the dentalEXPO name badges. Delegate name badges are worn throughout the dentalEXPO. 2000 name badges are utilised across delegates and industry attendees
- Sole company name, logo and dentalEXPO logo printed on the name badges
- Company logo displayed on the dentalEXPO holding slides in each breakout room, prior to all CPD sessions
- Priority exhibition stand site selection after Platinum, Gold, Happy Hour, Tech & App sponsors

*"Meeting new people,
catching up with
old colleagues,
exploring the dental
equipment."*



BARISTA

SPONSOR

NZ\$6,000 + GST

LIMITED TO 3 SPONSORS

PRE EVENT

- Listed as a Barista Sponsor using the sponsor's logo/ brand featured on all promotional material (exposure from the date of signing the sponsorship contract), including: marketing material, registration book, programme, advertisements, social media and dentalEXPO website (logo and links)
- The dentalEXPO database of confirmed attendees will be provided 3 weeks prior to dentalEXPO (name, practice name, city of those who have given permission)
- Opportunity to provide a 1/3 page, full colour advertisement for inclusion in the dentalEXPO Registration Brochure. Artwork to be supplied by your company no later than 20 November 2026
- Company logo, link and 50 word product or company profile listed on the dentalEXPO website

ATTENDING THE EVENT

- Free registration for all staff manning your exhibition booth
- Lead scanner app to capture attendees details
- The sponsoring companies may provide their own corporate apparel to dress the barista staff

ONSITE DURING THE EVENT

- Barista machine branding
- This sponsorship includes provision of \$500 towards complimentary beverages open to anyone visiting dentalEXPO. Once this cap is reached then the barista will work on a cash only basis
- App: Opportunity to provide 1x push notification per day via the app across both dentalEXPO days
- 1x acknowledgement, per day, over PA system e.g. 'Get your daily dose of coffee from the Company Coffee Cart' (or similar)
- Priority exhibition stand location (after Platinum, Gold, Happy Hour, Tech & App, Name Badge sponsors). Barista locations will be throughout the exhibition hall and will be determined by taking into account health & safety factors, flow of walking areas, even distribution of baristas throughout the exhibition hall
- Company logo displayed on the dentalEXPO holding slides in each breakout room, prior to all CPD sessions



"It's always good to catch up with some friends from different cities. While working fulltime, its not often we can meet each other."

BUSINESS ESSENTIALS

SPONSOR

NZ\$6,000 + GST

LIMITED TO 2 SPONSORS

The Business Essentials Sponsorship allows organisations to provide speaker/s over two, 1-hour time slots. The focus for these sessions is on business essentials e.g. cashflow, HR, lead generation, patient retention, risk and compliance.

This sponsorship can be curated to suit the sponsor.

PRE EVENT

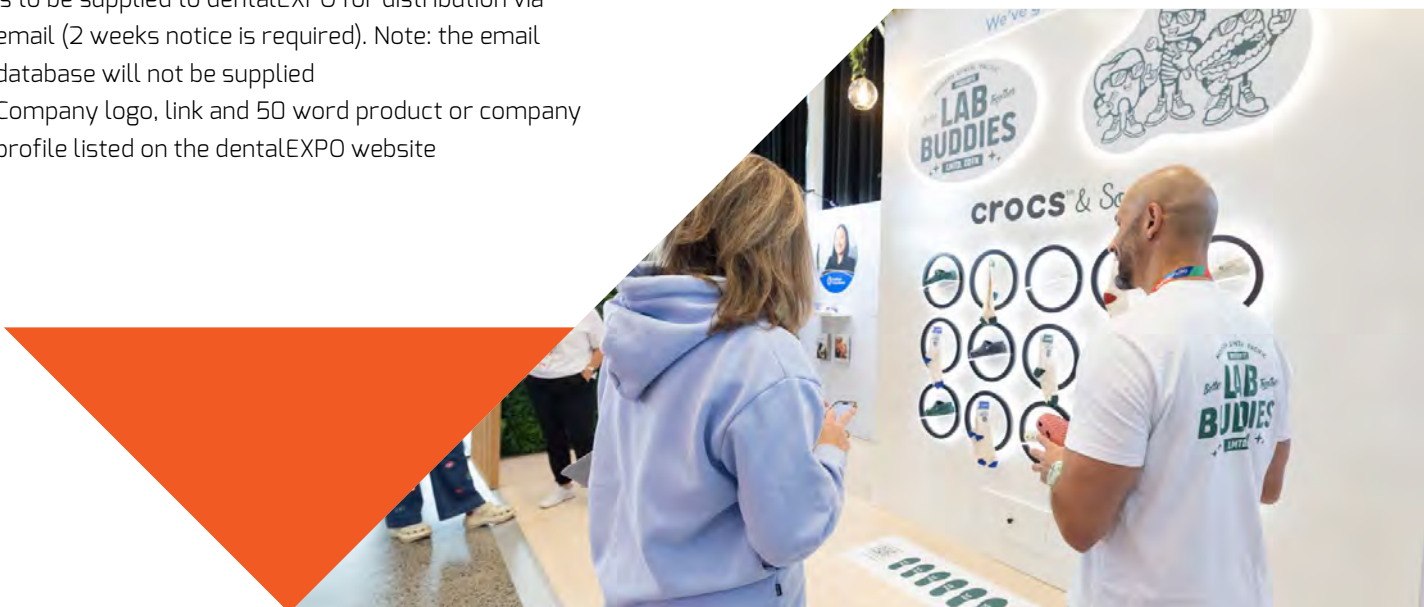
- Listed as a Business Essentials Sponsor using the sponsor's logo/brand featured on all promotional material (exposure from the date of signing the sponsorship contract), including: marketing material, registration book, programme, advertisements, social media and dentalEXPO website (logo and links)
- Opportunity to participate in the content curation of the Business Essentials session
- Opportunity to provide a 1/2 page, full colour advertisement for inclusion in the dentalEXPO Registration Brochure. Artwork to be supplied by your company no later than 20 November 2026
- Opportunity to utilise the dentalEXPO email database on one occasion between January and May 2027. Text is to be supplied to dentalEXPO for distribution via email (2 weeks notice is required). Note: the email database will not be supplied
- Company logo, link and 50 word product or company profile listed on the dentalEXPO website

ATTENDING THE EVENT

- Opportunity to participate in the Business Essentials session
- Free registration for all staff manning your exhibition booth
- Lead scanner app to capture attendees details

ONSITE DURING THE EVENT

- One complimentary 3m x 3m exhibition space, includes all exhibitor benefits (pre-fabrication and any additional exhibition space requirements are an additional cost to the sponsor)
- Social Media: Opportunity to provide x1 push notification (via the dentalEXPO app), to be posted on the official dentalEXPO Facebook and Instagram page
- 1x acknowledgement, per day, over PA system
- Company logo displayed on the dentalEXPO holding slides in each breakout room, prior to all CPD sessions



TOTE BAGS

SPONSOR

NZ\$6,000 + GST

LIMITED TO 1 SPONSOR

Sponsorship of the official dentalEXPO tote bag offers excellent branding exposure. The tote will contain sponsor promotional materials and will be distributed at registration to all delegates. The tote bag will be sourced by dentalEXPO committee keeping in mind our sustainability goals for the event.

NOTE: Other companies will have the opportunity to place marketing material/items in the dentalEXPO tote bag.

PRE EVENT

- Listed as the Tote Bag Sponsor using the sponsor's logo/ brand featured on all promotional material (exposure from the date of signing the sponsorship contract), including: marketing material, registration book, programme, advertisements, social media and dentalEXPO website (logo and links)
- The dentalEXPO database of confirmed attendees will be provided 3 weeks prior to dentalEXPO (name, practice name, city of those who have given permission)
- Opportunity to provide a 1/3 page, full colour advertisement for inclusion in the dentalEXPO Registration Brochure. Artwork to be supplied by your company no later than 20 November 2026
- Company logo, link and 50 word product or company profile listed on the dentalEXPO website

ATTENDING THE EVENT

- Free registration for all staff manning your exhibition booth
- Lead scanner app to capture attendees details

ONSITE DURING THE EVENT

- Your company's logo to appear on the front of the tote bag alongside the dentalEXPO logo (organising committee's discretion as to logo being printed in full colour or mono). 2000 bags will be printed and distributed
- 2x inserts (promotional flyer or corporate gift) to be placed into the tote bag. Promotional flyer must be no larger than A4 size. Any corporate branded gifts must be approved by the organisers and must be Code compliant
- Tote bag will be sourced by the conference organisers. An artwork proof of the branding on the tote bag will be sent to you prior to print production for your approval. Logo to be supplied by the sponsor in .EPS format
- Company logo displayed on the dentalEXPO holding slides in each breakout room, prior to all CPD sessions

TOTE BAG INSERTS

NZ\$750 + GST

LIMITED TO 9 COMPANIES

- One insert (promotional flyer or corporate gift) to be placed into the tote bag
- Promotional flyer must be no larger than A4 size
- Any corporate branded gifts must be approved by the organisers and must be Code compliant
- Company logo, link and 50 word product or company profile listed on the dentalEXPO website

SPEAKER SPONSOR

KAWAU ROOM

NZ\$2,500 + GST

AUDIENCE UP TO 570*

RANGITOTO ROOM

NZ\$1,500 + GST

AUDIENCE UP TO 180*

RAKINO ROOM

NZ\$2,000 + GST

**HANDS ON SESSIONS
AUDIENCE UP TO 30***

PRE EVENT

- Listed as a Speaker Sponsor using the sponsor's logo/ brand featured on the registration brochure and programme (exposure from the date of signing the sponsorship contract)
- Company logo, link and 50-word product or company profile listed on the dentalEXPO website

ATTENDING THE EVENT

- Free registration for all staff manning your exhibition booth
- Lead scanner app to capture attendees details

ONSITE DURING THE EVENT

- Opportunity to provide a keynote speaker (1x 1 hour sessions available, subject to dentalEXPO programme committee approval)
- Opportunity to provide a pop-up banner to be located in the CPD room where your speaker will talk, for the duration of their talk
- Company logo displayed on the dentalEXPO holding slides in each breakout room, prior to all CPD sessions

NOTE: *Clinical based CPD sessions must be evidence-based to be considered for the programme.*

*Subject to dentalEXPO programme committee approval

"It had a great atmosphere with very interesting exhibitions."



SPONSORSHIPS & BENEFITS

SUMMARY OF ENTITLEMENT	PLATINUM SPONSOR	HAPPY HOUR SPONSOR	GOLD SPONSOR	TECH & APP SPONSOR	NAME BADGE SPONSOR	BARISTA SPONSOR	BUSINESS ESSENTIALS SPONSOR	TOTE BAGS	TOTE INSERT	SPEAKER SPONSOR	SPEAKER SPONSOR	SPEAKER SPONSOR HANDS-ON SESSION
Amount (+ GST)	\$18,000	\$16,000	\$12,500	\$11,000	\$7,000	\$6,000	\$6,000	\$6,000	\$750	\$2,500	\$1,500	\$2,000
Number of Sponsorships Available	2	1	3	1	1	3	2	1	9	Subject to Education Committee Approval	Subject to Education Committee Approval	Subject to Education Committee Approval
Comp 3x3 Exhibition Spaces	2	1	1	1			1					
Priority Stand Location	1st Choice	3rd Choice	2nd Choice	4th Choice	5th Choice	6th Choice	7th Choice	8th Choice				
Registration Desk Branding	Yes											
Overriding Branding	Yes											
Speaker/CPD 1-hour sessions	1		1							1	1	1
Registration Brochure Advertising	Front Cover & Full Page	Front Cover & Half Page	Front Cover & Half Page	Front Cover & Half Page	Front Cover & One Third Page	One Third Page	Half Page	One Third Page		Logo + Tagline	Logo + Tagline	Logo + Tagline
Email Campaigns Available	2	1	1	1			1					
Notifications on Social Media	Yes	Yes	Yes	Yes		Yes	Yes					
App Branding Rights				Yes								
Push Notifications on Expo App	1 per day		1 per day	2 per day		1 per day						
Branding on Name Badges (includes Expo branding)					Yes							
Branding on Tote Bags								Yes				
Daily PA Recognition	Yes	Yes	Yes			Yes	Yes					
Barista Machine Branding and Comp Coffees						Yes						
Priority Pack in	Yes											
Logo Placement on Marketing Material	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		Yes	Yes	Yes
Attendee List	6 weeks & 2 weeks	5 weeks & 2 weeks	4 weeks & 2 weeks	4 weeks & 2 weeks	3 weeks & 2 weeks	3 weeks		3 weeks				
Logo, Link and Profile on Expo Website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Holding Slide in CPD Room	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		Yes	Yes	Yes
Pop Up Banner in CPD Room	Yes		Yes							Yes	Yes	Yes
Tote Bag Insert	1							2	1			
Big Screen Advert	Yes	Yes	Yes	Yes								

Note: For full sponsorship entitlements refer to sponsorship packages

dentalEXPO²⁰₂₇

 Dentsply
Sirona

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EXHIBITION
INFORMATION

 Dentsply
Sirona

EXHIBITOR STAND PRICING

EXHIBITION STAND PRICING

		EARLY BIRD FEE Before 3 July 2026	STANDARD FEE From 4 July 2026
3m x 2m			
SPACE only per 3m x 2m (minimum size 6m ²)	Member Rate	\$3,500 + GST	\$4,000 + GST
	Non Member Rate	\$5,400 + GST	\$5,575 + GST
PREFABRICATED stand per 3m x 2m (minimum size 6m ²)	Member Rate	\$5,000 + GST	\$5,095 + GST
	Non Member Rate	\$6,800 + GST	\$7,130 + GST
3m x 3m			
SPACE only per 3m x 3m (minimum size 9m ²)	Member Rate	\$3,700 + GST	\$4,125 + GST
	Non Member Rate	\$5,600 + GST	\$5,775 + GST
PREFABRICATED stand per 3m x 3m (minimum size 9m ²)	Member Rate	\$5,100 + GST	\$5,280 + GST
	Non Member Rate	\$7,100 + GST	\$7,390 + GST

To receive the Early Bird rate and to be included in the ballot allocation system (refer to pages 23-24), your Application to Exhibit must be received by **FRIDAY 3 JULY 2026**. After this date the standard fee will be charged.

Each prefabricated stand has white stipple finish walls, a single 240 volt 10 amp power outlet, 2 spotlights and fascia with name signage. The walls are not Velcro receptive so velcro spots with both hooks and loops are required to fix materials onto the walls.

If you wish to have your company logo added to the stand fascia, please advise on the application form. An additional charge of \$80 +GST per fascia panel will apply.

YOUR STAND INVESTMENT INCLUDES

- Unlimited exhibitor registrations
- Marketing collateral and support
- Delegate list prior and following the Expo
- Company listing and link on dentalEXPO website and Facebook page

APPLICATION TO EXHIBIT CONFIRMATION

A confirmation email will be sent upon receipt of your Application to Exhibit. If you do not receive acknowledgment of your Application to Exhibit within three working days, please contact events@mtanz.org.nz

DEPOSIT / INVOICING & PAYMENT DEADLINES

A deposit for 50% of the total exhibition space cost will be required to secure your stand booking, and will be invoiced on **30 October 2026** with the confirmed site allocation notification. The balance will be invoiced on **1 February 2027**.

Stands are not confirmed if payment has not been received by the due date as detailed on the invoice. At that time the stand may be released for sale. All invoices are payable on the 20th of the month following the invoice date. Please refer to Booking and Payment Terms listed in the [Terms and Conditions](#).

ALLOCATION OF EXHIBITION SPACE (BALLOT SYSTEM)

The dentalEXPO committee adopt a fair and professional allocation of exhibition stands. A ballot system will be used and the following process will be followed:

1. Applications are grouped into dentalEXPO 2025 commitment, MTANZ member and non-member companies, level of sponsorship, then by the indication of space required.
2. Allocation of stands will be first by preference indicated on the Sponsorship and Exhibition Application, then by numerical stand order, based on size.
3. The ballots will be drawn in the following order, considering previous dentalEXPO 2025 commitment:

1: MTANZ Members

- Platinum Sponsor/s, space required 90m² and over
 - Platinum Sponsor/s, space required between 37 – 89m²
 - Platinum Sponsor/s, space up to 36m²
-
- Happy Hour Sponsor, space required 90m² and over
 - Happy Hour Sponsor, space required between 37 – 89m²
 - Happy Hour Sponsor, space up to 36m²
-
- Gold Sponsor, space required 90m² and over
 - Gold Sponsor, space required between 37 – 89m²
 - Gold Sponsor, space up to 36m²
-
- Tech Sponsor, space required 90m² and over
 - Tech Sponsor, space required between 37 – 89m²
 - Tech Sponsor, space up to 36m²
-
- Name Badge Sponsor
-
- Barista Sponsors, space required 90m² and over
 - Barista Sponsors, space required between 37 – 89m²
 - Barista Sponsors, space up to 36m²
-
- Tote Bag Sponsor, space required 90m² and over
 - Tote Bag Sponsor, space required between 37 – 89m²
 - Tote Bag Sponsor, space up to 36m²
-
- Business Essentials Sponsor
-
- MTANZ Member, space required 90m² and over
 - MTANZ Member, space required between 37 – 89m²
 - MTANZ Member, space up to 36m²

2: Non Members

- Platinum Sponsor/s, space required 90m² and over
 - Platinum Sponsor/s, space required between 37 – 89m²
 - Platinum Sponsor/s, space up to 36m²
-
- Happy Hour Sponsor, space required 90m² and over
 - Happy Hour Sponsor, space required between 37 – 89m²
 - Happy Hour Sponsor, space up to 36m²
-
- Gold Sponsor, space required 90m² and over
 - Gold Sponsor, space required between 37 – 89m²
 - Gold Sponsor, space up to 36m²
-
- Tech Sponsor, space required 90m² and over
 - Tech Sponsor, space required between 37 – 89m²
 - Tech Sponsor, space up to 36m²
-
- Name Badge Sponsor
-
- Barista Sponsors, space required 90m² and over
 - Barista Sponsors, space required between 37 – 89m²
 - Barista Sponsors, space up to 36m²
-
- Tote Bag Sponsor, space required 90m² and over
 - Tote Bag Sponsor, space required between 37 – 89m²
 - Tote Bag Sponsor, space up to 36m²
-
- Business Essentials Sponsor
-
- NON-MTANZ Member, space required 90m² and over
 - NON-MTANZ Member, space required between 37 – 89m²
 - NON-MTANZ Member, space up to 36m²
-
- Australian non-member companies

One representative from each exhibiting company is invited to be present at the Ballot Draw in the Ballot Group particular to that company. Exhibitor representatives must be present in order to choose and/or discuss preferences.

If you are not in the room or on the Zoom call at the ballot then you will be allocated a stand as per the guidelines and you may not necessarily get what you asked for.

Forms received after the closing date will be allocated stands that are available following the ballot, if any.

Applications are drawn by ballot box on **Friday 24 July 2026 at 10am** in the above groups by the dentalEXPO Exhibition Manager, MTANZ Office, Level 3, 109 Carlton Gore Road, Newmarket, Auckland.

Also in attendance will be representatives from the dentalEXPO Committee, representation from the NZDIG Committee and Exhibition Hire Services.

Please email events@mtanz.org.nz if you have any questions.

IMPORTANT NOTE:

Exhibitors who wish to discuss stand options, should their preferences not be available anymore, must join the ballot either in person or via Zoom meeting.

ALLOCATION OF EXHIBITION SPACE (BALLOT SYSTEM) continued

Please note that MTANZ reserves the right to make minor modifications to the floor plan to accommodate space sales or change as necessary to avoid conflicts. Major changes to the floor plan pre and post ballot will not be possible.

Please ensure you indicate clearly who you do not wish to be near on your Sponsorship and Exhibition Application. If you would like to be positioned beside or near another company please clearly indicate this on the Application to Exhibit. Whilst we endeavour to keep your requests in mind we do not guarantee your requests.

TO BOOK AN EXHIBITION STAND OR SPONSORSHIP

Complete the Sponsorship and Exhibition **Application Form** attached. Return to the Exhibition Manager at events@mtanz.org.nz by the due date.

TIMELINE

SPONSORSHIP AND EXHIBITION APPLICATION DUE DATE:

To be included in the ballot your Sponsorship and Exhibition applications must be received by

5.00PM FRIDAY 3 JULY 2026

Applications not received by this date will be considered after the ballot has taken place

BALLOT TIME/DATE:

10.00AM FRIDAY 24 JULY 2026

MTANZ Office, Level 3, 109 Carlton Gore Road, Newmarket, Auckland or via ZOOM

IT PAYS TO BELONG TO THE NEW ZEALAND DENTAL INDUSTRY GROUP

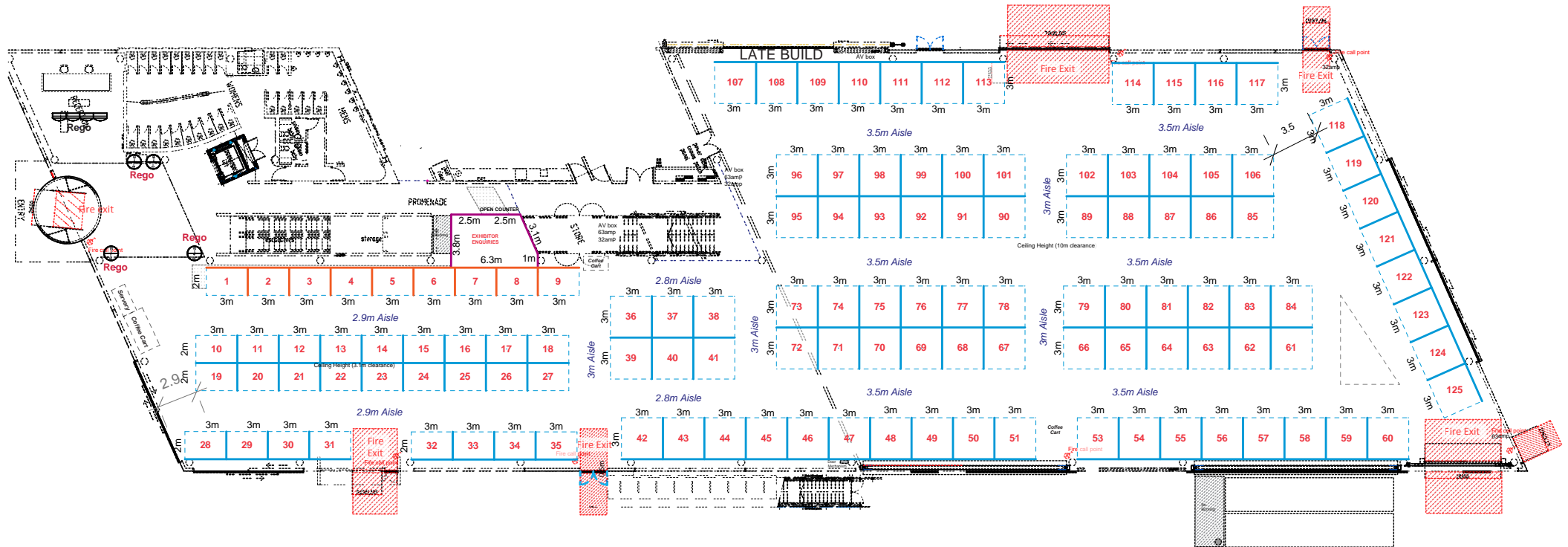
Enjoy discounted booth rates and member benefits from the expertise and guidance provided by the Dental Industry Group (NZDIG) under the membership umbrella of the Medical Technology Association of New Zealand (MTANZ).

ADVOCACY &
REPRESENTATION
COMMUNICATION
& EDUCATION
EXHIBITION
MANAGEMENT
NETWORKING
OPPORTUNITIES



EXPO SITE PLAN – VIADUCT EVENTS CENTRE

MTANZ reserves the right to make minor modifications to the floor plan to accommodate space sales or change as necessary to avoid conflicts. Major changes to the floor plan pre and post ballot will not be possible.



Ceiling Height over stands 1-35 is 3.1m clearance
 Ceiling Height over stands 36-107 is 7.3m clearance

BEST STAND AWARD

THE THEME FOR 2027:
THE ROADMAP TO TOMORROW:
EXPLORING THE FUTURE OF DENTISTRY

READY TO STAND OUT AT DENTALEXPO?

ENTER THE 'BEST EXHIBITION STAND' COMPETITION AND GET RECOGNISED FOR YOUR CREATIVITY AND DESIGN FLAIR.

WE HAVE 3 JUDGING CATEGORIES:

- > Best Stand 9 sqm and under
- > Best Stand between 9.1 -72sqm
- > Best Stand 72.1sqm and over

The judging criteria focuses on stand design, sustainability, the 2027 theme focus 'the future of dentistry', and how well you engage with delegates.

The winners will receive a commemorative plaque, on-the-day recognition, and two years of bragging rights.

The winners will be announced on Friday 21 May 2027.

SHOW US YOUR BEST AND GET THE RECOGNITION YOU DESERVE!

2025 BEST STAND 72.1SQM AND OVER
IVOCLAR



2025 BEST STAND BETWEEN 9.1 -72SQM
MODERN DENTAL PACIFIC



2025 BEST STAND 9 SQM AND UNDER
COLGATE



STAND DESIGN

STAND CONSTRUCTION, DESIGN & BUILD, ELECTRICAL, CARPET HIRE, RIGGING, SIGNAGE

EXHIBITION HIRE SERVICES (EHS)

EHS is the company contracted to install the prefabrication scheme. They are available to assist with the design and build of your stand and provide furniture and accessories. To discuss stand options once your booking has been confirmed, and hire furniture or plants, please contact Gwen Johnston from Exhibition Hire Services.

GWEN JOHNSTON

Exhibition Hire Services

Phone: +64 21 547 608

Email: gwen@exhibitionhire.co.nz

Website: www.exhibitionhire.co.nz

INTERNET ACCESS, FORK LIFT

C/- dentalEXPO, Medical Technology Association of New Zealand

Phone: +64 9 917 3645

Email: events@mtanz.org.nz

LIGHTING & RIGGING

Exhibition Hire Services

Phone: +64 21 547 608

Email: gwen@exhibitionhire.co.nz

Website: www.exhibitionhire.co.nz



TERMS & CONDITIONS

These Terms and Conditions will form the basis of an agreement between you (Exhibitor and/or Sponsor) and Medical Technology Association of NZ (MTANZ). Please read them carefully. By signing and returning the Application to Exhibit/Sponsor form you are deemed to have read and accepted these Terms and Conditions.

(1) Booking and Payment Terms – EXHIBITION

Space can only be booked on receipt of the signed Application to Exhibit Form and will be allocated as per the ballot guidelines outlined in this prospectus. Bookings will be acknowledged through a confirmation email.

A deposit for 50% of the total exhibition space and any sponsorship cost will be required to secure your stand/ sponsorship booking, and will be invoiced on **30 October 2026** with the confirmed site allocation notification. The balance will be invoiced on **1 February 2027**.

If payment is not received when due MTANZ has the right to cancel the booking.

All monies due must be received prior to commencement of the Expo. Should any monies be outstanding at the commencement of the Expo the Exhibition Manager has the right to refuse access to the Expo.

To receive the NZDIG/MTANZ Membership discount for your stand, your company must be an NZDIG/MTANZ member for both the 2025/2026 and 2026/2027 years. Both years membership invoices need to have been paid prior to the Expo.

If the Exhibitor defaults in payment of any invoice when due, they will be liable to pay penalty interest of 2.5% per calendar month. The Exhibitor will indemnify MTANZ against all MTANZ's legal costs and collection costs incurred by MTANZ in relation to recovering or collecting any outstanding money due under these Terms and Conditions.

The Organising Committee reserves the right to refuse any Application to Exhibit/Sponsor.

Subletting of space will not be permitted.

All monies are to be paid in New Zealand dollars (NZ\$) and attract 15% GST.

(2) Cancellation – EXHIBITION

Once a signed Application to Exhibit/Sponsor is confirmed by MTANZ, the following cancellation fees will apply:

- a) In the event of cancellation 30 to 80 working days prior to the date of the Expo 50% of the stand/sponsorship fee will apply.
- b) In the event of cancellation or reduction of space within 30 days, there will be no refund.

(3) Booking and Payment Terms – SPONSORSHIP

Full payment is required upon receipt of invoice.

If full payment is not received by the due date specified on the invoice, the dentalEXPO Manager has the right to review the Sponsorship commitment and cancel the Sponsorship package.

Confirmed sponsorship will be invoiced on receipt of Application to Exhibit/Sponsor form for the full amount.

Sponsorships will be acknowledged through a confirmation email.

All monies due must be received prior to commencement of the conference/exhibition.

If the Sponsor defaults in payment of any invoice when due, they will be liable to pay penalty interest of 2.5% per calendar month. The Sponsor will indemnify MTANZ against all MTANZ's legal costs and collection costs incurred by MTANZ in relation to recovering or collecting any outstanding money due under these Terms and Conditions.

The Organising Committee reserves the right to refuse any Application to Exhibit/Sponsor.

All monies are to be paid in New Zealand dollars (NZ\$) and attract 15% GST.

(4) Cancellation – SPONSORSHIP

Only in exceptional circumstances, the Organisers will be prepared to consider cancellation of your contract, but only if the following conditions are complied with:

- a) the request for cancellation is submitted in writing;
- b) the request is received at least 6 months prior to the dentalEXPO;
- c) the reason given for the request of the cancellation is, in the opinion of the Organisers, well founded.

The Sponsor agrees that the organisers shall retain 10% of the contract price, if cancellation is made more than 9 months before the Expo. 50% if the cancellation is made between 6 months and 9 months prior to the Expo. 100% of the contract price will be forfeited if cancellation is made within 6 months of the Expo.

(5) Couriers and Storage

Arranging couriers and transportation of exhibition equipment is the sole responsibility of the Exhibitor. Costs associated with storage of equipment is also the sole responsibility of the Exhibitor.

There is NO STORAGE at this venue. Large deliveries will only be accepted for delivery the week of the Expo and will be placed in your stand area. The VEC staff will not accept responsibility for goods left unattended by couriers or exhibitors.

(6) Exhibition Space

Alcohol – Alcohol cannot be served from stands. Alcohol is not permitted in stand prizes.

Cleaning – Stands and exhibits shall be kept clean and tidy throughout the Expo. Cleaning of the stand is the responsibility of the Exhibitor. Cleaners will vacuum the exhibition common areas e.g. aisles, prior to the opening of the exhibition and daily thereafter. It is, however the responsibility of the Exhibitor to maintain their stands (exhibits and furniture) in a tidy condition at all times. Exhibitors are responsible to remove all rubbish prior to vacating the stand/s. An additional \$400 + GST fee per Exhibitor will be invoiced to companies if cleaning is required.

Custom Built Stands / Independent Contractors – The Exhibition Manager must be advised if a custom built stand is being installed. This information is requested in the Application to Exhibit form.

Exhibitors taking Design and Build booths are advised to use the service of the Official Stand Contractor appointed by the Exhibition Manager to undertake the job as this will facilitate convenient installation. Otherwise, Exhibitors are required to obtain consent from the Organiser before any of their own contractors are allowed to work onsite. The Organiser reserves the right to reject any contractor and design deemed inappropriate.

The Exhibition Manager (MTANZ) must be advised if a custom built stand is being installed by any exhibiting company. Any structures exceeding 2.5m in height from any perspective must be pre-approved by MTANZ. Any structures above 2.5m not approved by MTANZ will be required to be dismantled prior to the commencement of the exhibition.

Any rigging, scaffolding or temporary structure suspended from the ceiling needs to be preapproved by MTANZ and the Viaduct Events Centre. Plans and stand diagrams and the custom build companies Health & Safety Plan must be forwarded to the Exhibition Manager (MTANZ) for approval no later than **Monday 1 March 2027**.

- a) All works in the Exhibition Hall should be confined to installation and minor alteration only. Fabrication works like welding, cutting, sawing, laminating, painting, spraying etc should not be carried out inside the Exhibition Hall.
- b) The booth constructed must comply with the dimensions of the space allocated. Each booth must have its own panels and is not permitted to use the neighbour's panels. If any panel is higher than 2.5m, reasonable decoration or material must cover the back of that panel.

- c) Every Exhibitor is responsible to build their own walls to separate their stand. Minimum wall height of 2.5m must be constructed.
- d) No adhesive is permitted to be used on stone floorings or walls. Posters or other promotional materials shall not be affixed to any part of the hall. The Exhibitor shall be charged with consequent cleaning fees upon violation of this specification.
- e) Detailed booth construction plans should be submitted to MTANZ before **Monday 1 March 2027** for timely approval.
- f) Detailed Safety plans should be submitted to MTANZ before **Monday 1 March 2027** for approval.
- g) Exhibitors must obtain written approval from Viaduct Events Centre for the use of air or helium balloons. Helium balloons are only permitted as fixed features of a stand or exhibit. The organiser will be charged for the removal of any balloons remaining in the venue.
- h) The Organiser and the Official Stand Contractor reserve the rights to reject any construction plan or require the Exhibitor or his own contractor to make modifications.
- i) The floor, walls, doors and windows, or any other parts of the hall are not to be altered in any way. Nailing, screwing and drilling of holes are not allowed onto any parts.
- j) All exhibitions must meet current New Zealand Health & Safety and New Zealand Fire Safety regulations.
- k) Design and Build times are:

	DAY	DATE	TIME
Custom Built Stands	WEDNESDAY	19 May	14:00 – 24:00
(construction)	THURSDAY	20 May	07:00 – 12:00

Contractors –

- a) Contractors must wear name/company identification at all times on site.
- b) Contractors must wear High Visibility jackets during build times or they will be asked to cease work until this requirement is met.
- c) Contractors to use only designated service entrances and loading docks for transportation of staff and materials.
- d) It is the responsibility of the contractor to supply sufficient staff for unloading and loading of transport vehicles in the loading dock in a timely, safe and non-disruptive manner.
- e) Contractors and their staff must supply their own tools, including ladders and trolleys. Viaduct Events Centre equipment shall not be used without prior approval.
- f) The venues are non-smoking at all times to clients, guests, visitors, staff and contractors.
- g) Contractors will not allow or permit any damage to Viaduct Events Centre building or any fixtures, nor shall any alterations to the structure be allowed. Painting, gluing, drilling, taping or nailing is not allowed on venue finishes.

- h) Contractors shall ensure the removal of all debris, rubbish, packing materials from the premises. In the event Viaduct Events Centre has to perform these tasks on behalf of the contractor, charges incurred shall be borne by the contractor.
- i) It is the responsibility of the contractors to apply for all the necessary permits with local authorities and necessary insurance before commencement of work. These must be made available for sighting upon request from Viaduct Events Centre.
- j) Drawings of layout plans, structural and schematic wire diagrams must be submitted to MTANZ and Viaduct Events Centre by **Monday 1 March 2027**.
- k) It is the responsibility of all persons working on site to comply with the venue health and safety guidelines and all work must be carried out in a safe manner. Failure to do so will result in a request to vacate the premises.
- l) Viaduct Events Centre reserves the right to refuse access to contractor and/or equipment not considered to be of a suitable standard.
- m) Prior notifications of contractors use of hot works in association of smoke detection for isolation are to be taken in consideration.
- n) Venue roof access needs to be pre-arranged with MTANZ in which requires appropriate certification.

Damages – The Exhibitor shall take all reasonable care when installing/dismantling its equipment and stand as not to cause damage to the venue carpet, walls and floors and the prefabrication booths supplied by the MTANZ contractor, including the panels, fascia and spotlights. The Exhibitor will be responsible for any direct loss caused by the inappropriate installation/dismantlement of equipment and/or stand.

Electrical Use and Installation Conditions at Viaduct Events Centre – No electrical devices are permitted in the Viaduct Events Centre unless evidence is provided that the device has been inspected by a suitably qualified electrician or trained person and complies with New Zealand standards;

No electrical equipment is permitted to be installed or connected to the electricity supply at the Viaduct Events Centre without Viaduct Events Centre's prior written permission. These restrictions do not apply to consumer electronics items such as laptops and cell phones.

Exhibitor Sponsored Events and Educational Programmes – As a condition of exhibiting at dentalEXPO 2027, the Exhibitor agrees that Exhibitors may not run focus groups, seminars or programmes at hotels or other event locations during exhibition hours or CPD hours. dentalEXPO prohibits educational forums that detract from the activities at dentalEXPO during the days of the Expo.

Note: Exhibitors are advised that hospitality suites may not operate during dentalEXPO Exhibition hours. Please review programme and exhibit days and hours before finalising your plans. Failure to comply may affect future applications to dentalEXPO.

Flooring – Concrete.

Floorplan Changes – MTANZ reserves the right to modify the floor plan to accommodate space sales or change as necessary. While MTANZ will use its best endeavours to consult the Exhibitors when modifying the floor plan, MTANZ is not obliged to do so.

Food – Give-aways of food are permitted from exhibition stands, if pre-packaged only. Exhibitors are not permitted to sell, prepare or cook food within the exhibition area.

Exhibitor Food and Beverage Sampling –

- a) No Food or Beverage: Unless you have obtained Viaduct Events Centre and MTANZ written consent prior to the Expo starting, you may not bring any food or beverage into the venue and must not remove any food or drink from the venue. In any event, Viaduct Events Centre will not be liable in relation to any food or beverage that has been removed from the venue.
- b) The venue has sole rights for the sale and distribution of all food and drink onsite.
- c) No Exhibitor or person shall distribute, sell or give away any item of food or drink, not supplied by Viaduct Events Centre, to members of the public or trade exhibition visitors without the express written consent of Viaduct Events Centre.
- d) Notice of intent for trade must be lodged with Viaduct Events Centre at least two (2) months prior to the start of the license period, and copies of relevant trading permits supplied.
- e) Generally, Viaduct Events Centre will have no objection to the provision by the Exhibitor of food stuffs provided as a means of demonstrating any plant or equipment forming part of the exhibition, or the product manufactured or supplied by the Exhibitor. However, the sale of all such products will not be permitted for consumption on the premises unless otherwise agreed with Viaduct Events Centre. The Sales & Events Planner must be notified of final confirmation of the stand arrangements. Removal of food rubbish daily is the responsibility of each exhibiting company. No water is available directly to stands.
- f) Absolutely no alcoholic beverage sales can take place on Viaduct Events Centre licensed premises.
- g) Viaduct Events Centre has contracted the services of a preferred caterer to provide exclusive catering services to the venue. Please contact the Exhibition Manager for further details.
- h) Viaduct Events Centre reserves the right to remove any food and beverage not authorised to be in the venue.
- i) Exceptions to the above require written approval from Viaduct Events Centre.

Lighting – Normal house lighting is provided within the Exhibition Hall and Exhibitors should take this into account when planning their stands, in particular when considering lighting of the stand space. If a company requires rigging this is at their cost and arrangement. MTANZ must be notified by **Monday 1 March 2027** if rigging will be positioned and will be subject to an approval process.

Machinery and Other Large Exhibits – All machinery should be fitted with guarding, fencing, lock immobilisation etc to ensure a safe environment for staff and patrons. Signage is not acceptable as a protective method. Persons operating equipment or machinery during an exhibition must be the current holder of the relevant certificate or license as required by law to operate such equipment. Machinery equipment or substances likely to jeopardise the health or safety of any person are prohibited, as referred to in the New Zealand codes of practice for the safe operations of machinery.

Motor Vehicles in Exhibitions – If motor vehicles are being used as part of an exhibition, arrangements for access to buildings need to be made through MTANZ and Viaduct Events Centre. Cars used as part of an exhibit should have full tanks of fuel; protective floor tray and batteries disconnected prior to public access. Keys for the vehicle must be left on-site with the Duty Operations Manager in charge of the event.

Noise and Obstructions – Exhibitors may advertise within their stand area and may use amplifiers or videos, but at all times the noise level must be reasonable and not detract from other Exhibitors displays. Exhibitors must not obstruct the aisles and public walking areas. The organiser may prohibit or regulate any noise level that it considers in its sole discretion is an annoyance or disadvantage to other Exhibitors. Where videos are used, adequate space must be allowed within the stand space and must not cause obstruction in the aisle.

Pack-Out / Removal of Exhibits – No stand may be dismantled or goods removed from the Exhibition Hall before the commencement of the breakdown period other than emergency removals, for which an official letter must be obtained from MTANZ. The structural elements of space only stands must not be broken down before the close of dentalEXPO. \$1,000 + GST will be invoiced to companies who vacate their stand/s early unless prior written approval by MTANZ has been granted.

Power – It is highly recommended that equipment sensitive to supply fluctuations be protected with appropriate surge protection equipment to eliminate any disruption. Show Light & Power are the approved show electricians. All electrical requests are to come via MTANZ.

Promotional Material – No promotional material may be distributed (e.g. on seats in CPD sessions or bathrooms) or displayed outside of the stand area without permission of the Exhibition Manager.

Rigging – Rigging must be carried out by Viaduct Events Centre approved personnel. Exhibitors must submit, by **Monday 1 March 2027**, drawings and descriptions of items to be suspended including position, weight, type of materials and any special requirements. All items are subject to approval by Viaduct Events Centre property department and riggers, and roof loading limitations. Check with MTANZ for loading limits of rigging points. An estimate of rigging costs will be sent to the organiser and then forwarded to the Exhibitor based on information submitted. To ensure inclusion in the rigging schedule the Exhibitor must confirm acceptance of this estimate at least 12 (twelve) weeks prior to the exhibition. For basic banner hanging requirements, please request the form

from MTANZ. Any rigging request made after specified times will be undertaken at the discretion and availability of Viaduct Events Centre and may be subject to a late service charge in addition to minimum call out times (3 hours) where applicable.

Sales By Non-Exhibiting Companies – Solicitation by non MTANZ exhibitors is prohibited. Firms and representatives not assigned exhibit space are prohibited from soliciting business in any form in the Viaduct Events Centre for the duration of dentalEXPO. Violators of this will be required to immediately leave the venue.

Security – Every precaution will be taken to protect Exhibitors' equipment. However MTANZ and the Viaduct Events Centre will not accept responsibility for the loss or damage to exhibits or equipment placed in the venue. Security will be provided through a system of patrols and CCTV coverage. Exhibitors are responsible for all goods and their stands over the Expo duration. In all cases the Exhibitor must assume responsibility for damage of property, accident and injuries to employees, delegates and others. Exhibitors requiring full security should make arrangements with the security provider (ask MTANZ for details).

Stand Space – Exhibitors may set up their demonstrations within their purchased stand space only. Aisles and walk ways must be kept clear at all times. If any Exhibitor occupies space outside the parameters as indicated on the floor plan, a fee that reflects the additional area being occupied will apply.

Unoccupied Space – Any space that is paid for but not claimed and occupied by the commencement of the conference/ exhibition can be reassigned by MTANZ without refund to the Exhibitor.

Walk-Through Exhibits – These exhibits must be designed in accordance with current New Zealand Standards and to the satisfaction of MTANZ and Viaduct Events Centre. All internal aisle ways are to be a minimum of 3 metres wide. Emergency exits must not be obstructed. A clearance of at least three (3) metres must be allowed. Any emergency exit that is obscured from view may be compensated by additional signage and can only be obscured with pre-approval by Viaduct Events Centre.

(7) Exhibitor Registration

All personnel must be registered and report to the MTANZ desk on arrival. Failure to wear a name badge may result in the Exhibitor being requested to leave the venue.

(8) Deliveries and Storage

Goods may be delivered to the venue no earlier than "one day prior to the Exhibitor pack in day".

There is no storage on site.

Deliveries will be placed in your stand area. The Viaduct Events Centre staff will not accept responsibility for goods left unattended by couriers or Exhibitors.

Transfer and storage of all items is the responsibility of the Exhibitor. Exhibitors must ensure that labour is supplied to move large items to and from the loading docks.

Goods must be clearly marked with the following information:

Viaduct Events Centre

147-171 Halsey Street, Auckland CBD, Auckland 1010

dentalEXPO 2027

Your Company Name

Stand No. _____ Box _____ of _____

Any deliveries made to the venue (whether before, during or after the Hire Period) will be entirely at your risk and Viaduct Events Centre or MTANZ will have no liability for any loss relating to any delivery. To facilitate deliveries to the venue, Viaduct Events Centre may sign delivery receipt documentation on your behalf. Viaduct Events Centre/MTANZ accept no liability in relation to the deliveries and you fully indemnify us and the building owner from and against any and all loss suffered or incurred by us or the building owner in relation to such deliveries. Deliveries may be made NO EARLIER than one day prior to pack in day.

Removal – Unless the parties have agreed in writing before the Event:

You must remove all items, equipment and property relating to the event from the venue by the end of the hire period ending at 12pm on Sunday 23 May 2027.

(9) Health and Safety

Health and Safety Legislation – The Exhibitor must comply with all health and safety legislative requirements, including the Health and Safety at Work Act 2015 (HSWA) and all related legislative instruments, guidance and codes of practice (Health and Safety Legislation).

Obligation – The Exhibitor must ensure so far as is reasonably practicable the health and safety of its workers and any other workers whose work is influenced or directed by the Exhibitor. The Exhibitor must ensure so far as is reasonably practicable that the health and safety of other persons is not put at risk from work carried out by the Exhibitor.

The Exhibitor Controls the Place of Work – Under these Terms and Conditions the Exhibitor will be in control of and manage the space as indicated on the floor plan and space in fact occupied during the exhibition/conference (Exhibition Space). The Exhibitor will be responsible for all inductions and take all practicable steps to ensure the safety of all its workers, and any other parties associated with the performance of its obligations under these Terms and Conditions, including visitors, contractors, subcontractors, service providers, the public, visitors to the areas under the control of the Exhibitor and any person required to be at the Exhibition Space at any time leading up to, during and after each conference/exhibition.

Exhibitor Responsible for Training its Workers – The Exhibitor is responsible for ensuring that all workers doing work for it are trained in the relevant health and safety requirements applicable to the use of the venue where an exhibition/conference is held, and have all of the necessary skills, qualifications and experience to use the venue safely.

Audits – The Exhibitor must take part in any health and safety audits conducted by MTANZ if requested to do so, and accept that MTANZ or an independent third party will have access to the Exhibition Space in order to review, monitor and/or audit the

Exhibitor's health and safety procedures and practices for the purposes of such audits.

Health and Safety Plan – MTANZ and the Exhibitor shall consult, co-operate and co-ordinate to ensure that an appropriate health and safety management system is put in place for each exhibition/conference, including policies and procedures so as to ensure compliance with the Health and Safety Legislation. Such system, policies and procedures shall include (without limitation):

- a) a comprehensive health and safety policy;
- b) health and safety objectives signed by a senior manager from both the Exhibitor and MTANZ;
- c) a hazard and risk register covering all hazards associated with hosting and running of an exhibition/conference;
- d) a documented instruction process for personnel involved in hosting and running an exhibition/conference covering all relevant aspects of health and safety management;
- e) a documented briefing process for representatives of the participating Exhibitors covering all relevant aspects of health and safety management, to be given at least 24 hours prior to an exhibition/conference;
- f) a documented emergency plan for the venue;
- g) a designated warden for the venue;
- h) a health and safety system that complies with Health and Safety Legislation; and
- i) appropriate health and safety signage and information, evacuation procedures and emergency equipment at the venue, which are clearly visible to all those attending an exhibition/conference; such system, policies and procedures to be notified to MTANZ at least 60 days prior to an exhibition/conference for approval.

Exhibitor Must Submit Documents – The Exhibitor is required to submit to MTANZ all documents, such as, for example, a Health and Safety Plan, a completed hazard identification and control register and any associated job safety and environmental analysis, which MTANZ believes, can demonstrate to the Exhibitor's compliance with Health and Safety Legislation.

The Exhibitor agrees to provide MTANZ with access to these documents on an on-going basis.

Acceptance – The acceptance by MTANZ of a Health and Safety Plan, and the documents referred to in the preceding paragraph, will not release the Exhibitor from its responsibilities and obligations under Health and Safety Legislation or any of the requirements and conditions of these Terms and Conditions.

Notifying Ministry of Business, Innovation and Employment

The Exhibitor is responsible for notifying the Ministry of Business, Innovation and Employment of any incidents as required in the Health and Safety Legislation.

Notifying MTANZ – All accidents, incidents or near misses are to be reported to MTANZ immediately.

First Aid – MTANZ will have a basic first aid kit on site and two qualified first aiders. In an emergency call 111.

(10) Indemnity and Exclusion of Liability

To the extent permitted by law, nothing expressed or implied in these Terms and Conditions will confer any liability on MTANZ or the Exhibitor (First Party) in respect of any:

- a) indirect, consequential or special loss, damage, cost or expense suffered or incurred by the other party as a direct or indirect result of a breach by the First Party of any of its obligations under this agreement; or
- b) loss, damage, cost or expense suffered or incurred by the other party, to the extent to which this results from any act or omission by the other party.

Subject to (a) and (b) above, the Exhibitor will indemnify MTANZ at all times against any loss, damage or cost excluding consequential loss or damage suffered or incurred by MTANZ as a direct result of a breach by the Exhibitor of any of its obligations under these Terms and Conditions.

(11) Insurance

The Exhibitor will at their own expense hold adequate public liability insurance. The Exhibitor will provide proof of such insurance on request by MTANZ.

(12) Pack-out

Exhibition pack-out times are stated under the heading "Exhibition Timings" and must be adhered to.

(13) Parking

Parking options are detailed on the dentalEXPO website.

(14) Privacy

MTANZ is committed to managing and protecting personal information in accordance with the Privacy Act 2020. Personal information collected will only be used for the purposes of conducting the exhibition/conference or for communicating with attendees after the exhibition/conference has concluded. Where such communications constitute commercial electronic messages within the meaning of the Unsolicited Electronic Messages Act 2007 and are by electronic means, MTANZ will only communicate with those persons who have consented to receiving such messages from MTANZ. Personal information will only be kept for as long as it is reasonably needed for the purpose for which it was collected. We may share your personal information with official third party contractors, conference attendees and the organising committee for the purpose of assisting you with your exhibition participation and for marketing purposes (if you have consented to it). We may also be required to share your information as required by law. We take all reasonable steps to ensure that information (including personal information) collected by MTANZ is securely stored and protected. Persons have the right to access and request correction of their personal information held by us. Requests to access and/or request correction of personal information should be sent to MTANZ at the address provided at the front of this agreement.

(15) Prohibited Activities

The following activities are prohibited without the prior written permission of Viaduct Events Centre:

- a) Obstructing or obscuring emergency exits and exit signs at the Viaduct Events Centre. At least three metres clearance is to be maintained at all times in respect of any egress. Fire hoses, alarms and switches must remain visible and accessible at all times and all articles used for display purposes must be fireproof. Open flames must be adequately supervised.
- b) Marking, painting, drilling or otherwise defacing any part of the Viaduct Events Centre, including attaching sticky tape, pins, nails, staples, markers or 'Blu-Tack' to any part of the premises.
- c) Altering the structure, fittings, decorations or furnishings of the Viaduct Events Centre.
- d) Suspending banners and other hanging display material from anything other than existing rigging points.
- e) Bringing any firearms, explosives, flammable liquids or other dangerous substances (including fireworks, pyrotechnics) to the Viaduct Events Centre.
- f) Conducting any lottery, raffle, betting, gambling or game of chance of any kind at the Viaduct Events Centre, that involves a monetary transaction.

(16) Security

Every precaution will be taken to protect Exhibitor's equipment. However, MTANZ and the venue will not accept responsibility for the loss or damage to exhibits or equipment placed at the venue. In all cases the Exhibitor must assume responsibility for damage of property, accident and injuries to employees, delegates and others.

(17) Other Requirements

The Exhibitor/contractor/sub-contractor shall ensure that all the necessary insurances and licenses are available and current and that the safety and legality of any activity carried out within the venues is beyond question.

The Exhibitor/contractor/sub-contractor must ensure that their workspace is kept neat and tidy so as to avoid any hazards or items likely to cause injury or harm to anyone.

The venue is a strictly no smoking venue and the Exhibitor must adhere to and enforce this policy and the requirements of the Smoke-free Environments Amendment Act 2003 and its amendments. Fire Exits must be kept clear at all times. Exhibitors must comply with all reasonable direction of the venue operator.

(18) Dangerous and Hazardous Substances

Substances that are of a dangerous, flammable, explosive or objectionable nature must not be brought into the premises without formal notification to the Ministry of Business, Innovation and Employment, MTANZ and the venue operator.

Where it is proposed to use toxic materials or fluids, the disposal of such materials requires notification to the Ministry of Business, Innovation and Employment. The nature of the material or fluid and the quantities involved and a copy of the plan for disposal must be forwarded to MTANZ and the venue operator no later than 14 days prior to the exhibition/conference.

No more than one day's supply of any hazardous or dangerous substance shall be stored on the stand or within the venue at any time. The remainder must be stored in closed containers in a location as per the Hazardous Substance and New Organisms Act.

(19) Strikes, Fires and Acts Of God

dentalEXPO reserves the right to change the location and/ or date or cancel dentalEXPO 2027 in the event a strike, fire,

war, pandemic, government regulation, disaster, civil disorder, curtailment of transportation facilities, or Act of God should render the event execution impossible or the hall, in which the dentalEXPO has been scheduled, unusable. Refunds of exhibit space payments may only be distributed once dentalEXPO has officially declared in writing that dentalEXPO 2027 has been cancelled.

(20) Condition of Acceptance to Exhibit

Each Exhibitor acknowledges and agrees that its Application to Exhibit/Sponsor is conditional upon MTANZ being satisfied that the Exhibitor has (or can) comply with the Dental Industry Code of Practice (which can be viewed at www.mtanz.org.nz) as well as Good Industry Practice. For the avoidance of doubt, MTANZ reserves the right to decline any Application to Exhibit/Sponsor pursuant to this clause 21. For the purpose of this clause, Good Industry Practice means the exercise of that degree of skill, diligence and foresight that would reasonably be expected from a skilled, diligent and experienced operator in the same type of undertaking under the same or similar circumstances including (without limitation) compliance with applicable statutory, regulatory, and recognised industry requirements, codes and standards.

(21) Dental Code of Practice

All exhibitors, be it MTANZ Members or Non-Members, must adhere to the guidelines of the Dental Industry Code of Practice. (Note. This is a condition of exhibiting at this event and applies to all exhibitors). A copy of the Code can be viewed at www.mtanz.org.nz

Ethical standards and compliance with applicable laws are critical to the dental industry's ability to continue its successful collaboration with Oral Healthcare professionals.

A close relationship between suppliers and the Oral Healthcare professional is a key element in the innovation and development of dental and medical technology products.

This close relationship is a positive for patients who are the ultimate beneficiaries of advanced dental and medical technology. However, this close relationship does require a clear understanding of ethical behaviours by both parties.

In particular, when exhibiting at a MTANZ organised event, clause 2.1 'Gifts & Inducements' must be adhered to. This clause states the following:

- "...a Member must not inappropriately influence a Dental Professional's selection of diagnostic and/or treatment pathways as a result of offering a Gift."

Companies may not:

- At no time may a Member offer a Gift: In connection with the ordering, purchase or supply of a Therapeutic Product; or when it is in the form of cash / negotiable instruments / gift card (redeemable for anything other than a Therapeutic Product) / monetary equivalents, except when the benefit is applied against a Commercial Account.
- Provide Oral Healthcare Professionals with gifts, including gifts of cash, food, wine or spirits, gift baskets, gift cards/ certificates or flowers.

For the avoidance of doubt, this does not preclude the legitimate practice of providing to Oral Healthcare Professionals appropriate samples of dental / medical technologies for genuine training, educational or evaluation purposes (generally in a clinical setting).

ANY QUESTIONS ON THE TERMS & CONDITIONS CAN BE DIRECTED TO:

Medical Technology Association of NZ

Level 3, 109 Carlton Gore Road,

Newmarket, Auckland 1023

Phone: +64 9 917 3645

Email: events@mtanz.org.nz

SPONSORSHIP AND EXHIBITION APPLICATION

PLEASE MAKE A COPY FOR YOUR RECORDS

Please forward this form indicating your Exhibition and Sponsorship preferences to DentalEXPO Exhibition Manager, events@mtanz.org.nz

SECTION 1: COMPANY DETAILS

Company Name	Email Address
Contact Name	Mobile

SECTION 2: INVOICING INFORMATION

Please advise the following details for invoicing purposes.

Company Name	Billing Address
Attention to	
Accounts Email	
Purchase Order Number	

SECTION 3: DentalEXPO SPONSORSHIP PACKAGES

Sponsorship will be offered on a “first come, first served” basis, with MTANZ members receiving priority allocation. Please select the item/s you would like to sponsor:

PLATINUM Sponsor	\$18,000 +GST	BUSINESS ESSENTIALS Sponsor	\$6,000 + GST
HAPPY HOUR Sponsor	\$16,000 + GST	TOTE BAG Sponsor	\$6,000 + GST
GOLD Sponsor	\$12,500 + GST	TOTE BAG INSERT	\$750 + GST
TECH & APP Sponsor	\$11,000 + GST	SPEAKER Sponsor (Audience up to 570)	\$2,500 + GST
NAME BADGE Sponsor	\$7,000 + GST	SPEAKER Sponsor (Audience up to 180)	\$1,500 + GST
BARISTA Sponsor	\$6,000 + GST	HANDS ON SESSION Sponsor (Audience up to 30)	\$2,000 + GST

SECTION 4: STAND DETAILS

STAND SIZE:

Amount of 3m x 2m sites

Amount of 3m x 3m sites

PREFERRED SITE NUMBERS:

Option 1:

Option 2:

Option 3:

STAND TYPE (PLEASE TICK):

Prefabricated Stand (Includes white stipple finish walls, power, 2 spotlights and fascia stand signage)

Fascia stand signage to read:

Add your logo (an additional \$80 + GST per fascia panel)

OR

Space Only (Please note, no walls or lighting are included)

Power (an additional \$80 + GST per exhibition site)

Do you require hardwired internet (additional cost applies)? Standard WiFi will be provided.

If you're having a custom stand built, please advise the company name and contact person.

Competitor Avoidance: (Please indicate who you do not wish to be positioned beside):

Other preferences: (eg. corner, company to be positioned next to etc):

SECTION 4: TERMS AND CONDITIONS

THIS APPLICATION MUST BE SIGNED.

Please ensure that you have read the Exhibitor Terms and Conditions carefully.

By signing and returning this application form you are agreeing to the Terms and Conditions stated [HERE](#).

These terms include (but are not limited to):

- Booking and payment terms
- Ballot process for exhibition stands
- Cancellation and reduction of space terms
- NZ Dental Code of Practice
- Pack-in and Pack-out times
- Waiver of Liability Terms
- Exhibition Space requirements as listed
- Health & Safety
- Custom Built Stands / Contractors
- Insurance & Liability

I accept the terms and conditions as stated in the Sponsorship & Exhibition Prospectus.

To receive your stand discount, is your company a current member of Medical Technology Association of New Zealand? (Tick one)

YES

NO

Name:

Date:

Company:

Authorised
Signature:

The authorised signature on this Sponsorship & Exhibition Application signifies that they have the authority to sign contracts for the company stated on the face of this contract and that they comply with the full set of dentalEXPO 2027 Terms & Conditions as stated [HERE](#).

dentalEXPO²⁰₂₇

EXHIBITION QUERIES:

Britta van Uden

Medical Technology Association of New Zealand

Phone: +64 9 917 3645

Email: events@mtanz.org.nz

SPONSORSHIP QUERIES:

Aimee Fraser

Avenues Event Management

Phone: +64 27 323 5179

Email: aimee@avenues.co.nz