



EXHIBIT RULES & REGULATIONS

Exhibit & Contract Administration

1. Applicability. The Association's Exhibit Regulations are an official part of the exhibit application.
2. Interpretation. The Association, through its designated representatives, reserves the right to interpret the Regulations and to make final decisions on all points regarding the Regulations. All Exhibitor requests for permission to deviate from any of these Regulations should be submitted in writing for approval by ADEA.
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 **January 15, 2010**, will incur a **10%** service charge for the total booth rental. The remaining payment will be refunded to the exhibitor.
 - b. The Association will retain **100%** of the total booth rental if cancellation is made after the **January 15, 2010**, deadline.
 - c. If a commercial Exhibitor cancels, the privilege of the complimentary registrations per booth is no longer valid for use by company delegates, regardless of whether the cancelled exhibitor paid full booth rental.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 meeting, the Association reserves the right to use such space as they deem fit.
 - e. The Association reserves the right to cancel any contract with any Exhibitor at any time without cause prior to the meeting by delivering written notice at least 5 business days prior to the meeting. In addition the Association reserves the right to cancel the contract with Exhibitor for material breach of the provisions of this Agreement any time prior to or during the meeting; provided however the Association must deliver written notice of such breach and Exhibitor shall have a reasonable opportunity to cure such breach. If canceled for any reason other than an uncured breach of the provisions of these regulations, the Association shall pay liquidated damages to the Exhibitor in the amount of the total booth rental paid.
5. Full payment is due with the application to exhibit.
6. Use of the Association's names and logos 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 education, the practice of dentistry, or the promotion of the public's general health.
2. Exhibitors warrant that no live or recorded music protected by copyright will be performed on played in connection with the exhibit booth without first obtaining appropriate licenses from

performing rights organizations. Exhibitors agree to indemnify the Association from any liability resulting from failure to obtain such licenses.

3. Exhibitors must watch their own booths to be sure the noise levels from demonstrations or sound systems is kept to a minimum and does not interfere with others. Remember, the use of sound systems or equipment producing sound is an exception to the rule, not a right. ADEA Exhibition management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

4. Exhibitors will refrain from unethical and/or unfair business or sales practices.

5. Photocopying extracts 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.

6. Exhibitors are prohibited from photographing or examining other exhibit booths without permission from both the Association and the other Exhibitor(s). The Association reserves the right to photograph all exhibit booths for publicity purposes.

7. 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.

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 an individual's conduct or appearance is unacceptable.

3. Commercial Exhibitors are eligible to receive four complimentary registrations per booth, for use by its employees only. Complimentary registrations are not transferable to non-employees or consultants.

4. 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.

Samples & Souvenirs

1. Distribution of advertising matter by representatives of firms that 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.

Space Utilization

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. Reassignment, subletting, or sharing any part of allotted booth space is prohibited.

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' x 10' space on the exhibit floor, but is warranted to be approximate.
7. The maximum height for a standard booth is 8'. The maximum height for an island booth is 18'. 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 must not exceed 36" to prevent any obstructions that would interfere with the view of the other booths. High counters must be placed at least 2' 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. Exhibitors needing to use equipment that conflicts with the aforementioned regulations must submit a sketch to Simone Smith at the American Dental Education Association and receive written approval.
8. Should spectators or samplers interfere with normal traffic flow in the aisle or overflow into neighboring exhibits, ADEA Exhibition management will have the right to require that the presentation or sampling be moved or eliminated.
9. Exhibitors who need to store boxes behind their display must keep them out of the attendees' line of sight for a professional appearance. Should storage boxes interfere with the professional appearance of the hall or contradict fire marshal regulations, show management reserves the right to remove the boxes/materials or drape the area at the Exhibitor's expense.
10. Live animals will not be allowed on the exhibition floor without prior written permission from ADEA.
11. The hall has accessible street-level loading docks. Ceiling height in the exhibit hall is 30'.
12. Sufficient light is provided for adequate illumination of the area. Individual electrical outlets are not included in the cost of the booth.
13. All exhibitors will be required to carpet booth space.

Exhibitor Services

1. Arrangements will be made to maintain in or near the exhibit area an Exhibitor Service Desk staffed by the official contractor throughout the exhibition installation, operation, and dismantling periods.
2. A service order kit will be sent to all exhibiting companies on or about **November 20, 2009**. The kit contains forms and rates of the various services offered by the official contractors. Included are drayage, audiovisual, booth furnishings, labor and electrical. Please note that all Exhibitors must purchase carpet for booth space. Details will follow in the Exhibitor's service kit.
3. If you have any questions regarding your service kit, please contact Levy Exposition Customer Service at 253-437-0031.

Security and Liability

1. Exhibitors will carry liability insurance on their exhibits at their own expense. The insurance will be for a single limit of not less than two million dollars for the Exhibitor's employees, agents, contractors, representatives, and invitees present at the Exhibition in the following category: Broad Form General Liability. The Association accepts no liability whatsoever for the exhibit personnel or materials, beyond reasonable care. "Exhibitors shall provide Association with a Certificate of Insurance, if requested to do so."

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 and its management, the Association's 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 furnished by ADEA throughout the closed hours of the Exhibition commencing with the installation of the exhibits and ending with the final hours of move-out.

6. In their own interest, Exhibitors are required to keep an attendant in their booths during the exhibit hours. ADEA is not responsible for any loss at any time during the Exhibition.

7. After exhibit hours, only those Exhibitors properly identified and with permission from ADEA may enter the exhibit area. Otherwise, Exhibitors may not have access to the exhibit area until one hour prior to the daily opening of the exhibit hall and one hour after exhibit hours each day.

8. In the event the meeting/Exhibition cannot be held because of fire, strike, natural disaster, or other circumstances of acts of god beyond the control of the Association, this contract shall not be binding. Refunds will be provided.

Safety

1. The Exhibitor agrees that the first priority of all personnel in the booth shall be the safety of those attending the booth before, during, and after the exhibition's open hours.

2. Only fireproof materials which 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.

3. No combustible decorations such as crepe paper, tissue paper, cardboard, or corrugated paper shall be used at any time.

4. Storage of loose scrap materials, packing materials, etc., is not permitted unless within sealed containers.

5. Should an Exhibitor desire to use X-ray, high-voltage, or laser equipment during the exhibition or wish to have demonstrations involving potentially hazardous byproducts, such as dust, fumes, sparks, or flames, an exchange of letters agreeing to parameters and procedures will be required between the Association and the Exhibitor prior to approval being granted. This agreement must be signed no later than 60 days before the Exhibition.

6. All product demonstrations involving any moving and potentially hazardous machines, displays, or parts must have hazard barriers to prevent accidental injury to spectators.

7. Demonstrations must always be supervised by exhibitor personnel who can stop the demonstration in the event of an emergency.

8. Any or all electrical equipment used in conjunction with the display's installation, operation, and dismantling should be in good operable condition and able to pass the inspection of the local fire underwriters inspection bureau.

Other

1. Exhibitors will ensure that all of their representatives are fully cognizant of and abide by the Association's Exhibit Regulations.
2. The Association 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. The exhibit area will be open for setup on Sunday, February 28, 10 a.m.-5 p.m., and Monday, March 1, 8 a.m.-11 a.m. Exhibitors must have the installation of their display completed and be in their booths, ready for opening, by 11:30 a.m. on Monday, March 1.
5. Firms not occupying their space by the mandatory time of completion shall forfeit the use of that assigned space. ADEA reserves the right to use the space without further obligation, e.g., refund, loss of business, disparagement, or liability. If freight is in a booth that is not set up by 10:30 a.m., ADEA reserves the right to mandate a forced set, at the Exhibitor's expense, without claiming any liability for the Exhibitor's freight.
6. 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.
7. The packing of merchandise and dismantling of displays shall not start until after **3 p.m. on Tuesday, March 2**. Empty crates and cartons will not be delivered until that time. Arrangements for the use of exhibitor services (e.g., labor, shipment of exhibit materials from the Exhibition Hall) shall be made well in advance of the Exhibition's closing March 2.
8. **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.**