

Terms & Conditions

1. HEALTH AND SAFETY POLICY

There is no higher priority than the safety and well-being of ADEA members and staff. Accordingly, we continue to monitor the status of the COVID-19 variants and their impact on the operational status of our ADEA Member Institutions.

ADEA will implement health and safety protocols appropriate to the public health circumstances existing at the time of the conference. Compliance with some or all the protocols adopted by ADEA will be mandatory for in-person attendance and participation at the conference. Additional information regarding the specific health and safety measures, and any necessary consents by you, will be communicated before the first day of the conference.

Failure to adhere to or comply with the safety protocols in place may result in removal from the event and/or the event's premises. Be sure to check the conference website <https://www.adea.org/2026/> periodically for the latest updates.

2. APPLICATION, FEES, PAYMENTS, CANCELLATIONS

Applications for exhibit space shall be subject to the approval of Show Management. The Exhibitor agrees to accept and when requested, to promptly respond to Show information sent by ADEA.

A booth space can only be reserved online. Booth spaces must be paid in full at the time of application via credit card only. ADEA cannot accept checks, ACH or purchase orders as payment. Except as provided to the contrary in this contract, all monies paid by the Exhibitor shall be deemed fully earned and non-refundable at the time of payment. ADEA also reserves the right to refuse space to any applicant that, in the opinion of ADEA, is unlikely to contribute to the overall educational and professional development focus of the 2026 ADEA Annual Session & Exhibition.

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 exhibition and the meeting.

If you must cancel your booth reservation at any time, you must submit a cancellation request in writing to the Show Management at Exhibits@Adea.org. For cancellation or space reductions received by **Friday, January 16, 2026**, the booth fee will be refunded minus a 25% cancellation fee. No refund requests, cancellations, or space reductions postmarked after **Friday, January 16, 2026**, will be accepted.

3. ELIGIBILITY

Corporate Exhibitor - To qualify for the ADEA Corporate Member rate, you must be an ADEA Corporate Member at the time the space is reserved. Companies that are for-profit and not ADEA Corporate Members are considered Corporate Nonmembers. *Exclusions:* Individual Members from ADEA Member Institutions do not qualify for the ADEA Corporate Member booth rate.

Educational Exhibitor - ADEA invites associations, nonprofit organizations, and educational institutions to exhibit. An educational exhibit demonstrates the wide range of interests, activities, and opportunities related to dental education. This type of exhibitor does not explicitly offer any product or service for sale, either in the exhibit or by the applicant organization. **All booth personnel for educational exhibits must register for the meeting and pay the appropriate registration fee.** Educational exhibitors who serve as booth representatives may not register as a Guest. Show Management reserves the right to prohibit the display or advertisement of products at any time if the display or advertisement of such products would not meet Show objectives or would cause the Exhibitor to violate these Exhibitor Rules & Regulations.

4. OPERATION AND CONDUCT

Exhibit Personnel: Attendants, models, and other employees and representatives of the Exhibitor must confine their activities to the exhibit space.

Booths must be staffed at all times during show hours.

The exhibitor shall not photograph or record video of another exhibit or product of another exhibitor unless such photography or videography is approved in writing by the other exhibitor or Show Management.

The exhibitor may not harass or antagonize another party or attendee. No area of the ADEA Exhibit Hall shall be used for any improper, immoral, illegal, or objectionable purpose. ADEA reserves the right to have the final authority over determining what conduct is objectionable or improper.

All Exhibitor personnel and their contractors must always wear a badge and appropriate apparel. Business or business casual attire is recommended. Exhibitors who are uncertain with regard to compliance with the appropriate apparel and entertainment regulations are encouraged to consult with Show Management in advance of the Show.

Buyer Activities: Exhibitors are not permitted to host or sponsor any event off the Show floor that attracts buyers during exhibit hours unless such event is approved in writing by

Show Management. Hospitality functions away from the ADEA Annual Session should be held after meeting hours.

“Outboarding” occurs when a company that is eligible to exhibit at the Show does not exhibit but hosts buyers at a venue away from the Show during set-up days or Show days. Companies that engage in outboarding may be prohibited from exhibiting at the Show as determined by the ADEA Show Management. Registration credentials will not be issued to any employee of a company prohibited from exhibiting due to outboarding. Exhibiting companies are encouraged to protect their investment and report any "outboarding" issues to Show Management.

“Booth Sharing” occurs when more than one company promotes, discusses, or sells their products or services from a single booth **AND IS PROHIBITED**.

5. LIABILITY AND INSURANCE

Neither ADEA, nor any of the officers, employees, agents, contractors, and affiliates of such entities, nor the owners, management company, employees or representatives will be responsible for any injury, loss or damage that may occur to the exhibitor or to the exhibitor’s employees or property, prior, during or subsequent to the period covered by the exhibit. The exhibitor expressly releases the foregoing persons and entities from and agrees to indemnify the same against all claims for such loss, damage or injury arising from the negligent or willful acts or omission of the exhibitor and its employees, agents, contractors, and invitees. Exhibitors are responsible for all liability insurance coverage.

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 when requested to do so.

For your convenience, you can purchase insurance through the Rainprotection Insurance Program, the form to purchase is available on the Exhibitor Portal.

6. BOOTH SPACE

Booth Preparation: Booths should look professional and engaging. Exhibits must be fully set up by 11:00 a.m. on Sunday, March 21, and remain intact until 3:00 p.m. on Monday, March 23. Dismantling of your booth begins at 3:05 p.m. on Monday. Exhibitors will be notified in writing of any schedule changes.

7. VIOLATIONS

Each exhibitor and his or her agent and employees agree to abide by the contract conditions, 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 that may have been paid. Upon evidence of violations, ADEA may take possession of the space occupied by the exhibitor. In addition, ADEA may refuse to permit the exhibitor to participate in future meetings or events.

8. ACCESS CONTROL

ADEA will provide access control from event planning through the conclusion of all activities, including follow-up. Show Management shall not be held responsible for the loss of any material by any cause and urges the Exhibitor to exercise normal precautions to protect its account and login privileges.

9. FAILURE TO HOLD EXPOSITIONS

Should any contingency prevent the holding of the Annual Session, ADEA may retain such part of the exhibitor's booth rental fees as shall be required to pay for expenses incurred up to the time such contingency shall have occurred. The exhibitor waives all claims for damage or recovery of payments made except the return of the prorated amount paid for exhibit space less expenses incurred by ADEA and the event platform.

10. CONTRACT AGREEMENT

To validate this Application/Agreement you have agreed that you have read the above Terms & Conditions and the Exhibitor Rules & Regulations of the show and understand this agreement becomes a contract when the booth is reserved by and accepted by ADEA. By signing this contract, I affirm that I am an agent of the exhibiting company with the authority to commit the exhibiting company to this agreement, and by signing this contract I affirm that the exhibiting company and its agents will abide by all policies and rules of the exhibit event.