

REGULATIONS - RESTRICTIONS - RULES

Exhibitor Eligibility Requirements

- All exhibits submitted for display at the AACD Annual Scientific Session are subject to review.
- Exhibition is restricted to companies that are in good financial standing with the AACD.
- The AACD is under no obligation to extend application privileges to any company regardless of whether or not said company has exhibited at past Annual Scientific Sessions.
- All products and services exhibited must be germane to and effective and useful in the practice of dentistry.
- AACD shall be the sole judge as to the acceptability of exhibits.
- Products that fall under FDA guidelines must have FDA certification to exhibit.
- An exhibitor may not display any product or distribute advertisements for any product that infringes on the registered trademark, copyright or patent of another company.
- Comparative claims must be fair and, unless they are “puffery,” must be substantiated adequately. Comparative claims may include the use of a competitor’s name and the description of a comparable product or service, including price, if the comparison is made in a manner that is not false or misleading. Unwarranted disparagement or unfair comparisons of a competitor’s products or services is not allowed.
- Miscellaneous products and services not specified in these standards may be eligible to exhibit on a case-by-case basis. All exhibitors are required to submit a completed official application when applying for AACD Scientific Session exhibit space.

Application Policy

All applications must be sent via mail, fax or e-mail. No contract information will be taken via telephone. All applications must be accompanied with a 50% booth space deposit. Booth space will not be assigned without payment.

The AACD may, at its discretion, accept or reject any application for booth space.

Applications received after January 31, 2020 must be accompanied with full payment. If exhibit space is sold out, exhibitors will be placed on a wait list. Exhibitors will be notified and asked if they wish to be placed on the wait list in case of a cancellation by an assigned exhibitor. Payment will be held if an exhibitor wishes to be on the wait list. If exhibitors choose not to be on the list, the full amount received will be returned.

Aisle Space

Aisles are the property of the entire show. Exhibitors have the responsibility of assuring proper flow of traffic through the entire show. When large crowds gather for a demonstration or sampling and interfere with the flow of traffic down aisles or create excessive crowds in neighboring booths, it is an infringement on the rights of other exhibitors. Aisles must not be obstructed at any time.

Aisle space may not be used for exhibit purposes, displays or signs for solicitation of business. Distribution of cards, circulars, samples, or exhibit materials is forbidden in areas outside the exhibit booth.

Arrangement of Exhibits/Island Exhibits

All exhibitors will be provided with a 10’ x 10’ booth and a sign identifying the exhibitor’s name. The standard booth furnished by the AACD will consist of back drape and side rail draperies.

Hanging or suspending objects or materials from the ceiling such as, signs, banners, balloons, or other inflatables, is strictly forbidden.

No signs, specially built displays or equipment, will be permitted to extend above the official booth height of 8’ unless the exhibitor occupies an island, in which case the ceiling height is 16’. Exhibitors who want to exceed the official height restriction must obtain written permission from the AACD.

Attendance Before and After Exhibit Hours

Exhibitors will be allowed into the hall one hour before the exhibit floor opens and one hour after the exhibits close. Please do not schedule meetings before 7:30 am in the Exhibit Hall or at your booth with any non-exhibiting personnel and/or dental professionals. Admittance into the hall for any non-exhibitor will be denied.

Booth Assignment Policy

Exhibitors shall not assign, sublet, or apportion the whole, or any portion of space allotted, nor exhibit therein any goods, other than those manufactured or distributed by the exhibitor, in the regular course of business, nor permit any representative of any firm not exhibiting, to solicit business or take orders in their booth space. Exhibitors violating these rules will have their exhibit closed for the current scientific session and may be barred from participating at future scientific sessions.

When applying for exhibit space, exhibitors representing other companies must submit a list of those companies complete with contact persons, addresses, and telephone numbers. If these companies are not registered with the AACD, the AACD may without recourse close that portion of the exhibit for the duration of the particular show. Two companies, whether or not they represent or distribute each other’s products, may not occupy one 10’ x 10’ booth location.

Infraction of Scientific Session Rules

Exhibitors shall not infringe upon the rights and privileges of one another. Complaints regarding infractions or disputes between exhibitors should be directed to the AACD. AACD's decisions are final.

Unethical conduct or any infraction of the rules by the exhibitors or their representatives will subject the offending exhibitor, their representative, or both, to dismissal from the exhibit hall, forfeiture of booth space, booth fee and/or seniority status in booth assignments. Should this occur, the AACD shall make no refund and the exhibitor or representative will make no demand for redress.

These regulations are to be construed as part of all space contracts. The AACD reserves the right to interpret these rules and make final decisions on all points not covered in these regulations.

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 AACD and the facility do not maintain insurance covering exhibitor property. Exhibitors shall carry comprehensive general liability coverage, including premises, operations and contractual liability coverage of at least \$1,000,000 for personal injury liability and \$1,000,000 for property damage liability and statutory workers' compensation insurance in full compliance with all federal and state laws covering all exhibitor employees with coverage of at least \$1,000,000 per injury. A certificate of insurance shall be furnished if requested by the AACD. The AACD and the facility will not be responsible for damage or loss to any property belonging to the exhibitor or used in connection with the exhibit, including shipping containers brought in or used in or about the convention center, nor any acts or omissions of the exhibitor, its employees, agents, or representatives.

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Liability and Indemnification

Neither the AACD, hosting facility nor any of its officers, agents, or employees, shall be held liable for any damage, loss, harm, or injury to person, or property belonging to exhibitors or any of their officers, agents, or employees, resulting from theft, fire, water, accident or any other cause. Exhibitors shall indemnify, defend, and hold harmless the Association, the hosting facility and their officers, agents, or employees, from any and all claims, demands, suits, liabilities, damages, losses, costs, attorney's fees, and expenses that might result from or arise out of any action or failure to act on the part of the exhibitor, any of its officers, agents, or employees. The AACD reserves the right to legal counsel in defense of such claim or alleged claim.

By occupying exhibit space (whether or not this obligation is included in any other printed or written contract), exhibitors agree to protect, save, and hold the AACD and the Rosen Shingle Creek in Orlando, Florida and its ventures agents and employees forever harmless for any damages or charges

imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor.

Exhibitors shall at all times protect, indemnify, save, and hold harmless the indemnities against from any and all losses, costs (including attorney fees), damage, liability, or expense arising from or out of or by reason of any accident or bodily injury or other occurrence to any person or persons, including the exhibitor, its agents, employees, and business invitees which arises from or out of by reason of said exhibitor's occupancy and use of the exhibition premises or a part thereof.

These regulations are to be construed as a part of all space contracts. The AACD reserves the right to interpret these regulations, as well as, make final decisions on all points not covered in the regulations.

Outbound Freight

All outbound freight must have a bill-of-lading. All bills-of-lading should be taken to the freight desk at the close of the exhibition. Bills-of-lading will not be accepted before 7:00 pm, Friday, April 24, 2020. Freight cannot leave the facility via handicapped elevators or escalators.

Prohibited/Restricted items

No helium-filled balloons are allowed. Signs and posts are restricted to booth area only and may not be posted on columns, pillars or placed in aisles. Signs must conform to height limitations (8 ft).

No loudspeakers, sound movies, or megaphones that interfere with adjoining exhibits will be permitted in the exhibition hall. This applies to live and recorded music, including video. Movies must be located so they do not interfere with other exhibitors or aisle space. Operation of projectors is subject to union regulations. Playing commercial music via radio, CD, audiocassette, or television is strictly prohibited.

Security

While show management will exercise reasonable care in safeguarding your property, neither meeting management, the facility, security coordinator, drayage contractor, nor any of their directors, trustees, officers, agents, or employees assume responsibility for such property. Exhibitors are warned to take precautions to protect against pilferage.

Storage

Storage is forbidden inside the display area, behind the back drape, and beyond the display wall. All cartons, crates, containers, packing materials, etc., necessary for repacking must be labeled with "EMPTY" stickers and removed from the show floor. (All empty cartons must be labeled by 8:00 pm on Wednesday, April 22, 2020.) All unwanted containers and refuse should be placed in the aisle directly in front of the exhibit for housekeeping removal. A one-day supply of operational and advertising material may be stored inside the exhibit.

EXHIBIT BOOTH CONTRACT

IMPORTANT:

All signed contracts must be submitted with a 50% booth rental deposit to AACD. All contracts received after January 31, 2020 must be paid in full. Submit contract to:

AACD
 402 West Wilson St., Madison, WI 53703
 exhibits@aacd.com • Fax 608.222.9540

EXHIBITOR INFORMATION

Company Name: _____
 Street Address: _____
 City: _____ State: _____ Zip: _____ Web site: _____
 Phone: _____
 Contact Name: _____ E-mail: _____

BOOTH SELECTION (please make booth selections in **DIFFERENT** locations of the hall)

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

The exhibitor does not wish to be in proximity of the following companies:

1) _____
 2) _____

_____	Corner booth(s)	10'x10' Corner	Early*	\$4300	\$ _____
_____	Corner booth(s)	10'x10' Corner	Standard	\$4600	\$ _____
_____	Inline booth(s)	10'x10' Inline	Early*	\$4000	\$ _____
_____	Inline booth(s)	10'x10' Inline	Standard	\$4300	\$ _____
_____	Table Top booth	6' Table	Early*	\$2000	\$ _____
	<small>(limited availability, sponsors only)</small>				
_____	Splash Zone Kiosk			\$3000	\$ _____
	<small>(limited availability, digital dental design technology)</small>				
				Total	\$ _____
				10% Corporate Member Discount	\$ _____
				50% Deposit*	\$ _____
				Balance Due	\$ _____

*Contract and full payment processed by January 31, 2020.

EXHIBITOR PRODUCT CATEGORIES *Select from product list.*

1) _____ 2) _____
 3) _____ 4) _____

All companies applying for exhibit space must complete and submit an application. The AACD will not process the application until the appropriate deposit is received. We also agree to remit any remaining balance in full on or before January 31, 2020. **10% discount for AACD Corporate Members. All payments received after January 31, 2020 are non-refundable.**

METHOD OF PAYMENT

I authorize AACD to automatically process any remaining balance due in January 2020 to the credit card provided.
 Please send an invoice for payment. Check #: _____ Amount \$ _____
 Credit card #: _____ Exp date: _____ Card Security Code: _____
 Name as it appears on credit card: _____
 Cardholder signature: _____

I/We have read and will abide by all provisions, terms and conditions published in the 2020 Exhibitor Guide, which the undersigned applicant agrees is in conjunction with this contract for booth space.

_____ Date: _____
Authorized Signature/Title

For AACD Use Only: Date Rec'd.: _____ Time Rec'd.: _____ Booth Assigned: _____