

# 2026 Scientific Session

## Exhibitor Space Reservation Now Open



**Reserve Your Space Today**  
Scan the QR code to get  
started.



# Why Exhibit at AGD2026 Scientific Session?

AGD's Scientific Session is the premier meeting for general dentistry covering dentistry from A to Z.

## Reach your target audience easily and directly.

When you exhibit at AGD Scientific Session, you are able to connect personally with existing and new customers in one convenient location.

## Build relationships with key decision-makers.

You will meet with general dentists who have a keen understanding of the goods and services that best suit their practices.

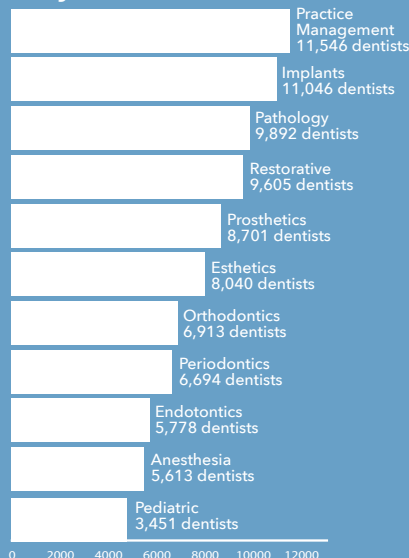
## Strengthen your brand awareness.

Where else will you have such a concentrated, cost-effective opportunity to reach your target market and expand your brand?

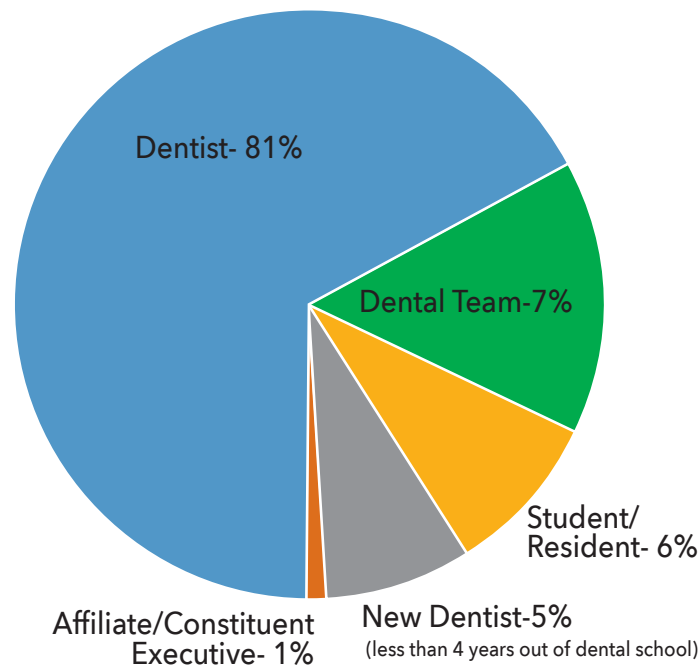
## Chances are your competition participates.

Don't miss your chance to stay competitive.

**In 2024, 28,368 individual AGD members reported taking at least one CE course during the year, with 25,393 taking CE from the following subjects.**



## AGD Scientific Session Attendee Demographics



## Average Scientific Session Attendance

**2,040\***

**\*Average attendance from the past three years.**

## How likely are you to purchase a product or service from a company who exhibits at the Scientific Session?

- 84% of AGD2025 attendees said that they are more likely to do business with companies that exhibit at AGD's Scientific Session
- Attendees at the Scientific Session are buyers and receive an incentive to purchase \$2500 or more during the show.

## Here's what others are saying about AGD's Scientific Session

"We had an exceptional experience exhibiting at the Academy of General Dentistry conference. The event was meticulously organized, drawing a highly engaged and professional audience. The opportunity to connect with a diverse group of dental professionals was invaluable for our business. We look forward to future events and continuing our partnership with the AGD."

~ Suzeanne Harms, CSTM  
Senior Trade Show Manager, Glidewell





## AGD2026 Scientific Session Exhibitors

Wednesday, June 24- Saturday, June 27, 2026  
Caesars Palace  
Las Vegas, NV

### Schedule

#### Wednesday, June 24

Exhibitor Registration: 9 a.m.- 6 p.m.  
Move-In: 10 a.m.-6 p.m.

#### Thursday, June 25

Move-In: 7-10 a.m.  
Exhibit Hours: 11 a.m.- 5:30 p.m.  
Dedicated Hours: 11 a.m.- 1 p.m.; 4- 5:30 p.m.  
President's Reception in Exhibit Hall: 4- 5:30 p.m.

#### Friday, June 26

Exhibit Hours: 10 a.m.- 5 p.m.  
Dedicated Hours: 11 a.m.- 1 p.m.; 4- 5 p.m.

#### Saturday, June 27

Exhibit Hours: 9 a.m.- 1 p.m.  
Dedicated Hours: 11 a.m.- 1 p.m.  
*Schedule subject to change. Refer to Exhibitor Services kit for final times.*

### Exhibit Hall Attractions

The AGD strives to keep attendees returning to the exhibit hall throughout the Scientific Session. The below events and programs help keep traffic following through the hall:

- Buyers incentive for attendees who spend more than \$2500 in the exhibit hall
- Daily Learning Lab education presentations
- President's Reception
- Sweet Treat Social
- AGD Resource Pavilion
- AGD Foundation Oral Cancer Screening
- Attendee exhibitor raffle card
- Daily Take the Floor speaker series sessions
- Daily education in the exhibit hall
- Virtual golf simulator

**Reserve Your Space Today**  
[agd.org/agd-meeting/exhibit-hall](http://agd.org/agd-meeting/exhibit-hall)

### Exhibitor Benefits

- 8ft high draped back wall and 3ft high draped side rails with 7x44 company identification sign.
- Up to 3 complimentary exhibitor badges per 10x10 space.
- Recognition as an exhibitor in the mobile app and meeting website.
- Complimentary pre-registered and final meeting attendee mailing lists.
- 9 hours of dedicated exhibit hall hours.
- Virtual exhibit hall listing.

### Exhibit Hall

The Scientific Session exhibit hall is a focal point of the event and a vital part of the attendee experience.

#### Exhibit Booth Fees (US Dollars)

|                           | Standard |
|---------------------------|----------|
| 10x10 Inline _____        | \$2,900  |
| 10x10 Corner _____        | \$3,500  |
| 10x20 Inline _____        | \$5,800  |
| 10x20 Combo _____         | \$6,400  |
| 10x20 Double Corner _____ | \$7,000  |
| 20x20 Island _____        | \$14,000 |

Additional sizes and configurations are available. Contact Bill Spilman, Scientific Session exhibit and supportship manager, at [exhibits@agd.org](mailto:exhibits@agd.org) to discuss options.

### Exhibitor Notes:

- Booth furnishings, electrical, internet, AV equipment, and lead retrieval, are not included in the booth fee. These can be ordered through GES Espresso Portal.
- All exhibiting companies, including booth personnel, contractors, and affiliate staff attending the AGD Scientific Session, are required to make their hotel reservations within the designated room block at Caesars Palace. Hotel link will be provided in December 2025.



# AGD2026 Supporter Opportunities

Expand your reach at AGD2026. Companies who support receive special recognition through our new tiered program. As you explore opportunities, keep these in mind to expand your brand.

|   | \$25,000<br>and above | \$17,000-<br>\$24,999 | \$10,000-<br>\$16,999 | \$4,000-<br>\$9,999 |
|---|-----------------------|-----------------------|-----------------------|---------------------|
|   | Platinum              | Gold                  | Silver                | Bronze              |
| Logo Recognition in This Week at AGD                          | X                     |                       |                       |                     |
| Event App Push  | X                     |                       |                       |                     |
| Social Media Push   | X                     |                       |                       |                     |
| Joy Pop-Ups   | X                     | X                     |                       |                     |
| Sweet Treat Social  | X                     | X                     |                       |                     |
| Logo on Exhibitor Game Card                                   | X                     | X                     | X                     |                     |
| Floor Cling Recognition at Booth                              | X                     | X                     | X                     |                     |
| Logo Recognition on Event Website                             | X                     | X                     | X                     |                     |
| Homepage with hyperlink to supporter website                  |                       |                       |                       |                     |
| Supporter Level Badge on Online Company Description           | X                     | X                     | X                     |                     |
| Logo Recognition in Attendee Know Before You Go Communication | X                     | X                     | X                     | X                   |
| Logo Recognition on Walk-in Slides                            | X                     | X                     | X                     | X                   |
| Logo Recognition on Onsite Signage                            | X                     | X                     | X                     | X                   |
| Logo Recognition on Event Website Homepage                    | X                     | X                     | X                     | X                   |

## AGD2026 Supporter Opportunities

### Digital

#### Mobile App Banner

Limited to just three exclusive supporters, this rotating banner provides high-visibility placement within the app's main dashboard – the first screen attendees see when accessing schedules, CE sessions, and event updates. A perfect way to drive booth traffic, promote special offers, or increase brand awareness throughout the meeting.

Limited to 3 supporters  
\$1,000 each | Non-exclusive

#### Mobile App Splash

Your logo greets every attendee each time they open the event app.

\$2,000 | Exclusive

#### Event App Notification Push

Reach attendees instantly with a sponsored push notification delivered directly through the official AGD Scientific Session mobile app. Limited to only three exclusive supporters, each notification appears on attendees' devices as a real-time alert – driving immediate visibility and engagement. Use this opportunity to highlight your booth, announce a giveaway, or promote a special session and ensure your message stands out during the event.

Limited to 3 supporters  
\$1,500 each | Non-exclusive

#### Social Media Push

Expand your reach beyond the exhibit hall with a sponsored post on AGD's official social media channels – Facebook (57,858), Instagram (14,337), LinkedIn (37,185), and X (20,932) – connecting your brand with over 130,000 followers and an impressive 3.99% engagement rate. This opportunity allows your message to reach thousands of general dentists and industry professionals across multiple platforms, driving visibility, awareness, and meaningful engagement before, during, and after the Scientific Session.

Limited to three supporters.  
\$2,500 each | Non-exclusive

#### AGD2026 Digital Signage

Please contact [exhibits@agd.org](mailto:exhibits@agd.org) for options and pricing.

## AGD2026 Supporter Opportunities

### Scientific Session Daily Ad

Clickable digital ad in one of the daily registration newsletter emails

Up to 4 leaderboards available  
\$1,000 | Non-exclusive  
Up to 12 squares available  
\$500 | Non-exclusive, depending on selection

### Exhibit Hall

#### AGD Coffee Bar

Keep attendees alert with coffee and flavored drinks

Up to 3 opportunities available  
\$2,500 | Non-exclusive  
\$7,000 | Exclusive

#### Sweet Treat Social

Delight attendees with a cool and memorable experience during the Sweet Treat Social, a fun networking event featuring ice cream sandwiches, cones, and other frozen treats served near your booth. As one of only three supporters, your company will enjoy premium visibility as attendees gather to enjoy a refreshing break and engage with exhibitors. This opportunity includes an ice cream novelty station located near your booth, allowing you to draw steady traffic, spark conversations, and associate your brand with a fun, feel-good moment attendees will remember long after the event.

Up to 7 available  
\$1,500 | Non-exclusive

#### Joy Pop-Ups

Support surprise moments designed to bring a smile to your day. These limited-capacity pop-ups (200-300 attendees) will feature exclusive giveaways, from branded swag to fun food and beverage treats. Keep an eye on the mobile app for real-time alerts—these joyful moments won't last long!

Limited to 5 total  
\$3,000 | Non-exclusive

### President's Reception

Enhance your brand visibility and network with key industry leaders by supporting a signature drink at the AGD2026 president's reception, where your company's name will be featured on an exclusive cocktail, creating a lasting impression with every sip.

\$4,000 | Non-exclusive

### Exhibitor Game Card Square

Ensure participants stop by your booth by getting a space on the exhibitor game card.

Up to 17 available  
\$1,000 | Non-exclusive

### Student/New Dentist Reception

**Mix and mingle with the field's up and coming leaders.**

Position your brand alongside the future leaders of general dentistry. This lively reception brings together dental students, residents, and early-career professionals in a relaxed social atmosphere—offering you a unique chance to connect, inspire, and build long-term loyalty with tomorrow's practice owners.

Up to 3 available  
\$2,500 | Non-exclusive  
\$7,000 | Exclusive

### Student/New Dentist Service Project

**Show Your Commitment to Community and Care.**

Align your brand with a service-driven initiative where attendees volunteer their time to make a tangible impact in the local community. This sponsorship demonstrates your dedication to giving back while keeping your company top of mind with the next generation of dentists who value purpose-driven partnerships.

Up to 3 available  
\$1,500 | Non-exclusive  
\$4,000 | Exclusive

## Thought Leadership

### Learning Lab

**Be the Voice of Innovation.**

Showcase your experts and technologies in an interactive Learning Lab designed for intimate, high-impact learning. These sessions draw dentists eager to engage directly with thought leaders and discover the latest advancements in materials, technologies, and practice growth.

Up to 6 courses available  
\$4,000 | Non-exclusive  
*Plus speaker costs*

### New Dentist Lounge Course

**Engage the Next Generation of Dental Professionals.**

Position your company as an educational partner for early-career dentists. These focused sessions within the New Dentist Lounge foster learning, mentorship, and conversation—giving your brand a trusted presence with those shaping the profession's future.

Up to 7 courses available  
\$4,000 each | Non-exclusive

### Hands-On Participation Course

**Put Your Innovation in Their Hands.**

Empower attendees to experience your technology or products firsthand through immersive, skill-building sessions. This is your opportunity to create memorable interactions that translate directly into practice adoption.

Up to 12 available  
\$4,000 each | Non-exclusive

### Take the Floor Series

**Small Stage. Big Impact.**

Capture attention in quick, high-energy micro-sessions highlighting the hottest topics and innovations. Perfect for launching products, sharing quick insights, or sparking curiosity.

Up to 4 courses available  
\$2,000 each | Non-exclusive

# AGD2026 Supporter Opportunities

## Registration

### Registration Bags

#### Carry Your Brand Everywhere.

Every attendee receives this high-quality, reusable tote featuring your logo. Seen throughout the convention center and beyond, it's a sponsorship that extends your visibility far past the event.

Up to 3 available  
\$4,000 | Non-exclusive

### Registration Bag Insert

#### Put Your Brand Directly in Attendees' Hands.

Include a promotional insert, product sample, or flyer in every registration bag—ensuring your message reaches each participant the moment they arrive.

Up to 3 available  
\$2,500 | Non-exclusive

### Lanyards

#### Front and Center Visibility.

Every attendee wears your logo throughout the event—providing unmatched exposure in every session, networking event, and photo opportunity.

\$8,000 | Exclusive

## Meeting Highlights

### e-Poster Research Awards

#### Recognize the Brightest Minds and Boldest Ideas.

Support innovation and reward excellence by sponsoring AGD's e-Poster Research Awards. Your brand will be aligned with the future of clinical discovery and the next wave of leaders in dental science.

\$5,000 | Exclusive

### Convocation Ceremony

#### Celebrate Excellence in Dentistry.

Honor AGD's newest Fellows, Masters, and Life-Long Service Recognition awardees in one of the most inspiring moments of the conference. Your brand will be front and center as we recognize achievement, leadership, and dedication to lifelong learning.

Up to 3 available  
\$5,000 Non-exclusive  
\$12,000 | Exclusive

Only 1 Left!

### AGD Podcast Recording Station

#### Amplify Your Message Beyond the Event.

Sponsor the onsite podcast studio where leading experts share insights and interviews broadcast to a national audience. Your brand gains exposure not only to AGD2026 attendees but to thousands of listeners long after the meeting concludes.

Up to 2 available  
\$1,200 | Non-exclusive

### Welcome Foyer Floor Clings

#### Your Brand is the First Thing Attendees See.

Greet attendees as they step into AGD2026 with striking floor graphics that showcase your logo and message. Perfect for driving traffic to your booth or reinforcing brand recognition from the start.

Up to 4 available  
\$2,500 | Non-exclusive

### Entrance Escalator

#### High-Traffic, High-Impact Exposure.

Capture attention as attendees move between key areas of the convention center. Escalator clings offer constant motion visibility, making your brand impossible to miss.

\$10,000 | Exclusive

### Exhibit Hall Virtual Golf Supportership!

Drive traffic to your booth with our Virtual Golf Supportership!

Attendees can stop by to pick up a complimentary sleeve of branded golf balls, then head to the virtual golf simulator for a chance to compete for the daily top prize. This exciting, interactive experience will keep your brand top of mind as attendees enjoy friendly competition and networking throughout the event. Don't miss out on this engaging opportunity to connect with your audience!

Up to 4 available  
\$3,250 | Non-exclusive

### CE Level Wall Signage

#### Command Attention Where Learning Happens.

Feature your branding on prominent signage or custom column wraps throughout the CE level—ensuring your company stands out in the heart of the educational experience.

Up to 6 available  
\$2,500 | Non-exclusive

### Free Standing Sign or Column Wrap

#### Gain exposure and direct attendees to your booth.

Up to 6 available  
\$4,000 | Non-exclusive

### Zen Den

A calming, device-free space designed to help attendees recharge and reset during the meeting. This quiet retreat will feature soft seating, low lighting, yoga mats, and activities like adult coloring to promote mindfulness and relaxation.

\$2,500 | Exclusive



# Get Started Today!

Visit <https://www.agd.org/agd-meeting/exhibit-hall> for up-to-date information, application and terms.

Contact the AGD team for more information on any of the offerings and/or to create custom exhibit and marketing packages to align with your business goals.

## Bill Spilman

Scientific Session Exhibit and Supportership  
Manager  
(312) 440-4355  
[exhibits@agd.org](mailto:exhibits@agd.org)

## Angela Jonker, CMP

Director, Meetings & Exhibits  
(312) 440-4977  
[angela.jonker@agd.org](mailto:angela.jonker@agd.org)

## Interested in becoming an AGD Corporate Sponsor?

Jake Peavy  
Manager, Business Development  
(312) 440-4975  
[jake.peavy@agd.org](mailto:jake.peavy@agd.org)

# AGD2026 Rules and Regulations

## AGD2026 Scientific Session ~ Exhibit Hall June 24-27 - Caesars Palace, Las Vegas, NV

The rules and regulations stated here constitute a bona fide part of the contract for exhibit space. The AGD reserves the right to render all interpretations and decisions, should any questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the exposition. The AGD prohibits exhibits that detract from the general character of the exposition. This includes persons, objects, conduct, printed material, or anything of a character that may be objectionable (reasonable person standard), to the exhibits or exhibition as a whole. Exhibits should be presented in a manner that is consistent with the AGD's policies on sexual harassment and nondiscrimination. AGD reserves the right to restrict and supervise any exhibitor whose exhibit, conduct or activities AGD deems objectionable. Such activities include, but are not limited to, photography, distributing articles or other printed matter, samples or questionnaires, and conducting radio and/or television broadcasting interviews of conference attendees. Exhibitors grant AGD permission to the use and distribution of the exhibitor and its employees, contractors (including models), and products' image and/or voice where applicable in photographs, videos, electronic reproductions, audiotapes, and in any media, now or hereafter contemplated, in perpetuity, at the sole discretion of the AGD. AGD does not in any manner endorse any of the products or services related to the exhibits which have been accepted for display during the conference. Loitering near other exhibits to draw attendees is not permitted. Exhibitors may not occupy another exhibitor's area without obtaining permission. Distribution of literature outside of the rented exhibit space or through the scientific session location is permitted only with approval from AGD. Exhibitors may not use AGD conference logos in connection with any product or advertising materials outside of promotion for this meeting. The AGD may amend its rules or regulations at any time, and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations. Breaches or infractions of the exhibitors' contractual obligations could result in the termination of the exhibitor's display and privileges at AGD exhibits for a period of up to 10 years.

### Installation and Dismantle of Exhibits

Exhibitors must open their exhibit on time each day and staff the booth at all times during the exhibit hours. All exhibits must remain intact until the closing of the show on Sat., June 27, 2026; at 1 p.m. All exhibits must be packed and labeled for shipment by 5:00 p.m., Saturday, June 27, 2026. If exhibits are not removed by this time, management has the right to remove exhibits and charge the expense to the exhibitor. In some locations, union labor may claim jurisdiction for one or more activities, including, as examples, but not limited to installation and dismantling labor and/or material handling services including signs and laying of carpet. At such locations, exhibitors, their employees, and contractors shall abide by all requirements and requests of union labor, and shall indemnify, defend and hold harmless the AGD from any and all liabilities and costs, including reasonable attorney's fees, incurred by the AGD arising out of any act or omission of the exhibitor, its employees, or its contractors, to abide by said union labor requirements or requests.

### Exhibitor Payment Requirements

No booth space will be assigned without full payment for the booth space reserved.

### Exhibitor Service Manual

AGD is paperless. Complete show management information, instructions, and schedule of prices regarding shipping, drayage, labor, electrical use, furniture, carpets, AV equipment, etc., will be included in the Exhibitor Service Manual that will be available to exhibiting companies within a few months of the show dates, and upon payment in full of exhibit registration fees.

### Exhibitor Hall Registration and Badges

Exhibitors must complete registration online and be paid in full by June 15, 2026 in order for imprinted badges to be made. All exhibiting companies must register their personnel in advance. Three

complimentary exhibit badges are provided per 10' x 10' booth space. After three badges, there will be a \$100 fee per additional exhibit personnel. Badges are required to enter the Exhibit Hall for setup and dismantle. Confirmed exhibitors may pick up their badges at exhibitor registration on-site.

### Compliance with Local Ordinances

Licenses and permits required by local statute, ordinance or regulation (if any) are to be obtained and paid for by the exhibitor. Each exhibitor will be individually responsible for compliance with local health, fire, and safety ordinances and regulations. The AGD has no further responsibility to notify the exhibitors that this compliance is required. All products or services exhibited must comply with all state and local regulations, and with all current FDA regulations, if required.

### Fire Ordinances

Local fire codes and ordinances require that the aisles be clear at all times. Demonstration areas shall not be placed on the aisle line of an exhibit. Sufficient space within an exhibit area must be left to absorb the crowd. Should spectators interfere with the normal traffic flow in the aisle or interfere with other exhibits, the AGD, in its sole discretion, will require that the demonstration be limited or canceled. Fire regulations require that wrapping material, such as paper, excelsior, etc., must be completely enclosed within the packing boxes. Materials not in accordance with these regulations will be considered refuse and disposed of by the Exhibit Hall cleaners. All packing containers, excelsior, and wrapping paper must be removed from the floor and may not be stored under any tables or behind displays. All decorations must be flame retardant to the satisfaction of the local fire department. Fire-extinguishing equipment shall not be obstructed by exhibits and must be readily available at all times. Fire exits must be kept clear at all times. Approval must be obtained from the local fire department for the use, operation, or presence of any electrical, mechanical, or chemical device that, in the opinion of the local fire department or the official service contractor, might be hazardous to the public space.

### Indemnity

Exhibitor shall indemnify, defend, and hold harmless AGD, Caesars Palace, and their respective directors, officers, members, employees and representatives (collectively "Indemnified Parties") from and against any and all losses, costs, liens, damages, liabilities and expenses of any kind (including reasonable attorneys' fees) on account of any injury (including death) or damage to the person or property of Exhibitor, AGD, and/or their respective agents, employees, representatives and business invitees arising in connection with Exhibitor's use and occupancy of any portion of the convention and exhibition facilities or due to Exhibitor's violation of applicable laws and regulations, except for damages resulting from the sole negligence of the Indemnified Parties.

### Force Majeure

In the event the convention facility or any part of the exhibit area is unavailable whether for the entire conference, or a portion of the conference, as a result of fire, flood, inclement weather, governmental restriction, malicious damage, acts or threats of war or terrorism, strike, lock-out, labor dispute, riot, global pandemic, communicable disease, or other cause over which AGD has no control, or should AGD decide that because of any such cause that it is necessary to cancel, postpone, or re-site the conference, or reduce the move-in and installation time, show time, or move-out time, AGD shall not, and shall not be obligated to, indemnify or reimburse the exhibitor in respect of any damage or loss, direct or indirect, arising as a result thereof.

### Exhibitor Insurance

All property of the exhibitor is understood to remain under its custody and control in transit to and from or within the confines of the facility. The AGD and the facility do not maintain insurance covering

exhibitor's property. Exhibitors shall carry Comprehensive General Liability coverage, including premises, operations, and contractual liability coverage of at least \$500,000 for Personal Injury Liability and \$500,000 for Property Damage Liability and Statutory Workers' Compensation insurance in full compliance with all federal and state laws and covering all of the exhibitor's employees with coverage of at least \$100,000 per injury. A certificate of insurance shall be furnished if requested by the AGD. AGD and the facility will not be responsible for damage or loss to any property belonging to the exhibitor or used in connection with its exhibit, including the shipping containers brought into or used in or about the convention center, nor for any acts or omissions of the exhibitor, its employees, agents or representatives. Independent contractors must abide by all provisions, rules and regulations as published within the AGD official meeting web site. In addition, your selected contractor must furnish an original Certificate of Insurance valid in Las Vegas, NV, showing minimum coverages. The certificate must name Academy of General Dentistry (AGD), Chicago, IL as well as show decorator; and all directors, members, officers, agents, employees, affiliates and subsidiaries of each of the above.

### Soliciting

Distribution of literature outside of the rented exhibit space or through the convention hotel is permitted ONLY with approval from AGD. Exhibitors may not use AGD conference logos in connection with any product or advertising materials outside of promotion for this meeting.

### Subletting of Space

Exhibitors may not assign, sublet, or apportion the whole or any part of the space allocated without prior knowledge and written consent of the AGD. Exhibitors may not display or advertise products of any kind other than those manufactured or sold by them.

### Violations

Violations of any of these rules and regulations on the part of the exhibitor or his employees or agents shall, at the option of the AGD, annul the right to occupy space, and such exhibitor shall forfeit to the AGD all monies paid. Upon evidence of violation, the AGD may re-enter and take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all such expenses and all damages which the AGD may incur, and shall forfeit all monies paid or due the AGD on account thereof. The exhibitor waives any right to service on written notice of the AGD's intention to terminate this agreement and retain space occupied by the exhibitor.

### Attendance and Traffic Disclaimer

AGD does not guarantee any specific levels of attendance, participation, or traffic at the exhibit hall or any specific exhibitor's booth. While AGD will make all reasonable efforts to promote the event, including the exhibit hall, and drive registrations and attendance, AGD cannot be held responsible for any exhibitor's lack of booth traffic or attendance. Exhibitors acknowledge and agree that AGD's efforts to promote the event do not constitute a warranty or guarantee of attendance levels.

### Cancellation Policy

All cancellations must be made in writing.

Booths canceled before Jan. 1, 2026, are subject to a \$250 cancellation fee.

Cancellations received between Jan. 1 and March 31, 2026, are eligible for a 50 percent refund of the total booth cost.

Cancellations received after March 31, 2026, are not eligible to receive a refund.