



## APPLICATION TO EXHIBIT

### BOOTH FEES

#### Commercial Booth

- AADR Institutional Section Member (Gold, Silver and Regular Levels): \$2,500\* per 10'x10' booth
- Non-AADR member: \$3,125 per 10'x10' booth\*

\*Each commercial exhibition reservation receives four complimentary meeting registrations per paid 10'x10' booth

#### Educational, Government or Nonprofit Booth

- AADR Educational, Government, Nonprofit Entity Member: Complimentary (1st 10'x10' booth is complimentary (does not include complimentary registration)).
- UPGRADE** to a 10'x20' space for only **\$1,025#** and receive one complimentary registration!
- Non-AADR member: \$1,285 per 10'x10' booth#

#Each educational exhibition space reservation receives one complimentary registration per paid 10'x10' booth.

**TOTAL AMOUNT DUE:**

#### CONTACT INFORMATION

**Please complete ALL fields. Incomplete applications will not be processed.**

Company/Institution/University \_\_\_\_\_  
(Exactly as you wish it to appear in the AADR Program, all AADR meeting publications, and booth ID sign.)

Contact Person \_\_\_\_\_  
(All correspondence pertaining to your exhibit will be sent to this individual. Name will NOT be printed in the Program.)

Salutation/Title \_\_\_\_\_ E-mail \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State/Country \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_

Contact Phone \_\_\_\_\_ Contact Fax \_\_\_\_\_

#### Advertising Contact (if different from above)

Name \_\_\_\_\_ E-mail \_\_\_\_\_ Phone \_\_\_\_\_

**SPONSORSHIP**  YES, we are interested in sponsoring! Preferred Sponsorship \_\_\_\_\_

**ADVERTISING**  YES, we are interested in advertising! Preferred Advertising \_\_\_\_\_

**BOOTH SIZE REQUESTED**  10' x 10'  10' x 20'  10' x 30'  20' x 20'  20' x 30'

**Booth Choices** (Please list four choices. If requested space is not available, the best substitute will be assigned.)

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

List any exhibitor(s) or product/service(s) you would NOT LIKE to be near: \_\_\_\_\_

#### PAYMENT INFORMATION

Check for \$ \_\_\_\_\_ attached.  Charge my credit card for the amount of \$ \_\_\_\_\_

Card # \_\_\_\_\_ Card ID# \_\_\_\_\_ Exp Date \_\_\_\_\_

(American Express, MasterCard, or VISA only)

Name on card \_\_\_\_\_ Signature \_\_\_\_\_

Full payment is due with your application to exhibit. Checks must be payable to "AADR," in U.S. dollars, drawn on a U.S. Bank. To expedite sending your application, you may submit credit card payment on the exhibit application. Include the cardholder's name, credit card number, card ID number, expiration date, and signature.

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# APPLICATION TO EXHIBIT

## AGREEMENT

We/I agree to abide by all requirements, restrictions and obligations as described in the 2010 AADR Exhibit Prospectus. Cancellations made on or before December 11, 2009, will incur a 10% service charge for the total booth rental. AADR will retain 100% of the total booth rental if cancellation is made after the December 11, 2009 deadline.

Please make a copy of this agreement for your records. If you are paying by check, forward the original application by mail. If you are paying by credit card, you may forward your application via fax (including front and back of application).

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

**Note: Submitted applications will not be processed without the following:**

- Full payment for booth rental
- Authorized signature
- Company/Institution description below

## 2010 AADR PROGRAM

Your booth description (for commercial and educational exhibitors) must be received by **November 20, 2009** for inclusion in the AADR program. Please note that exhibitors and booth descriptions will not be listed until payment is received in full.

## BOOTH DESCRIPTION (FOR COMMERCIAL AND EDUCATIONAL EXHIBITORS) Complete all fields.

Company/Institution/University \_\_\_\_\_

City/State/Country \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

URL \_\_\_\_\_

YES, I would like my company name with the above link listed in the 2010 Exhibitor Listing on the AADR Web site.

Type your booth description below. Limit 50 words. **Show (R) for registered trademark and (TM) for trademark product names.** The abbreviations will be corrected when typeset. AADR reserves the right to edit text and length to conform to printing requirements. Your description should be a write-up of your company, services, and/or products, which will be published in the program.

**BOOTH DESCRIPTION:** You may also e-mail your description to [creich@aadronline.org](mailto:creich@aadronline.org). Limit to 50 words.

## PLEASE COMPLETE AND SEND TO:

Catherine M. Reich, Exhibits, Sponsorship & Meetings Manager  
American Association for Dental Research • 1619 Duke Street • Alexandria, VA 22314-3406, USA  
Tel: 1.703.299.8093 • Fax: 1.703.548.1883 • E-mail: [creich@aadronline.org](mailto:creich@aadronline.org)  
Or apply online at <http://www.e-noah.net/IAD/IADRShow>

# EXHIBIT STANDARDS

## EXHIBIT & CONTRACT ADMINISTRATION

1. **Applicability.** The Association Exhibit Standards are an official part of the exhibit application. Signature of the Exhibitor on the contract acknowledges that the exhibitor understands and accepts the Exhibit Standards delineated herein.
2. **Interpretation.** The Association, through its designated representatives, reserves the right to interpret the Standards and to make final decisions on all points regarding the Standards. All exhibitor requests for permission to deviate from any of these standards should be submitted in writing for approval by the Association.
3. **Amendments.** The Association and all related vendors, through their representatives, shall not be held responsible for the actions of any Exhibitor or its employees, but shall have full power to make such further rules and regulations as they shall consider necessary and proper for the conduct of the exposition and the meeting.
4. **Cancellation.**
  - a. Cancellations made on or before December 11, 2009, will incur a 10% service charge for the total booth rental. The remaining payment will be refunded to the exhibitor.
  - b. AADR will retain 100% of the total booth rental if cancellation is made after the December 11, 2009 deadline.
  - c. If a Commercial Exhibitor cancels, the privilege of four complimentary meeting registrations per booth is no longer valid for use by company delegates, regardless of whether the cancelled exhibitor paid full booth rental.
  - d. If the exhibit booth space is not occupied by the Exhibitor by the start of the exhibit, the Association reserves the right to use such space as it deems fit.
  - e. AADR reserves the right to cancel for cause any contract with any Exhibitor at any time prior to or during the meeting without recourse to compensation.
5. Full payment is due with the application to exhibit.
6. Use of the AADR name and logo by the Exhibitor is strictly forbidden unless reference is made to the name of the specific meeting for which exhibit space has been reserved.

## PROFESSIONAL STANDARDS

1. Products or services eligible for exhibit shall be related to and appropriate for the theme of the meeting and/or for use in oral health research and education, the practice of dentistry, or the promotion of the public's general health.
2. Complete scientific and technical data, whether published or unpublished, concerning product or service safety, operation, and usefulness may be required for review by AADR. AADR reserves the right to decline space to any Exhibitor for any product, technique or service for which claims are made that cannot be adequately substantiated by acceptable scientific data.
3. Any promotional material describing a product or service may cite, in footnotes, references from scientific literature provided the reference is truthfully and fully cited and the citation is representative of the body of literature supporting the claim made.
4. No actual sales may occur on the exhibit floor. However, the taking of orders for future delivery is acceptable.
5. No personal solicitation or distribution/placement of advertising or complimentary materials outside the exhibit area is allowed, unless previously arranged with the AADR.
6. No loudspeakers, sound systems, movies, video projectors, or megaphones that interfere with adjoining exhibits are permitted in the exhibition hall.
7. Exhibitors will refrain from unethical and/or unfair business or sales practices.
8. Photocopying segments or pages from copyrighted publications for business/commercial purposes to avoid payment of reprint or copyright fees is forbidden. Distribution of reprints at an exhibit booth is authorized only when the reprints are produced by the proper agencies and copyright fees have been authorized and paid. See below for further detail:
  - a. Companies desiring to distribute reprinted booklets of their funded abstracts must request permission in writing.
  - b. Abstracts cannot be altered.
  - c. Abstracts cannot be presented in such a way as to imply AADR endorsement of specific products or services.
  - d. Each abstract must contain a credit line. The volume number, Special Issue number, URL, and year are unique to each meeting, and each abstract will have its own abstract number. Exact URLs will be provided once AADR receives a list of accepted abstracts desired for reprint.
9. Exhibitors are prohibited from photographing or examining other exhibit booths without permission from both the AADR and the other exhibitor(s). The AADR reserves the right to photograph all exhibit booths for publicity purposes.
10. Exhibitors and/or Institutional Section members are prohibited from video-taping of any kind in the exhibit hall, meeting rooms or general public meeting areas. Exhibitors can request special permission to video-tape and request must be submitted in writing 60 days prior to the meeting. Requests should include purpose, filming schedule, proposed shot list, vendor information and other important details. All requests are subject to review by Association leadership before approval could be granted. It is the responsibility of the requesting company and its vendor(s) to become informed of local labor regulations that apply at the respective facilities.
11. Exhibitors are prohibited from conducting demonstrations involving invasive procedures on patients or other live models.

## PERSONNEL

1. Employees of an Exhibitor will be allowed to install and dismantle the exhibits of that firm, provided that the employees adhere to local labor union rules and regulations. All individuals associated with installation and dismantling procedures must wear closed-toe shoes and appropriate safety equipment.
2. Employees of an Exhibitor will dress in a professional, business-like manner and maintain reasonable standards of cleanliness, orderliness and decorum. The Association reserves the right to require an Exhibitor to remove an exhibit representative or employee, if the Association deems that individual's conduct or appearance unacceptable.
3. Badges must be worn at all times, and any misuse or exchange of badges will result in expulsion of the representatives from the meeting and exhibition-hall area.
4. Commercial Exhibitors are eligible to receive four complimentary meeting registrations per purchased 10x10' booth for company employees only (in addition to the benefits included with Institutional Section membership). Educational exhibitors are eligible to receive one complimentary meeting registrations per purchased 10x10' booth for institution employees only. This complimentary registration is not limited to the exhibit hall (AADR does NOT have exhibit-only badges) and allows the badge-wearer full access to the entire meeting and scientific program. It is the responsibility of the exhibiting company to "redeem" complimentary registrations, either by submitting the exhibitor registration form (which will be sent to the contact person listed on your exhibit application) prior to the January 6, 2010 pre-registration deadline for AADR, or by using the complimentary registrations on site. Substitutions are accepted on site and should be handled at the exhibitor registration counter. Complimentary registrations for exhibit personnel are valid as long as they are company employees (a company business card may be required on site for verification). If any of your booth personnel pays the individual registration fee for the meeting and later wants to redeem an unused complimentary registration, there will be a \$40 processing fee (per individual) for the paid registration fee. Refunds will be processed after the meeting.

5. Set-up and Tear-down passes are available upon request at the Exhibitor Registration Counter on-site. These badges will be valid only during set-up and tear-down hours and NOT during exhibit hall hours. These badges are designed to accommodate exhibitors who require additional on-site assistance for set-up and tear-down procedures. These badges may be obtained on-site and are valid only for employees of the exhibiting company or institution.

## SAMPLES & SOUVENIRS

1. Distribution of advertising matter by representatives of firms who are not official Exhibitors is strictly forbidden.
2. Distribution of samples of approved products and souvenirs is permissible provided it is done in a professional and dignified manner, does not create a nuisance or disturbance, and causes no interference with adjoining exhibits. The distribution of such materials will be permitted only in the exhibit hall.

## BOOTH CONSTRUCTION, GUIDELINES AND I&D/EAC REGULATIONS

1. Exhibitors are restricted to the confines of the space reserved. An Exhibitor cannot block access to or visibility of other exhibit booth(s).
2. The Association reserves the right to decline or prohibit any exhibit or part of an exhibit which, in the Association's opinion, is not suitable for and/or in keeping with the theme or character of the exhibit or meeting.
3. No space shall be sublet without written approval from the Association.
4. All aisle space is under the control of the Association and shall not be used for exhibit or demonstration purposes.
5. All booths are in-line unless an island booth is purchased.
6. A standard booth shall consist of an in-line 10'x10' space on the exhibit floor:
  7. The maximum height for a standard booth is 8'. If the height of your Island Booth exceeds 12', please contact AADR for approval. The front of a booth (5' from the aisle to the middle of a booth) may not extend any higher than 42", so as not to obscure the sight line of other exhibitors. Side rails are 36". High counters must be placed at least 1' back from the booth entrance, so as not to cause aisle traffic. Only the back of a booth (5' from the back wall to the middle of a booth) may be 8' in height. Hanging signs or lights from the exhibit hall ceiling requires prior approval by the AADR Exhibits Manager. Please note: Exhibitors are responsible for all expenses involved, and signage or lights may not obstruct the view of other signage or structures in the Exhibit Hall.
8. Exhibitors who choose to use booth-assembly or dismantling labor other than of the AADR official show decorator must notify AADR Exhibit Management and Freeman no later than January 22, 2010. Necessary certificates of insurance must be supplied to AADR. Exhibitors using I&D or EAC companies are required to supply such contractors with all necessary information regarding rules and regulations. Neither Freeman nor AADR Exhibit Management is required to supply an Exhibitor Service Manual to these non-official service contractors. However, both I&D and EAC staff must comply with ALL Exhibit Management and facility rules and regulations, including applicable union and labor regulations.
9. Exhibition booths must be setup between the hours of 8 a.m. and 5 p.m. on Wednesday, March 3, 2010. The AADR reserves the right to use any exhibit space not occupied by 5 p.m. on Wednesday, March 3, 2010, without further obligation, i.e., refund, loss of business, or liability. If freight is in a booth that is not set by 5 p.m. AADR reserves the right to mandate a forced set, at the Exhibitor's expense, without claiming any liability for the company's freight.

## SECURITY AND LIABILITY

1. Exhibitors will carry liability insurance on their exhibits at their own expense. The Association accepts no liability whatsoever for the exhibit personnel or materials, beyond reasonable care.
2. The Association shall not be held responsible for any loss, damage, injury, or theft that may occur to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever, prior to, during, or subsequent to the period covered by the exhibit contract.
3. The Exhibitor, by signing the contract, expressly releases the Association, the exhibit-facility firm, the Association representatives, and the decorator from, and agrees to indemnify the same against, any and all claims for such loss, damage, or injury.
4. Neither the Association, any of its officers, staff members, or committees, nor the owner, employees, or representatives of the exhibit-facility firm, shipper, or decorators will bear responsibility for any injury, loss, or damage that may occur to the Exhibitor or the Exhibitors' employees or property, prior to, during, or subsequent to the period covered by the Exhibit Contract, provided said injury, loss, or damage is not caused by the gross negligence or willful misconduct of one or more of the aforementioned parties.
5. Security guards will be on duty during the meeting, but the Association and the security firm do not guarantee Exhibitors against loss of any kind.
6. In the event the meeting/exhibition cannot be held because of fire, strike, natural disaster, or other circumstances beyond the control of the Association, this contract shall not be binding. Refunds will be provided.

## SAFETY

1. Only fireproof materials that meet local fire codes are to be used in exhibits. The local fire marshal shall have final approval of any and all materials used in the exhibit hall.
2. No combustible decorations such as crepe paper, tissue paper, cardboard or corrugated paper shall be used at any time. All packing containers, excelsior and wrapping paper are to be removed by the Exhibitor from the exhibit floor and must not be stored under the tables or behind displays. The official show decorator will provide options for accessible storage on site, should additional storage be needed.
3. Storage of loose scrap materials, packing materials, etc., is not permitted unless within sealed containers.
4. Should an Exhibitor desire to use x-ray, high-voltage, or laser equipment during the exhibition, an exchange of letters agreeing to parameters and procedures will be required between the Association and the Exhibitor prior to approval being granted.
5. All individuals associated with installation and dismantling procedures must wear closed-toe shoes and appropriate safety equipment.

## OTHER

1. Exhibitors will ensure that all of their representatives are fully cognizant of and abide by the Association Exhibit Standards.
2. The AADR requires that each exhibitor open its Exhibit on time each day and that all Exhibits be staffed throughout the show hours.
3. Contests, lotteries, raffles, games of chance, and display or promotion of special discount offers are strictly prohibited. Such activities reflect unfavorably on the character of the meeting.
4. Exhibitors will have access to the hall one hour before and one hour after exhibit hours each day. This time is allowed for exhibitors to restock and organize their display area for show hours. For security reasons, the exhibit hall is not intended for use as a private meeting area when the hall is closed.
5. Early dismantle is prohibited. A penalty fee in the amount of 25% of total booth rental paid will be applied to those who dismantle and depart prior to show close.