



141ST ANNUAL SESSION **EXHIBITOR PROSPECTUS**

JUNE 10-11, 2010
PERDIDO BEACH RESORT
ORANGE BEACH, ALABAMA

ROGER HILL

"Building Blocks and New Developments
in Dental Practice Transitions"

MIKE McCracken

"Infection Control"

WILLIAM ROBBINS

"Esthetic Guidelines for Diagnosis
and Treatment Planning"

JOHN ROSEMOND

"Managing the Difficult Pediatric Patient"

PAMELA SIMS

"Pharmacology Update: Medications
Important to Dentistry"

JOHN SVIRSKY

"Oral Pathology and Oral Medicine"

PHILIP VASSILOPOULOS

"Periodontics for the
Dental Hygienist"

JUAN YEPES

"Oral Radiology"

GENERAL INFORMATION

APPLICATION

To apply, complete the enclosed application and return with a \$500 deposit per booth to Alabama Dental Association (ALDA), 836 Washington Avenue, Montgomery, AL 36104. The complete rental fee balance must be received by ALDA by May 1, 2010.

BOOTH ASSIGNMENT

Whenever possible, booth space is assigned in accordance with the exhibitor's preference. However, former exhibitors of long-standing who request space comparable to what they have had in previous years receive priority. After this assignment, the order of receipt of the application and deposit is considered and will be assigned on a first-come, first-assigned basis. All applications will be assigned in a fair and equitable manner. While ALDA requests a preference, no assurance can be given that the preferred booth will be available when the exhibitor's assignment occurs. Every effort will be made to assign a booth closest to one of the preferred choices. Confirmation of assignment will be forwarded to the exhibiting company by May 15, 2010.

SERVICE CONTRACTOR

Gulf Coast AudioVisual Producers, Inc. serves as the service contractor for the Exhibit Program. Exhibiting companies will receive an exhibitor kit from Gulf Coast with complete information regarding booth furnishings, booth shipments and other pertinent information approximately six (6) weeks prior to the show. Warehousing/shipping information: Gulf Coast AudioVisual Producers, Inc., 3720 North Pace Blvd., Pensacola, FL 32505; 850/433-3016; FAX 850/438-4807; email: gcavp@aol.com.

EXHIBITOR LOUNGE

The Exhibitor Lounge (adjacent to the Exhibit Hall) will be stocked with complimentary coffee, donuts and lemonade Thursday and Friday beginning at 8:00 a.m. Complimentary box lunches will be available to exhibitors on Friday in the Exhibitor Lounge. Throughout the show, the Exhibit Hall Refreshment Center will serve our traditional keg beer, lemonade and popcorn.

RECREATIONAL AND SOCIAL EVENTS

All exhibitors are invited and encouraged to participate in the recreational and social events of the meeting. Attending these functions provides exhibitors an opportunity to meet with dentists on a more relaxed basis. The Annual Session registration brochure and housing reservation form will be mailed to exhibitors signing the exhibit contract. Online registration is available at www.aldaonline.org.

THUMBNAIL PROGRAM SCHEDULE

Wednesday, June 9

CPR
Lunch & Learn
Infection Control

Thursday, June 10

William Robbins
John Rosemond

Friday, June 11

John Svirsky
Juan Yepes

Saturday, June 12

Roger Hill
Pamela Sims
Philip Vassilopoulos

RULES AND REGULATIONS

1. BOOTH SPECIFICATIONS Standard booth equipment consists of draperies assembled with aluminum attachments, backs 8' high and side rail dividers 36" high; 30" draped table, and a wastebasket. These are included in booth fee. All other items, including an identification sign, may be rented from Gulf Coast Audio Visual Producers, Inc. Order forms will be mailed to exhibitors in advance of the meeting.

2. BOOTH ASSIGNMENT ALDA reserves the right to relocate booth assignments in order to develop balance against congestion, to avoid confusion in firm names, to solve competition conditions or similar reasons.

3. REGISTRATION OF BOOTH PERSONNEL All booth personnel must wear official badges supplied by ALDA. Advance registration badges will be issued only to employees of exhibiting companies who are registered by the firm's contact person. Registration is allowed as follows: four persons per 8 x 8 booth and multiples thereof, with a maximum of 12 persons. Beyond these limits there will be an administrative fee of \$10 per person. Exhibit employees must show proof of employment by contracted companies when requesting badges onsite (including replacement badges). Only persons legitimately staffing exhibit booths will be issued badges.

4. REGULATIONS AND STANDARDS

A. No signs showing prices may be displayed. Cash sales within the confines of the Exhibit Hall are prohibited. Taking order for future delivery is, of course, acceptable.

B. Solicitation by non-registered exhibitors is strictly prohibited. Firms and representatives not assigned exhibit space are prohibited from soliciting business in any form in the Exhibit Hall.

C. Subletting space is prohibited. An exhibitor may not assign, sublet or apportion the whole or any part of space allotted. An exhibitor may not exhibit therein any goods other than those manufactured or distributed by the exhibitor in the regular course of the exhibitor's business. An exhibitor may not permit any representative of any firm not exhibiting to solicit business or take orders in the exhibitor's space. All business activities of the exhibitor must be confined to the booth space.

D. Loud speaking sound displays are not permitted, or other exhibits or devices which prove objectionable to other exhibitors, because of noise, odor or other disagreeable features, or exhibitor must agree to accept booth assignments which will not cause objections. Smoking is prohibited in the Exhibit Hall.

5. OBSERVANCE OF EXHIBIT HOURS Times set aside for installation and dismantling of exhibits must be strictly observed. No exhibit may be dismantled before the specified time, nor any part of the exhibit or the equipment be removed once it has been set up, except with the permission of ALDA's Exhibit Chairman. Failure to comply with this regulation may affect future exhibiting privileges.

6. FAILURE TO OCCUPY SPACE Any exhibit space that is not set up and occupied by Noon on Thursday, June 10, 2010, will be forfeited by the exhibitor unless arrangements for delayed occupancy have been made in writing to ALDA and written approval received. No refund of exhibit booth fees will be made in the event of forfeiture.

7. LIABILITY AND SECURITY The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising from personal injury, injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the hotel. The exhibitor shall indemnify and hold harmless ALDA, the exhibit service contractor, the hotel, its agents and employees from any and all losses, damages and claims. ALDA will not insure or indemnify ex-

hibitors against theft or loss of any kind. ALDA will provide perimeter guard service throughout the meeting and proper identifying badges must be worn to enter the Exhibit Hall. However, this is an open booth show and the primary responsibility for the safeguarding of exhibit and merchandise is the exhibitor's. We recommend that exhibitors or their representative remain with their merchandise and products to prevent theft, pilferage or mysterious disappearance. To assure maximum security protection for the open exhibits and merchandise, all exhibit personnel must leave the Exhibit Hall within one hour after the show closes each day.

8. CANCELLATION OF SPACE Booth cancellations received in writing by May 1, 2010, will receive a refund, less a \$100 administrative charge. Cancellations received after May 1, 2010, will not be eligible for a refund.

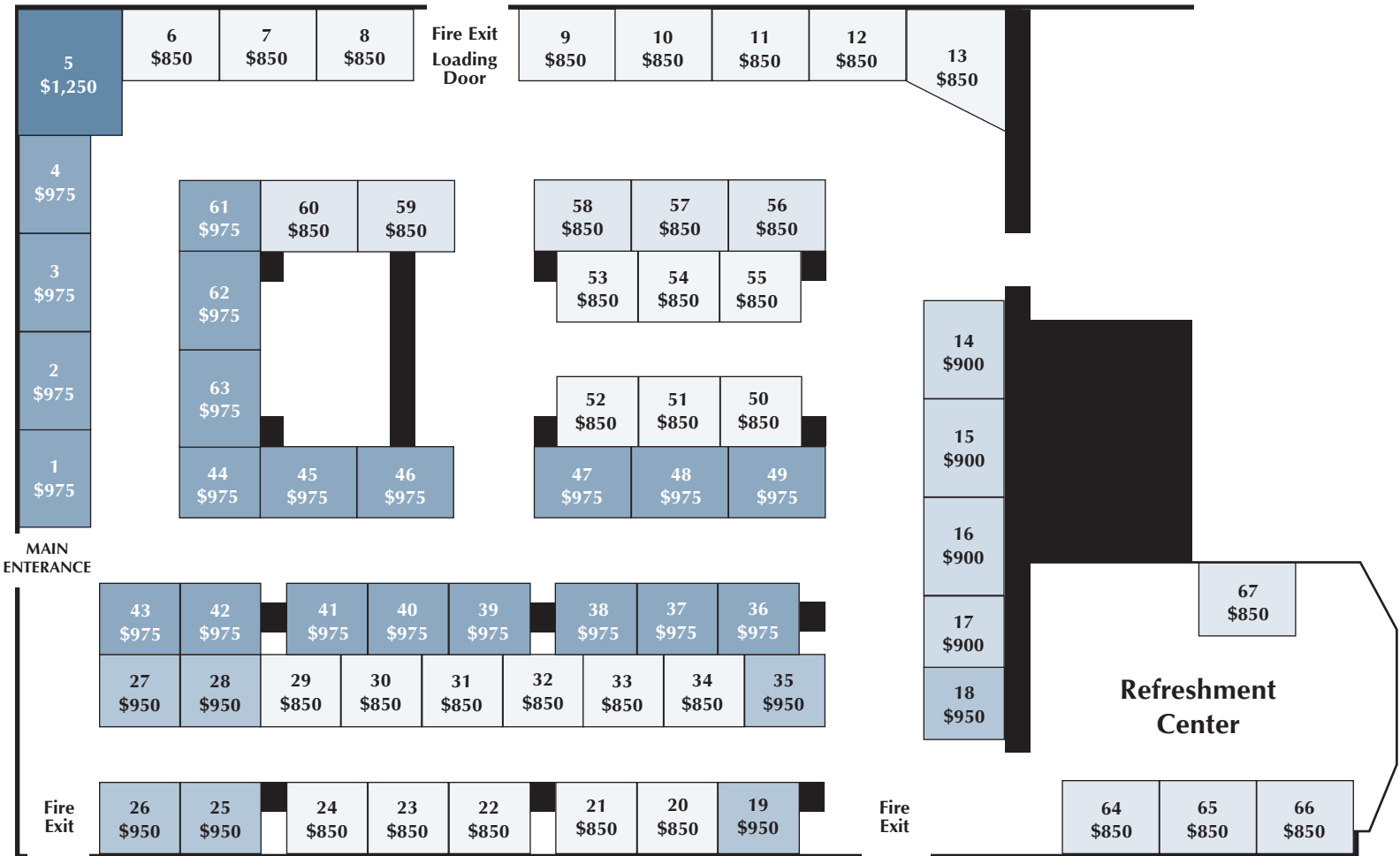
9. CANCELLATION OF EXHIBITION In the event the exhibition must be cancelled, postponed or relocated because of fire, strike, government regulations, casualties, acts of God or other causes beyond the reasonable control of ALDA, the exhibitor waives any and all damages and claims for damages. The exhibitor agrees that the sole liability of ALDA will be to return each exhibitor's rental payment.

10. AMENDMENT TO RULES Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of ALDA.

The foregoing rules and regulations have been formulated in the best interest of all exhibitors. The cooperation of exhibitors is required.

EXHIBIT HALL FLOOR PLAN

Please note changes in both the numbering and the layout of the Exhibit Hall.



BOOTH DIMENSIONS

- 8 x 8 Booths 13, 17-44, 50-55, 61
- 8 x 10 Booths 1-4, 6-12, 14-16, 45-49, 56-60, 62-67
- 14 x 14 Booth 5

EXHIBITOR SCHEDULE

- | | | |
|--------------------------|--------------------|--------------------------------|
| THURSDAY, JUNE 10 | 8:00 am to Noon | Booth Set-Up |
| | 8:00 am to Noon | Exhibitor Registration |
| | Noon to 6:00 pm | Exhibits Open |
| | 4:30 pm to 6:00 pm | Exhibit Hall Welcome Reception |
| Friday, June 11 | 9:00 am to 5:00 pm | Exhibits Open |
- Booths may be dismantled anytime between 5:00 pm on Friday, June 11 and Noon on Saturday, June 12.

ALABAMA DENTAL ASSOCIATION

Application and Contract for Exhibit Space

141ST EXHIBIT PROGRAM • JUNE 10-11, 2010
PERDIDO BEACH RESORT • ORANGE BEACH, ALABAMA

(Type or print clearly)

Company Name _____

Contact Person _____ Title _____

Mailing Address _____

City, State, Zip _____

Telephone () _____ Ext: _____ FAX () _____

Email _____

Total number of Booths desired _____

If available, these are our booth choices:

1st Choice _____ 2nd Choice _____ 3rd Choice _____ 4th Choice _____

If possible, we do not wish to be located across from or next to the following companies: _____

Firms we wish to be next to: _____

Briefly describe the equipment, products or services to be featured: _____

All companies applying for exhibit space must complete and submit an original Application and Contract for Exhibit Space. Applications sent by fax, not properly completed, not signed or that fail to include the initial deposit in full will be returned unprocessed.

Whenever possible, space will be allocated according to the exhibitor's choice, but the final arrangement will be determined by the Alabama Dental Association in a way to produce the most advantageous grouping of exhibits.

A minimum deposit of **\$500 per booth** made payable to the Alabama Dental Association is enclosed. We also agree to remit the remaining balance in full on or before May 1, 2010.

We agree to abide by all provisions, rules and regulations as published within the 2010 Prospectus that the undersigned applicant agrees are part of this contract for exhibit space.

Authorized Signature _____ Date _____

REGISTRATION INFORMATION

BOOTH PERSONNEL INFORMATION

- A. Exhibit personnel not pre-registered by May 1, 2010, must register on-site.
- B. On-site registrants must bring current photo I.D. and company identification. Badges will be provided in these names only.
- C. Name badges for advance registration (PLEASE PRINT OR TYPE):

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

RETURN APPLICATION TO:

**Alabama Dental Association
836 Washington Avenue
Montgomery, AL 36104**

**800.489.2532 or 334.265.1684
334.262.6218 Fax
waren@aldaonline.org**

ALDA Office Use Only

**Reservation for exhibit space is hereby accepted and your deposit in the amount of \$
has been received.**

Alabama Dental Association

By _____ Date _____

Alabama Dental Association

836 Washington Avenue
Montgomery, Alabama 36104

First Class
U.S. Postage
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