

# Dental Implant Conference Exhibition Regulations

## 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 **Dec. 6 to 7, 2019**. 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

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 2019 AAOMS Dental Implant Conference 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 of the American Dental Association, or for any 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 2019 AAOMS Dental Implant Conference 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 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, except that consumer items may be accepted for display where AAOMS considers it necessary for individuals to know of their availability and labeling in connection with education of the public. 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 any other thing 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 a refund.

## 5. Space Assignment

AAOMS uses a point system for assigning booth space, as outlined under Booth Assignment Procedure. All completed and signed contracts received by March 22, 2019, will be assigned under the priority point system and given priority ranking over contracts received after March 22. Exhibitors requesting available space after March 22 will be treated on a first-come, first-served basis, space permitting. Booth selection appointment times will be scheduled in mid-April. An exhibition waitlist will be activated if necessary.

## 6. Rates, Payments and Refunds

Booth space will be charged at \$3,148 per 8'x10' booth space. A mandatory \$150 Virtual Exhibit Hall fee is assessed to each contracted exhibitor. A \$200 fee will be charged for each corner assigned. One hundred percent of the total booth fee is due upon receipt of invoice. Full payment is due June 7, 2019, in order to continue to reserve booth space. **No refund will be given for space canceled after June 7, 2019.**

## 7. 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 also may assign or reassign space to 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 by exhibition management.

## 8. 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, with notification to the exhibit manager. Exhibitor remains fully responsible and liable under its contract for all activities of any person to occupy or use its space.

## 9. Liability

The exhibitor agrees that neither AAOMS, the Sheraton Grand Chicago, 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 Sheraton Grand Chicago, 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.

## 10. 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 Chicago, 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.

## 11. 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 prior to Nov. 1, 2019.** AAOMS shall not be obligated to carry any insurance for the benefit of exhibitors.

## 12. 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.

## 13. Order-Taking

Exhibitors will be allowed to take orders on the exhibit floor. However, no exchange of merchandise for payment will be permitted.

## 14. Prohibitions

Distribution of promotional gummed labels or badge stick-ons is prohibited. No promotional device may obstruct badges in any way. Animals are prohibited unless required by Americans with Disabilities Act.

## 15. 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.

## 16. 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, 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 service including outlets; booth cleaning service; telephone service and furniture/accessories and Virtual Exhibit Hall (VXH).

Independent contractors must conform to IAEE guidelines. All independent contractors must submit

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a certificate of insurance to the AAOMS exhibition manager 30 days prior to the exhibition. All exhibit labor must comply with established labor jurisdictions.

### 17. Installation of Exhibits

Installation of exhibits is to take place from 9 a.m. to 6 p.m. on Thursday, Dec. 5, 2019. **If setup of any exhibit has not started by 4 p.m., Thursday, Dec. 5, AAOMS shall have the right to order the exhibit to be erected and the exhibitor billed for all charges.** Once the exhibit hall is open, booths must be staffed at all times. *An exhibitor who violates this regulation may be ineligible to participate in any future AAOMS exhibitions.*

### 18. Failure to Occupy Booth Space

**Arrangements for a delayed booth setup must be submitted in writing to the exhibition manager prior to Dec. 2.** If any exhibit space has not begun setup by 4 p.m. on Thursday, Dec. 5, AAOMS shall have the right to order the exhibit to be erected and the exhibitor billed for all charges. If no prior arrangements have been made, the booth space will be forfeited and no refund will be granted. *An exhibitor who violates this regulation may be ineligible to participate in any future AAOMS exhibitions.*

### 19. Removal of Exhibits

**All exhibits must remain intact until the official closing of the exhibition at 3:15 p.m. on Saturday, Dec. 7. Exhibitors expressly agree not to begin packing or dismantling until such time.**

Exhibitors will complete arrangements for prompt pickup 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's designated move-out time may be shipped by a carrier selected by the official service contractor and billed to the exhibitor.

*An exhibitor who violates these regulations may be ineligible to participate in any future AAOMS exhibitions.* 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, in which case its liability shall be limited to a pro rata refund of the rental fee.

### 20. Booth Construction and Arrangement

All exhibits must be confined to the spatial limits of their respective booths as indicated on the floor plan. 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' of 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 peninsula spaces where height limitation is 10'. 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. The exhibit hall is carpeted. For safety reasons, cross aisle carpeting is prohibited. Due to space limitations, island booths

are prohibited. **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, or contents may be suspended from the ceiling of the exhibition hall.

### 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. The exhibitor shall keep an attendant in its display during the hours the exhibition is open. 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. 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 setup and, at the direction of Exhibit Management, the decorator will install draping at the exhibitor's 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 or risk sanction.

### 22. Flammable Materials

Flammable or other dangerous fluids, substances, materials, equipment or other items, the use of which is in violation of Cook County laws or 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 in the Sheraton Grand Chicago. 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. Distribution of large paper and plastic envelopes and small plastic shopping bags is permissible. AAOMS reserves the right to discontinue distribution

of materials that may be hazardous to the exhibit participants, offensive to AAOMS, or not contributing to the educational nature of the exhibition. *An exhibitor who violates this regulation may be ineligible to participate in any future AAOMS exhibitions.*

**PRIZE AWARDS, DRAWINGS, RAFFLES, LOTTERIES AND CONTESTS ARE ALLOWED WITH AAOMS APPROVAL. A GIVEAWAY FORM MUST BE COMPLETED AND SUBMITTED FOR APPROVAL.**

### 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 360 square feet and must be in an 18' x 20' 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 complete the required booth presentation approval form and submit it for approval by AAOMS. A proposed exhibit layout complete with seating diagram and sound system design must be attached. 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 for 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. **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. Badges must be worn at all times by any person in the exhibition hall during setup, exhibit hours and dismantling. All temporary labor must be designated. Employees of independent contractors must wear an EAC label at all times. Identification must be obtained at the GES Service Desk. **No refunds for badges will be given after Nov. 8, 2019.**

### 27. ACCME Requirements for Commercial Support

**ACCME AND ADA CERP Standards.** AAOMS is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing

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medical education and is recognized by the American Dental Association Continuing Education Recognition Program (ADA CERP) as a provider of continuing dental education. AAOMS complies with all commercial support guidelines as detailed in the ACCME Standards for Commercial Support and the ADA CERP Recognition Standards and Procedures. For further information, contact the AAOMS Department of Continuing Education at 847-678-6200.

In support of the ACCME Standards for Commercial Support, 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 website at [AAOMS.org](http://AAOMS.org).

### 28. Exhibition Attendees

The exhibition is open to any person registered for the 2019 AAOMS Dental Implant Conference. 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 30 days prior to the exhibition. No passes to the 2019 AAOMS Dental Implant Conference 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 in the exhibition hall.

### 29. Social and Educational Functions and Programs

Any social or educational function must be approved by AAOMS. Exhibitors must submit a written request for any social or educational function they wish to hold during the Dental Implant Conference to the AAOMS exhibition manager before Oct. 18, 2019. Social functions are allowed only during program-free hours. Deadline for Corporate Forums is July 1. All other exhibitor programs must be submitted for review by Oct. 18, 2019. Exhibiting companies may sponsor an educational seminar immediately prior to or immediately following the official dates of the Dental Implant Conference. Social or educational functions in public space will not be permitted at any other times. Invitations shall be issued only to the Dental Implant Conference registrants. It shall be made clear that these are unofficial functions. Exhibitors agree not to conduct or sponsor programs, 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. Refer to page 1 of this document for dates and times of these functions. *An exhibitor who violates this regulation may be ineligible to participate in any future AAOMS exhibitions.*

### 30. 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.

### 31. No Smoking Policy

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

### 32. Exhibition Advertisements/Marketing

Exhibition of a product or service at the 2019 AAOMS Dental Implant Conference does not constitute an endorsement of the product or service or its promotional materials. As a condition of exhibiting at the dental implant conference, the exhibitor agrees not to include in any promotional materials the claim that it has exhibited at a previous AAOMS Dental Implant Conference or other AAOMS-sponsored meeting. 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 Dental Implant Conference. 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.

### 33. Market Research and Surveys

Any exhibitor wishing to conduct market research or surveys during the Dental Implant Conference must adhere to the following:

- Surveys and questionnaires must be submitted for approval to the AAOMS exhibition manager no later than 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 Dental Implant Conference, which might cause respondents or readers to believe that AAOMS is endorsing, approving or involved with the research.

### 34. 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. *An exhibitor who violates this regulation may be ineligible to participate in any future AAOMS exhibitions.*

#### EXHIBITION MANAGEMENT TEAM

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

**Valerie A. Wolf, MS, CEM**

Exhibition Manager

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Secure fax: 847-678-6279



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