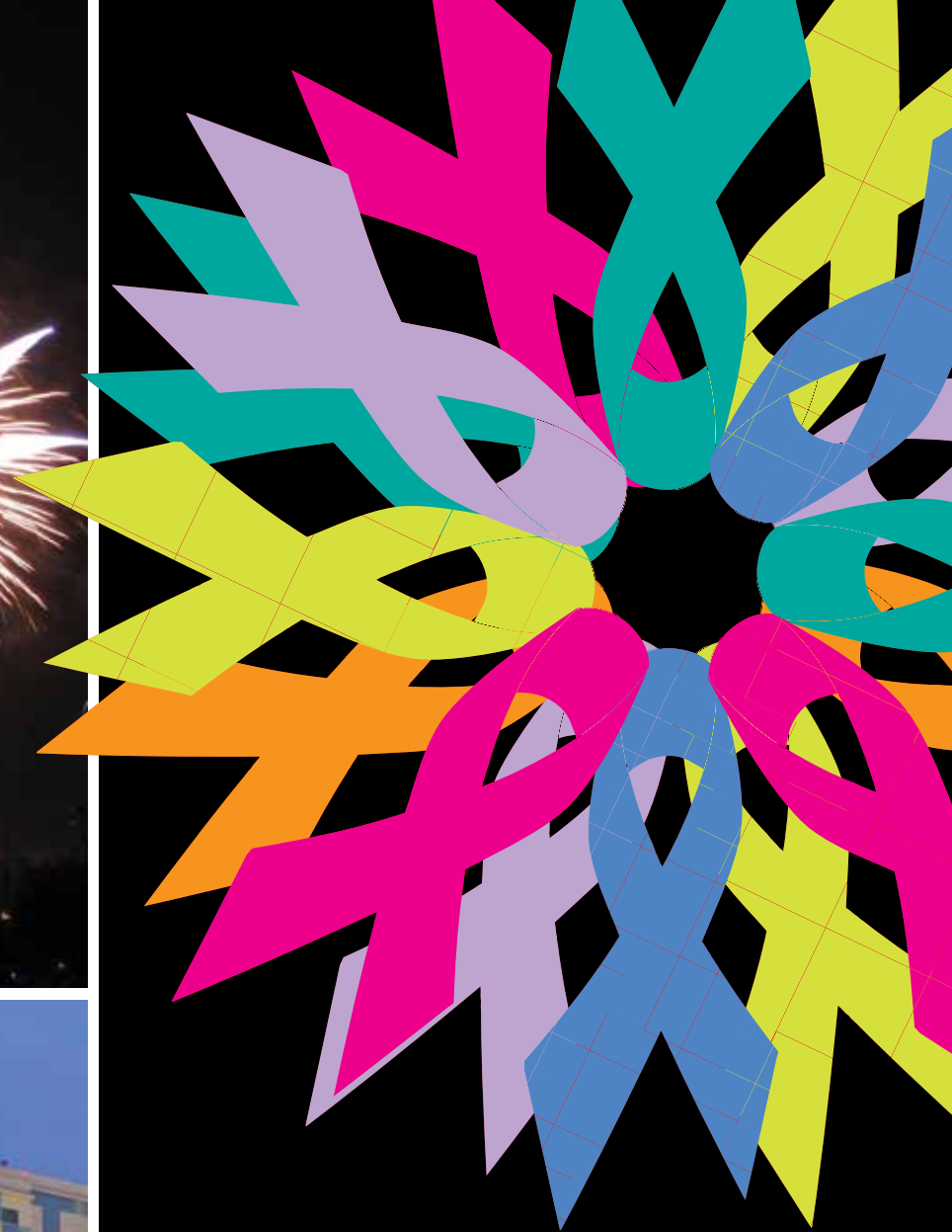


ADEA | AMERICAN
DENTAL
EDUCATION
ASSOCIATION



ORLANDO
FLORIDA



2012

ADEA

Annual Session & Exhibition

EXHIBITOR'S PROPECTUS

Orlando, Florida

March 17-21

Hilton Orlando Bonnet Creek

BENEFITS FOR EXHIBITORS

As an exhibitor at the ADEA Annual Session & Exhibition you will get the opportunity to:

- Present your products and services to thousands of current and prospective clients
- Connect with key decision makers in the dental education industry, including deans and faculty from U.S. and Canadian allied, advanced, and predoctoral dental education programs
- Two hours of non conflicting scheduling over exhibit hall hours each day

- Lunch in the exhibit hall from Noon to 2:00 p.m. each day for all registered attendees
- Get the most from exciting event activities, including poster presentations, the ADEATechExpo, and prize drawings that are sure to increase traffic and attendance at your booth
- Interact face-to-face with your target audience. Begin to build lasting relationships, or strengthen existing ones.

Past exhibitors include Colgate-Palmolive Co., Brasseler USA, Exan Enterprises, Medical Protective Company, The Procter & Gamble Company, and many others.

EXPOSURE

Showcase your company's products and services, as well as your commitment to dental education, at the premier event in academic dentistry!

Participate in the Exhibit Hall raffle – ADEA would like each exhibitor to contribute at least one item to the ADEA Exhibit Hall raffle. Each ADEA Annual Session & Exhibition registrant will receive a card that must be stamped by 20 exhibiting companies. Completed cards can be entered in a raffle for a chance to win prizes. If you are interested in participating, please email Simone Smith at smiths@adea.org.

ADEA Exhibitor Outreach Program (New) - Donate samples, giveaways, and display products remaining at the end of the 2012 ADEA Annual Session & Exhibition to those in need in the Orlando community. Heart of Florida United Way operates a Gifts in Kind Center that will collect donated merchandise and materials for redistribution to local nonprofit health and human service agencies and school PTAs. This outlet for tax-deductible business donations is NEW for the 2012 ADEA Annual Session & Exhibition. Save shipping costs, help ADEA give back to its host city, and be recognized among attendees pre- and post-event. If you are interested in participating, please email Simone Smith at smiths@adea.org.

	Corporate Exhibitor	Educational Exhibitor
10'x10' booth package: booth frame with an 8-foot-high back drape and a 36-inch-high draped side divider, a 6-foot draped table with two chairs and a wastebasket <i>ALSO!</i> The exhibit hall is carpeted	See information under exhibitor type	✓
Complimentary full registration	✓	See information under exhibitor type
Dedicated Exhibit Hall hours	✓	✓
Listing in the 2012 ADEA Annual Session & Exhibition program	✓	✓
Access to the exhibitor lounge	✓	✓
24-hour security from move-in to move-out	✓	✓
<i>NEW!</i> Participate in the ADEA Community Outreach Program	✓	✓
Participation in Exhibit Hall raffle	✓	✓
ChirpE Interactive floor plan listing <i>NEW!</i> add logos to your exhibitor profile	✓	✓

CHIRP-E INTERACTIVE FLOOR PLAN LISTING

Through the ChirpE smartphone application, each exhibitor receives a complimentary listing in the Interactive Floor Plan. Through the Interactive Floor Plan, attendees have access to all exhibiting organizations' profiles and locations well in advance of the meeting, so they can plan their visits to the Exhibit Hall.

ANCILLARY MEETINGS/RECEPTIONS

If you need space at the Hilton Orlando Bonnet Creek for a meeting, reception, or event, please contact Ms. Monique Morgan at 202-289-7201, ext. 186, or morganm@adea.org.

EXHIBIT FEES (BASED ON EACH 10'x10' BOOTH):

- ADEA Corporate Member: \$3,800
- ADEA Educational Member: \$600
- Corporate Nonmember: \$5,000
- Educational Nonmember: \$650

EXHIBITOR TYPES

Educational Exhibitor (non-commercial, not for profit, academic institution, or school)

ADEA Educational Member: \$600 per 10'x10' booth
Educational Nonmember: \$650 per 10'x10' booth

ADEA invites associations, nonprofit organizations, and academic or educational institutions to exhibit. An Educational Exhibit is presented by one of these organizations or institutions to demonstrate the wide range of interests, activities, and opportunities related to dental education. This exhibitor does not explicitly offer any product or service for sale, either in the exhibit or by the applicant organization.

Educational Exhibitors do NOT receive complimentary registration. All booth personnel for educational exhibits must register for the meeting and pay the appropriate registration fee. No educational exhibitors who serve as booth representatives may register as a "Guest."

All exhibits must be staffed during regular exhibitor hours (see rules and regulations for specifics).

Individual members from ADEA Member Institutions do not qualify for the ADEA Corporate Member booth rate.

What's included in the booth rental?	Educational
One 10'x10' booth includes a standard booth frame with an 8-foot-high back drape, a 36-inch-high draped side divider, a 6-foot draped table, two chairs, and a wastebasket	✓
An identification sign with your company name and booth number	✓
Security services from exhibitor move-in through move-out	✓
Organization names listed in the official program (if full payment is received before the December 9, 2011, deadline)	✓

Corporate Exhibitor (for profit)

ADEA Corporate Member: \$3,800 per 10'x10' booth
Corporate Nonmember: \$5,000 per 10'x10' booth

Commercial Exhibitors are eligible to receive four complimentary registrations per booth, for use by registered company employees who are staffing the booth. The registrations are not limited to the Exhibit Hall, and exhibitors are encouraged to participate fully in the 2012 ADEA Annual Session & Exhibition programming. All exhibitors have full access to

the ADEA meeting (excluding ticketed events, which are available at an additional cost).

Please note that to receive the ADEA Corporate Member rate, you must be an ADEA Corporate Member at the time space is reserved. Individual members from ADEA Member Institutions do not qualify for the ADEA Corporate Member booth rate.

All exhibits must be staffed during regular exhibitor hours (see rules and regulations for specifics).

What's included in the booth rental?	Corporate
One 10'x10' booth includes a standard booth frame with an 8-foot-high back drape and a 36-inch-high draped side divider	✓
An identification sign with your company name and booth number	✓
Security services from exhibitor move-in through move-out	✓
Four complimentary registrations per 10'x10' booth	✓
Organization names listed in the official program (if full payment is received before the December 9, 2011, deadline)	✓

EXHIBIT SCHEDULE

EXHIBITION DATES

March 17 -21, 2012

EXHIBIT HALL SCHEDULE*

EXHIBITOR MOVE-IN

Sunday, March 18, 2012 11:00 a.m. – 5:00 p.m.

Monday, March 19, 2012 8:00 – 11:00 a.m.

EXHIBIT HOURS

Monday, March 19, 2012 Noon – 4:00 p.m.

Tuesday, March 20, 2012 Noon – 4:00 p.m.

(lunch in the exhibit hall each day from Noon to 2:00 p.m.)

DISMANTLE AND MOVE-OUT

Tuesday, March 20, 2012 4:00 – 8:00 p.m.

Exhibits must be completely installed by 11:00 a.m., Monday, March 19, and must remain intact until 4:00 p.m. on Tuesday, March 20. Dismantling will begin at 4:05 p.m. on Tuesday.

*Hours subject to change. Exhibitors will be notified in writing if any changes are made.

APPLICATION PROCEDURES

Booths are reserved online on a first-come, first-served basis. Full payment of the exhibit fee is due with your online application to secure exhibit space. Check payments should reach our office two weeks after completing the online application to exhibit. If payment is not made within the two-week period, the booth(s) will be released for general sale.

Please read the rules and regulations starting on page 6 before submitting your application. ADEA reserves the right to deny exhibit space.

Please be sure to fill out both the print and online profiles when filling out your application. You can also upload your company logo.

CANCELLATIONS

If written notice of cancellation or space reduction is received by Friday, January 13, 2012, the rental fee will be refunded less 25% of the contracted booth space. No refunds, cancellations, or space reductions postmarked after Friday, January 13, 2012, will be accepted.

REGISTRATION OF BOOTH PERSONNEL AND HOUSING

All participants affiliated with exhibits must be registered. Each person will be issued an exhibitor's badge and must be employed by the exhibitor. All exhibiting booth personnel **MUST** register before making hotel reservations. In order to register booth personnel and make hotel reservations in advance of the meeting, online registration must be completed for each person prior to the registration and housing deadline. Booth personnel registration and housing will open in November and a registration link will be emailed to you by J. Spargo. Housing information will be posted on the ADEA website.

DATES TO REMEMBER

September 2011 – January 2012

Booth assignment notification letters will be emailed on an ongoing weekly basis.

December 2, 2011

Exhibitor Service Kits will be emailed by Levy Exposition to all exhibiting companies.

December 9, 2011

In order to have your company's name, booth assignment, and description listed in the 2012 ADEA Annual Session & Exhibition printed program, you must complete the exhibitor online application and make payment in full by December 9, 2011. (For applications received after December 9, 2011, your information will be printed in an addendum to the program that appears with the first-day issue of the ADEA Annual Session Daily News).

January 6, 2012

Deadline for advertising insertion orders for the 2012 ADEA Annual Session & Exhibition printed program.

January 6, 2012

Deadline for submitting raffle items for the ADEA Exhibit Hall raffle program.

January 13, 2012

Deadline for requesting exhibitor booth cancellation with a refund (minus the 25% penalty).

February 24, 2012

Deadline for ALL "early bird" registration (including exhibitors).

February 24, 2012

Deadline for making hotel reservations at the Hilton Bonnet Creek.

February 24, 2012

Deadline for all registration cancellations

March 2, 2012

Deadline for registering online (including exhibitors)

March 18, 2012

11:00 a.m. – 5:00 p.m.: Exhibitor move-in

March 19, 2012

8:00 – 11:00 a.m.: Exhibitor move-in

Noon – 4:00 p.m.: Exhibit Hall is open (lunch will be available from noon to 2:00 p.m.)

March 20, 2012

4:00 – 8:00 p.m.: Dismantling and move-out

CONTACTS:

If you have questions regarding exhibits, please contact:

Simone Smith, Meetings Manager (Exhibits)

American Dental Education Association
1400 K Street, NW, Suite 1100
Washington, DC 20005
Phone: 202-289-7201
Fax: 202-239-3682
Email: smiths@adea.org

Decorator Services

Levy Show Services Inc.
12340 Horseshoe Way
Richmond, BC, V7A 4Z1
Canada
Tel: 604-277-1726
Fax: 604-277-1736
www.levyshow.com



RULES & REGULATIONS**BOOTH ASSIGNMENTS**

Booth space in the Exhibit Hall is available on first-come, first-served basis after the reservation link is emailed to prospective exhibitors. Booth space can only be reserved online. All booths are shown on the online floor plan.

ADEA reserves the right to revise the floor plan if necessary. ADEA also reserves the right to refuse space to any applicant that, in the opinion of ADEA, is unlikely to contribute to the overall focus of the 2012 ADEA Annual Session & Exhibition.

If any exhibitor is not set up by 11:00 a.m. on Monday, March 19, 2012, ADEA reserves the right to reassign the space to another exhibitor or to make other use of the space as deemed necessary or appropriate, with no refund being made to the original contracting exhibitor. Any charges incurred by ADEA for necessary changes to an unoccupied exhibit booth after 11:00 a.m. on Monday, March 19, 2012, shall be borne by the original contracting exhibitor.

BOOTH CONSTRUCTION

The standard booth equipment provided to the exhibitor will include an 8-foot-high draped back wall and 3-foot-high draped side dividers in gray. All exhibitors must remain within the confines of their own exhibit space, and no exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view or disadvantageously affect the display of other exhibitors.

A **Standard Linear Booth** is one or more standard booth units in a straight line. In the area 5 feet forward from the rear of the booth, display material may be placed up to a height not exceeding 8 feet from the floor.

A **Perimeter Booth** is an exhibit booth located on the outer perimeter of the exhibit floor. In the area 5 feet forward from the rear of the booth, display material may be placed up to a height not exceeding 8 feet from the floor, remaining accessible from all sides. The reverse side of any wing panel extending from the back wall of the display must be draped in order to avoid a raw exposure to a neighboring booth. This refers to pop-up background displays where the unfinished back side of the display can be seen from the exhibit side. If the exhibitor does not comply with the above standards, ADEA will have the decorator drape the area and bill the exhibitor.

An **Island Display** must allow 40% visibility on each side. The 8-foot height restriction is waived for island displays, which are subject to a 10-foot height restriction for booth construction and logos or company identification, except where limited by facility ceiling height.

Height restrictions include not only booth construction but also the height of equipment, furnishings, personnel, or guests. Exhibits not conforming to these specifications, or whose design, operation, or other features are deemed objectionable by the sole discretion of ADEA, are prohibited.

BOOTH CANCELLATION

If written notice of cancellation or space reduction is received by January 13, 2012, 25% of the booth rental will be refunded. No refunds will be allowed for cancellation or space reduction after January 13, 2012. Booths reserved after this date will not be eligible for a refund.

EXHIBITOR'S REPRESENTATIVE

The exhibitor will name one individual as its duly authorized representative in charge of the exhibit. This individual will assume responsibility for all negotiations with ADEA and the official meeting general service contractor. In addition, this individual will receive all official correspondence from ADEA referring to the exhibit and will be responsible for communicating this information to registered personnel from the exhibiting company and other third-party contractors.

EXHIBIT PERSONNEL

All participants affiliated with an exhibit must be employed by the exhibitor. Each person must register and will be issued an exhibitor's badge.

Badges must be worn at all times in the Exhibit Hall. Any misuse or exchange of badges will result in expulsion of the representatives from the Exhibit Hall and surrounding areas.

EXHIBITOR SERVICES

A service order kit will be emailed to all exhibiting companies on or about December 2, 2011, or when a booth is reserved after that date. The kit contains forms and rates of the various services offered by the official contractors. Included are drayage, audiovisual services, booth furnishings, labor, and electrical services.

Sufficient light is provided for adequate illumination of the exhibit floor. Individual electrical outlets are not included in the cost of the booth.

Arrangements will be made to maintain an Exhibitor Service Desk in or near the Exhibit Hall. The Exhibitor Service Desk will be staffed by the official contractor throughout the exhibition installation, operation, and dismantling periods.

If you have any questions, regarding your exhibitor service kit, please contact Levy Exposition Customer Service at 253-437-0031.

UNOCCUPIED BOOTH

Any Exhibitor that fails to occupy its assigned exhibit space by the end of published set-up hours, leaves its exhibit space unattended during show hours, or begins the dismantling of exhibit space prior to the close of the show by ADEA, may forfeit its right to the exhibit space and its eligibility to exhibit at future ADEA events. If the booth cannot be staffed until the official closing time, the exhibitor must pay the official exhibition decorator to dismantle the booth at labor costs listed in the service kit. All personnel in exhibit booths are required to display proper name badges throughout move-in, show hours, and move-out. Security guards will check badges on all exhibit representatives.

ADMISSION

ADEA shall have sole control over all admission policies at all times. Any person visiting the exhibits or attending any function of the 2012 ADEA Annual Session & Exhibition will be required to register and wear an appropriate badge while in attendance. Exhibitors are permitted inside the Exhibit Hall ONE hour prior to show opening each day in order to prepare their booths.

Individuals under the age of 18 are not allowed in the Exhibit Hall at any time.

SUBLETTING OF EXHIBIT SPACE AND PROHIBITED USES

Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them. Exhibitors cannot exhibit, display merchandise, or distribute advertising materials for any products or services that are not a part of the exhibiting organization's regular product or service line.

All aisle space is under the control of ADEA and shall not be used for exhibit or demonstration purposes.

DIRECT SELLING

Exhibitors are not permitted to fulfill orders on the exhibit floor. Under no circumstances shall any delivery of goods or items or exchange of merchandise for payment be permitted.

Contests, lotteries, raffles, games of chance, and display or promotion of special discount offers are strictly prohibited.

PROMOTIONAL ITEMS AND ACTIVITIES

Items distributed at exhibit booths that contribute to the educational requirements of attendees are preferred. All items must be small in size. They may be imprinted with a company name, product name, or both, and their value should not exceed the cost of registration. ADEA's name, the name of the 2012 ADEA Annual Session & Exhibition, the ADEA logo, and the meeting graphic may not be used without permission. All literature must be distributed from within the booth space assigned.

Distribution of advertising matter by representatives of firms that are not official exhibitors is strictly forbidden.

MUSIC LICENSING/AUDIO PRESENTATIONS

The exhibitor is responsible for securing any and all necessary licenses or consents for a) any performances, displays, or other uses of copyrighted works or patented inventions, and b) any use of any name, likeness, signature, voice or other impression, or other intellectual property owned by any third party that is used (directly or indirectly) by the exhibitor. The exhibitor agrees to indemnify, defend, and hold ADEA harmless from and against any claim of liability and any incident or resulting loss, cost, or damage (including costs of lawsuit and attorney's fees) for failure to obtain these licenses or consents or for infringements or other violations of the property rights or the rights of privacy or publicity of any third party. The use of loudspeakers, recording equipment, television sets, computers, radios, or any machinery or device of sufficient volume to annoy neighboring exhibitors will not be permitted.

PHOTOGRAPHY/VIDEOTAPING/AUDIOTAPING

Only the official ADEA photographer may take photographs, video, or audio recordings of and in the Exhibit Hall. Exhibitors may photograph or videotape from the confines of their own booth during non-exhibit hours. Photographing any exhibit or presentation other than one's own is strictly prohibited.

COMPLIANCE WITH APPLICABLE LAW

The exhibitor represents and warrants that it shall be in full compliance with all applicable governmental laws and regulations.

PROFESSIONAL STANDARDS

Exhibitors are prohibited from conducting demonstrations involving invasive procedures on patients or other live models.

Employees of an exhibitor will dress in a professional, businesslike manner and maintain reasonable standards of cleanliness, orderliness, and decorum. ADEA reserves the right to require an exhibitor to remove an exhibit representative or employee if ADEA deems that an individual's conduct or appearance is unacceptable.

ACCESSIBILITY FOR PERSONS WITH DISABILITIES

The representatives of each exhibiting company will be responsible for making their exhibits accessible to persons with disabilities as required by the Americans with Disabilities Act. It is understood that ADEA will be held harmless by the exhibiting company for the failure of its representatives to comply with the requirements as stated in the Americans with Disabilities Act.

SECURITY

ADEA will provide 24-hour guard service in and around the Exhibit Hall from installation through dismantling, and will exercise reasonable care for the protection of exhibitors' materials and displays. The furnishing of such service is in no case to be understood or interpreted by exhibitors as a guarantee against loss, theft, or damage of any kind. ADEA or its officer, agents, or staff members, as well as the official general service contractor, will not be liable for the safety of the exhibitors' property, agents, or employees from theft, damage by fire or accident, or any other cause. Exhibitors wishing to insure their exhibit materials, goods, or wares of exhibits against theft, damage by fire, accident, or loss of any kind must do so at their own expense.

LIMITATIONS AND LIABILITY

Exhibitors or their agents may not allow any articles to be brought into the Exhibit Hall or permit any act to be performed on the premises which would invalidate the insurance or increase the premium of the policies held by the management of the Hilton Bonnet Creek and ADEA, nor permit anything to be done by their employees or agents through which the premises, property, or equipment of ADEA, the official general services contractor, the Hilton Bonnet Creek, or other exhibitors will be damaged. The exhibitor, the exhibiting company, or both will be held liable for any damage resulting from such violation. All space is leased subject to these restrictions. ADEA has the right to terminate an exhibitor's rights pursuant to this contract at any time after discovery of a violation of this provision. The exhibitor agrees to protect, save, and keep ADEA, the Hilton Bonnet Creek, and the official general services contractor forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor or his or her employees or agents, as well as to strictly comply with the applicable terms and conditions contained in the agreement between ADEA, the occupied hotels, and the official general services contractor regarding the exhibition premises. Further, the exhibitor shall at all times protect, indemnify, save, and keep harmless ADEA, the Hilton Bonnet Creek, and the official general services contractor against and from any and all loss, cost, damage, liability, or expense which arises out of, from, or by reason of any act or omission of the exhibitor or his or her employees or agents.

Exhibitors will carry liability insurance on their exhibits at their own expense. The insurance will be for a single limit of not less than \$2,000,000 for the exhibitor's employees, agents, contractors, representatives, and invitees present at the exhibition in the following category: Broad Form

General Liability. Exhibitors shall provide ADEA with a Certificate of Insurance, if requested to do so.

FIRE REGULATIONS

All materials used in the exhibit area must be flameproof and fire resistant, to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Crepe paper or corrugated paper (flameproof or otherwise) will not be permitted. All displays are subject to inspection by the Fire Prevention Bureau. Any exhibits or parts thereof found not to be fireproof may be ordered dismantled. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed. Absolutely no storage of any kind will be permitted behind an exhibitor's booth.

VIOLATIONS

Each exhibitor and his or her agent and employees agree to abide by the contract conditions and rules and regulations set forth herein, as well as any subsequent amendments or interpretations. Violation of any of these regulations on the part of the exhibitor or his or her employees or agents shall annul the right to occupy space, and such exhibitor will forfeit to ADEA all monies which may have been paid. Upon evidence of violations, ADEA may reenter and take possession of the space occupied by the exhibitor, and may remove all personal items at the exhibitor's risk. The exhibitor shall pay all expenses and damages that ADEA may incur thereby. In addition, ADEA may refuse to permit the exhibitor to participate in future meetings or events.

FORCE MAJEURE

In case the premises of the Hilton Bonnet Creek shall be destroyed or damaged; the 2012 ADEA Annual Session & Exhibition fails to take place as scheduled or is interrupted or discontinued; or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any government agency, or any other reason beyond the reasonable control of the Hilton Bonnet Creek or ADEA, this contract may be terminated by ADEA. In the event of such termination, the exhibitor waives any and all damages and claims for damages and agrees that the sole liability of ADEA shall be to return to each exhibitor his space payments, less his pro rata share of all costs and expenses incurred and committed by ADEA.

OFFICIAL CONTRACTORS

ADEA designates official show contractors to provide various services to the exhibitor. Such contractors provide all show services other than supervision. The exhibitor shall provide only the material

and equipment owned by the exhibiting company and that is to be used in the exhibit space. All other items used in the booth must be procured only through official show contractors.

UNION LABOR

Exhibitors are required to observe all union contracts in effect among show management, official contractors, facilities, and various labor organizations represented. Any labor required for installation, dismantling, decoration, or use of equipment must be ordered through the official general services contractor. Tipping is strictly forbidden for any personnel providing services to exhibitors.

EXHIBITOR-APPOINTED CONTRACTORS

An Exhibitor-Appointed Contractor is any company other than the designated official show contractors listed in the Service Order Kit who provides a service (display installation or teardown, florist, photographer, audiovisual, etc.) and needs access to the Exhibit Hall at any time during the installation, show dates, or dismantling. Exceptions to using the official show contractors will be granted only if such exception does not interfere with or prejudice the orderly installation, interim services, or dismantling of the exhibit. No exception will be granted if inconsistent with the commitments made and obligations assumed by ADEA in any contract with service contractors or in its agreements with the Hilton Bonnet Creek. For services such as electrical, plumbing, telephone, data lines, cleaning, food and beverage, water or drainage, compressed air, and drayage, no exception will be made and the official show contractors designated by ADEA must be used.

Should you utilize an Exhibitor-Appointed Contractor for any service, you agree to indemnify and hold harmless ADEA, official show contractors, and the exhibit facility from any act or situation that would cause ADEA, official show contractors, or the facility to become liable or suffer losses, damages, injuries, claims, demands, and expenses (including legal expenses) due to the presence or actions of the non-official show contractor. The exhibitor further agrees to obtain an original certificate of insurance from an Exhibitor-Appointed Contractor. Exhibiting companies, their designated agents, or Exhibitor-Appointed Contractors must confine their activity to their assigned space. Exhibit facility corridors, hallways, loading docks, and marshaling areas are not to be used for any other purpose other than ingress and egress.

AMENDMENTS

ADEA shall have sole authority to interpret and enforce all rules and regulations contained herein, to make any amendments thereto, and to make such further rules and regulations as shall be necessary for the orderly conduct of the 2012 ADEA Annual Session & Exhibition.

