

Exhibition Regulations

AAOMS reserves the right to enforce these rules, regulations and standards, as well as to make final decisions on all matters covered or not covered in this prospectus. Permission to exhibit is predicated upon the agreement of the exhibitor to meet these guidelines.

1. AAOMS

The acronym "AAOMS" means the American Association of Oral and Maxillofacial Surgeons acting through its respective officers, directors, members, committees, agents, or employees acting for it in the management of the exhibition.

2. Exhibition Dates and Hours

The exhibition hall will be open to attendees during designated hours Thursday, Friday and Saturday, October 12-14, 2017. No exhibitor, nor any employee, agent or servant of an exhibitor, shall be permitted to enter the exhibition hall until 90 minutes before the official opening hour, nor allowed to remain later than 90 minutes after the official closing hour, except on the last day of the exhibition.

3. Exhibition Standards

AAOMS welcomes exhibitors to the AAOMS 99th Annual Meeting, as exhibits constitute an important means of keeping members informed of new and improved products and services for the provision of oral and maxillofacial care and services. Exhibits and promotional materials should be dignified and truthful, and designed to provide useful and reliable information. The exhibition of a product or service at the AAOMS annual meeting does not constitute an AAOMS endorsement of the product or service, or of the claims made.

Practitioners look to the evaluation and acceptance programs of the American Dental Association (ADA) and approval by the Food and Drug Administration (FDA). Drugs or devices that require pre-market approval from the FDA or that must comply with established product standards will not be eligible to exhibit unless FDA approval has been obtained or the appropriate product standard is met. AAOMS reserves the right not to sell space for the exhibition of any product or service that is at issue, in litigation with a government agency, or is the subject of an unfavorable or cautionary report or other reason at its sole discretion. An exhibitor who violates the above standards may be ineligible to participate in any future AAOMS exhibitions.

4. Permissible Exhibits/Product and Material Distribution

All business activities of the exhibitor at the AAOMS 99th Annual Meeting must be within the exhibitor's allotted exhibit space. In connection with distribution of product samples in the exhibitor's booth(s), these samples must be distributed at least two feet inside the booth. The serving or consumption of alcohol is prohibited. The use of propane, butane or other combustible bottled gas is prohibited. Helium balloons are not permitted.

Participating firms will be limited to those that have oral/maxillofacial directed products, equipment, or services. At the request of AAOMS, made at any time or times before or during the exhibition, exhibitor must promptly furnish AAOMS with sample products, packages, labels, advertising and promotional literature that would be or is being distributed before exhibitor will be eligible to participate or continue in the exhibition. AAOMS reserves the sole and absolute right to determine which firms and products are appropriate in its judgment for inclusion in the exhibition and to refuse, cancel or restrict any applicant or exhibit that AAOMS considers undesirable for any reason. This provision applies to exhibitor's conduct, articles, printed matter, samples, questionnaires or anything that AAOMS deems objectionable. If AAOMS decides that any of these do not meet its standards or are not suitable, the exhibitor must at once comply with AAOMS demands or can withdraw without refund.

5. FDA Regulation

Exhibitors are expected to abide by all applicable Food and Drug Administration (FDA) regulations. Exhibitors shall have available at their booths a letter from the FDA which describes the allowable use status of each product exhibited. Exhibitors are reminded of FDA restrictions on the promotion of investigational and pre-approved drugs and devices, and the prohibition on promoting approved drugs and devices for unapproved uses. It is the responsibility of the Exhibitor to see that all exhibit personnel are aware of and adhere to these rules.

In its sole discretion AAOMS may permit products that are not FDA approved for a particular use in humans or for use in oral and maxillofacial surgery or which are not commercially available in the U.S. to be exhibited but only when accompanied by the appropriate signs that indicate their status. The signs must be easily visible and placed near the product and on any graphics depicting the product. As appropriate, the following are signs that should be displayed:

- Cleared for marketing when intended for _____ (type of use) only.
- Device/product is not for distribution in the United States
- Device/product is limited by Federal Law for investigational use

The AAOMS Exhibitor Relations Committee members and show management will be monitoring the FDA status of products during the Meeting.

6. Space Assignment

AAOMS uses a point system for assigning booth space, as outlined under Booth Assignment Procedure. Booth assignments for the 2017 exhibition begin at the 2016 Annual Meeting Space Draw. Space will be assigned on a first-come, first-served basis until September 8, 2017. No booth space will be assigned without a completed application (sides A and B), a signed contract and full payment or deposit upon receipt of invoice.

7. Rates, Deposits and Refunds

Return the completed application (sides A and B) with full payment or deposit.

Booth space is charged at \$4,375 for a 10' x 10' booth space, which includes the mandatory \$175 fee for your company's inclusion in the AAOMS Virtual Exhibit Hall. Each additional 10' x 10' space is charged at \$4,200. There is also a charge of \$200 for each corner assigned.

Payment in full must be received for an assigned booth by April 7, 2017. Any booth not paid for by April 7, 2017 can/will be reassigned or released.

No refund will be given for space canceled after April 7, 2017.

8. Space Reassignment

All or any part of the space herein designated is subject to reassignment and rearrangement by AAOMS for the purpose of consolidation of display space or for any reason. AAOMS may also assign or reassign space to an exhibitor as it deems to be required by virtue of the need of exhibitor for water, drain, gas, electricity, air, steam, or other services and the availability, capacity and locations of these services. The judgment of AAOMS with respect to such reassignment or rearrangement of space shall be final although the total square footage occupied by exhibitor resulting therefrom shall not be reduced or increased substantially without the consent of exhibitor. If space is so reduced or increased, the amount of the rent payable shall be appropriately adjusted.

9. Subletting of Space

No exhibitor shall assign, sublet or apportion the whole or any portion of space allotted to any other exhibitor or person except to a parent, subsidiary, or affiliated corporation or business. Exhibitor remains fully responsible and liable under its contract for all activities of any person to occupy or use its space.

10. Liability

The exhibitor agrees that neither AAOMS, the Moscone Center nor any of their officers, directors, members, agents and employees, shall be held liable for any damage, loss, harm or injury to the person or property of the exhibitor or any of its officers, directors, agents or employees, resulting from theft, fire, water, accident or any other cause. The exhibitor shall indemnify, defend and hold harmless AAOMS, the Moscone Center, and their officers, directors, members, agents and employees, from and against any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees and expenses of whatever kind or nature, which might result from or arise out of any action or failure to act on the part of the exhibitor or any of its officers, directors, agents, or employees.

Exhibition Regulations (continued)

11. Use of Certain Property

Exhibitor will assume all costs arising from the use of patented, trademarked, franchised, or copyrighted music, materials, devices, processes or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend and hold harmless AAOMS, the city of San Francisco, CA, and their officers, directors, members, agents and employees from and against all claims, demands, suits, liabilities, damages, losses, costs, attorney's fees and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

12. Insurance

All property of the exhibitor is to remain under its custody and control in transit to or from or within the confines of the exhibition hall. **Exhibitors shall carry their own insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others. An original copy of the exhibitor's Certificate of Insurance must be submitted to AAOMS no fewer than 30 days prior to the move-in date. Exhibitor appointed contractors must submit a Certificate of Insurance with AAOMS and GES or be denied entrance to work on the exhibitor's behalf.** AAOMS shall not be obligated to carry any insurance for the benefit of exhibitors. See COI requirements for Cash and Carry Sales.

13. Exhibition Cancellation

If the exhibition hall is destroyed by fire or the elements, or by any cause, or if circumstances, in the opinion of AAOMS, make the holding of the exhibition impractical, AAOMS may in its sole discretion cancel the exhibition, but shall return the unused prorata portion of the rental fee. AAOMS is released from any and all claims for damages, which may arise in consequence thereof.

14. Seller's Permit, State of California (Business License)

The State of California requires that all exhibitors and other parties selling or taking orders for any merchandise on-site during the Annual Meeting must have a valid California Seller's Permit. It is the responsibility of each party selling merchandise or taking orders to comply with California law. To determine whether you must register and pay sales and use tax, see <http://www.boe.ca.gov/formspubs/pub77/>

For more information on the California Seller's Permit Application, visit the California State Board of Equalization website: www.boe.ca.gov.

- The California Sales permit application can be found here: <https://efile.boe.ca.gov/ereg/index.boe>.
- Permits also can be requested by phone from the Permit Request Line: (800) 400-7115, from TDD phones: (800) 735-2929 or from voice phones: (800) 735-2922.

15. Prohibitions

Distribution of promotional material outside of assigned exhibit space is prohibited. No promotional device may obstruct badges in any way. The serving or consumption of alcohol is prohibited. Exhibitors who violate this regulation may be ineligible to participate in future AAOMS exhibitions.

16. Violations

In the event of a violation, AAOMS has the right without written notice to terminate its contract with the exhibitor and to evict the exhibitor at the exhibitor's own risk and expense.

17. Services

Each exhibitor, as part of the contract with AAOMS, will be provided the following services free of additional charge: erection of necessary flame-proof draped backwalls and siderails of uniform style, an identification sign, aisle carpeting, program listing, general hall cleaning and hall security guard services.

In addition to all other payments provided in this contract, exhibitor agrees to pay for the following services at rates approved by AAOMS: handling of incoming or outgoing freight; labor and material to assist in setup, dismantling and maintenance of exhibit; electrical, including outlets; cleaning; Internet; telephone and furniture/accessories.

Independent contractors must conform to IAEE guidelines. All independent contractors must submit a certificate of insurance to the AAOMS exhibition manager thirty (30) days prior to the exhibition. All exhibit labor must comply with established labor jurisdictions..

18. Installation of Exhibits

Installation of exhibits is to take place from 9:00 am to 5:00 pm on Tuesday, October 10 and from 9:00 am to 6:00 pm on Wednesday, October 11. If set-up of any exhibit has not started by 4:00 pm on Wednesday, October 11, AAOMS shall have the right to order the exhibit to be erected and the exhibitor billed for all charges.

19. Removal of Exhibits

Exhibitors will complete arrangements for prompt pick-up of all outbound shipments and remove the exhibit at the time specified by AAOMS for removal of exhibits. All freight not called for within AAOMS' designated move-out time may be shipped by a carrier selected by the official service contractor and billed to the exhibitor.

All exhibits must remain intact until the official closing of the exhibition at 1:00 pm on Saturday, October 14. Exhibitors expressly agree not to begin packing or dismantling until such time. An exhibitor who violates this regulation may be ineligible to participate in any future AAOMS exhibitions.

20. Booth Construction and Arrangement

All exhibits must be confined to the spatial limits of their respective booths as indicated on the floor plan. (Note regulation #4 regarding sampling.) Back wall of booth is 8' high; side dividers are 3' high. Materials above 4' in height and placed within 10 linear feet of an adjoining exhibit may not be placed within 5' from the numbered aisle. Materials placed more than 5' from the back wall must be no higher than 4' from the floor.

No special signs, booth construction apparatus, equipment, lighting fixtures, etc. will be permitted to extend above 8' with the exception of island or peninsula spaces where height limitation is 18', and perimeter spaces where height limitation is 12'. However, cubic content of these booths must be approved in advance by AAOMS as ceiling heights throughout the exhibition hall may vary.

Exhibits shall be so installed that they will in no case project beyond the space allotted and floor covering must be confined to booth space and not project into the aisle. Exhibits shall not obstruct the light, view or space of others. Exhibitor shall be responsible for damage to property. No portion of the booth, or its related parts, contents or signage may be suspended from the ceiling of the exhibit hall without prior review and approval. **Review and approval of booth structures is required for Island, Peninsula and End-cap booths no less than 30 days prior to the exhibition.** Send booth plan with dimensions (height and width) to Valerie Wolf at vwolf@aaoms.org.

Refer to Booth Construction and Layout Requirements document for full details and pictures of booth structures.

21. Care of Exhibit Space

The exhibitor must, at its expense, maintain and keep in good order the exhibit space contracted. The exhibitor shall maintain and conduct the exhibit in a neat, clean, orderly and safe manner, and shall not do or allow anything to be done in, on or about the exhibitor's space that might adversely reflect on AAOMS. Exposed or unfinished sides and/or backs of exhibits and displays must be draped or finished as to present an attractive appearance when viewed from aisles or adjoining exhibits. All exhibits will be inspected during set-up and, at the direction of Exhibit Management, the decorator will install draping at the exhibitors expense to any part of the exhibit deemed objectionable by other exhibitors or Exhibition Management. **The exhibitor shall keep an attendant in its display during the hours the exhibition is open** and the exhibitor must surrender the space occupied by it to AAOMS in the same condition as it was at the commencement of occupation, ordinary wear excepted.

No signs or other articles may be affixed, nailed, or otherwise attached to walls, doors, drapery, etc., so as to deface or destroy them; likewise, no attachments may be made to floors by nails, screws, or other devices that may damage or mar them. If the space occupied by the exhibitor shall be damaged by the exhibitor or the exhibitor's agents, employees, patrons or guests, the exhibitor on demand shall pay such sum as shall be necessary to restore that space to the same condition it was in when first occupied by the exhibitor.

Exhibition Regulations (continued)

22. Flammable Materials

Flammable or other dangerous fluids, substances, materials, equipment or other items, the use of which is in violation of local regulations, shall not be used in any booth. Exhibitor must use flame-resistant decorative materials.

23. Inspections and Compliance With Laws

All materials, installations and operations of the exhibitor must comply with the requirements of all inspection and other governmental authorities having jurisdiction and with all applicable laws, ordinances and regulations.

24. Canvassing and Other Activities

No person, firm or organization not having contracted with AAOMS for the occupancy of space in the exhibition will be permitted to display or demonstrate its products, processes or services, or distribute promotional materials in or on the premises of the exhibition hall or official meeting location or in the Moscone Convention Center. Any infringement of this rule will result in the removal of the offending person.

Circulars or other promotional material may be distributed only from the exhibitor's assigned space. AAOMS reserves the right to discontinue distribution of materials.

PRIZE AWARDS, DRAWINGS, RAFFLES, LOTTERIES AND CONTESTS ARE ALLOWED AND MUST BE APPROVED IN ADVANCE BY AAOMS.

To download the Annual Meeting Giveaway and Drawing Approval Form, visit AAOMS.org/exhibits. An approval form is also included in the Exhibitor Service Manual.

AAOMS reserves the right to reject, cancel, remove or restrict exhibitors who, because of noise or any other reason, shall interfere with the best interests of the exhibition as a whole.

25. Booth Presentations

As a matter of safety and courtesy, all presentations, demonstrations and marketing/promotional activities, including meetings with customers and staff, must be confined to the exhibit space so as not to interfere with traffic flow in the aisles or encroach on neighboring exhibits. Adequate space/seating for presentations and demonstrations must be provided within the exhibitor's booth. AAOMS reserves the right to have the exhibitor discontinue any activity or dismantle any display/demonstration feature that interferes with normal traffic flow. To conduct a demonstration lecture within an exhibit, the exhibit space must be a minimum of 600 square feet and must be in a 20' x 30' configuration. Exhibitors are required to allocate adequate exhibit space near these gathering zones to conveniently accommodate company personnel and visitors.

Companies anticipating large crowds to gather are responsible for keeping the aisles around their spaces clear at all times. Linear exhibits do not qualify for demonstration lectures. The exhibitor must submit presentation plans for approval by AAOMS. A proposed

exhibit layout with seating diagram and sound system design must be included. The sound system must be designed with the speakers facing into the booth. In addition, the speaker volume must be kept to a respectable level as to not interfere with neighboring exhibitors. Any exhibitor who violates these rules will have its sound system deactivated for the duration of the meeting. AAOMS encourages all exhibitors to use a wireless sound system to hear the sales message.

26. Exhibitor Personnel

The exhibition is limited to individuals, business firms, agencies, manufacturers and dealers who have contracted and paid for space assignments. Each exhibitor shall furnish AAOMS with the names of its representatives. Exhibitors and their representatives are required to wear identification badges throughout the exhibition. The badges are not transferable, and AAOMS reserves the right to withdraw the use of any badge used to gain admission to the exhibition by any person other than the one for whom it was issued. Identification must be worn at all times by any person in the exhibition hall during set-up, exhibit hours and dismantling. All temporary labor must be registered as such. Employees of independent contractors must wear security identification at all times. Identification may be obtained at the Exhibitor Check-in counter or at the GES Exposition service desk. The exhibitor shall keep an attendant in its display during the hours the exhibition is open.

27. Exhibition Attendees

The exhibition is open to any person registered for the 99th Annual Meeting. An adult must accompany minors. AAOMS reserves the right to refuse to admit or to eject from the exhibition hall or from any space therein, any person or persons engaged in objectionable or undesirable behavior, and on the exercise of this authority the exhibitor, for itself, its officers, directors, employees and agents, hereby waives any right and all claim for damages against AAOMS, its officers, directors, members, agents and employees.

Representatives of non-exhibiting firms may not visit the exhibition without written permission from AAOMS. Written requests must be submitted to the exhibition manager no later than thirty (30) days prior to the exhibition. The AAOMS exhibition manager shall escort these individuals through the exhibition. No passes to the 99th Annual Meeting Exhibition will be granted onsite. No other persons, including those persons **otherwise eligible** to attend the exhibition and be on the exhibition floor, will be permitted to attend the exhibition for the purpose of demonstrating their products or distributing advertising materials outside of their paid booth space in the exhibition hall.

28. ADA CERP and ACCME Standards

AAOMS is recognized as a provider of continuing dental education by the American Dental Association Continuing Education Recognition Program (ADA CERP) and is accredited as a provider of continuing medical education by the Accreditation Council for Continuing Medical Education (ACCME). The AAOMS adheres to the ADA CERP Standards and Procedures and adheres to the ACCME accreditation requirements including the Accreditation Criteria, the ACCME Standards for Commercial Support and the ACCME Policies in its development and delivery of continuing medical and continuing dental education activities. AAOMS is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education. AAOMS must abide by all guidelines as set forth by the ADA CERP and ACCME.

29. ADA CERP and ACCME Guidelines for Corporate Support

In support of the Standard of Commercial or Promotional Conflict of Interest as set forth by the ADA CERP and the Standards of Commercial Support of Continuing Medical Education as set forth by the ACCME, and in order to maintain a clear separation of education and promotion, speakers at AAOMS educational sessions are prohibited from exhibiting products or services related to the content of their presentation(s). Speakers for the AAOMS educational program will be available for review on the AAOMS Web site at AAOMS.org.

30. Social Functions

Any social function sponsored by an exhibiting company must be approved by AAOMS. Exhibitors must submit a written request for any function that they wish to hold during the 99th Annual Meeting to the AAOMS exhibition manager no later than thirty (30) days prior to the meeting. **Social functions are allowed only during program-free hours (subject to change pending final conference schedule):**

Monday, October 9
3:30 pm - 12:00 midnight

Tuesday, October 10
4:30 pm - 12:00 midnight

Wednesday, October 11
9:00 pm - 12:00 midnight

Thursday, October 12
6:00 pm - 12:00 midnight

Friday, October 13
No Space Available

Saturday, October 14
3:00 pm - 12:00 midnight

Social functions in public space will not be permitted at any other times. Invitations shall be issued only to the 99th Annual Meeting registrants. It shall be made clear that these are unofficial functions. Any exhibitor who violates the above agreement may be ineligible to participate in any future AAOMS exhibitions. (See page 1 for more information.)

Exhibition Regulations (continued)

31. Educational Seminars

Educational Seminars can only be held on Sunday, October 8 and Sunday, October 15. Education and research are vital parts of the Association's mission and key aspects of its relationship with its fellows and members. Maintaining the integrity of the informational programs offered during AAOMS meetings is a legitimate interest of the association. Therefore, exhibitors agree not to conduct or sponsor seminars, lectures, clinics or other programs in the same geographic area as the AAOMS meeting concurrent with AAOMS programs. Because meeting sites vary, the association will determine the geographic coverage areas on a case-by-case basis. In accordance with AAOMS policy, if this condition is violated, the firm in violation may be denied exhibit space at AAOMS meetings for a period of five years. Admittance to GG-coded scientific sessions is permitted for all exhibitors who have an exhibitor badge. Please note all other session types excluded.

32. Governing Law and Jurisdiction

The exhibitor's contract shall be construed, interpreted, and governed according to the laws of the State of Illinois and the parties agree that in any action or proceeding arising under or related to this agreement, they shall be subject to the exclusive jurisdiction of the United States District Court for the Northern District of Illinois, Eastern division, or of the courts of the State of Illinois.

33. No Smoking Policy

Smoking in the exhibition hall, including lounge areas, is prohibited at all times.

34. Exhibition Advertisements

Exhibition of a product or service at the 99th Annual Meeting does not constitute AAOMS endorsement of the product or service or its promotional materials. As a condition of exhibiting at the 99th Annual Meeting, the exhibitor agrees not to include in any promotional materials the claim that it has exhibited at an AAOMS annual meeting or conference. AAOMS believes that such a claim may imply endorsement or may otherwise be deceptive. When referring to this exhibition in any printed context, such as advertising or direct mail promotions, the exhibitor shall specify the event name as The American Association of Oral and Maxillofacial Surgeons 99th Annual Meeting, Scientific Sessions and Exhibition. Use of the words "convention" or "trade show" as titles are inaccurate and inappropriate. Exhibitors are responsible for notifying their advertising and public relations staff.

35. Market Research and Surveys

Any exhibitor wishing to conduct market research or surveys during the 99th Annual Meeting Exhibition must adhere to the following:

- Surveys and questionnaires must be submitted for approval to the AAOMS exhibition manager no later than thirty (30) days prior to the exhibition.
- All surveys/questionnaires must be conducted within the confines of the exhibitor's booth.
- At no time may exhibit personnel leave their booth to encourage participation or to survey/question attendees.
- Market research companies must identify the names of the clients for whom they are conducting research.

Survey documents and any publication or results may not include the name of the American Association of Oral and Maxillofacial Surgeons or make any reference to the 99th Annual Meeting Exhibition which might cause respondents or readers to believe that AAOMS is endorsing, approving, or involved with the research. An exhibitor who violates the above guidelines is subject to penalties and may be ineligible to participate in any future AAOMS exhibitions.

36. General

These Regulations are to be construed as a part of the agreement between the exhibitor and AAOMS. AAOMS reserves the right to interpret all matters and questions not covered by these Regulations. These Regulations may be amended at any time by AAOMS and all amendments shall be equally binding on all parties affected by them as the original Regulations. In the event of any amendments or additions to these Regulations, written notice will be given by AAOMS to those exhibitors affected by them.

Exhibition Management Team

All exhibition correspondence and requests for information should be directed to:

American Association of Oral and Maxillofacial Surgeons
9700 West Bryn Mawr Avenue
Rosemont, IL 60018-5701
Web site: AAOMS.org/Exhibits

Valerie A. Wolf, MS, CEM, Exhibition Manager
Phone: 847/233-4316
E-mail: vwolf@aaoms.org

Dana O'Donnell, Exhibition Staff Associate
Phone: 847/233-4393
E-mail: dodonnell@aaoms.org

Lauren Oppe, Meetings and Exhibits Administrative Assistant
Phone: 847/233-4347
Email: loppe@aaoms.org



It's a great meeting - keep up the good work! -Hawaiian Moon



The American Association of Oral and Maxillofacial Surgeons recognizes the need to comply with the Americans with Disabilities Act