

EXHIBITOR PROSPECTUS



VISION ELEVATED.
IMPACT **AMPLIFIED.**

2027 ADEA Annual Session & Exhibition
March 13-16, 2027 • Chicago, IL

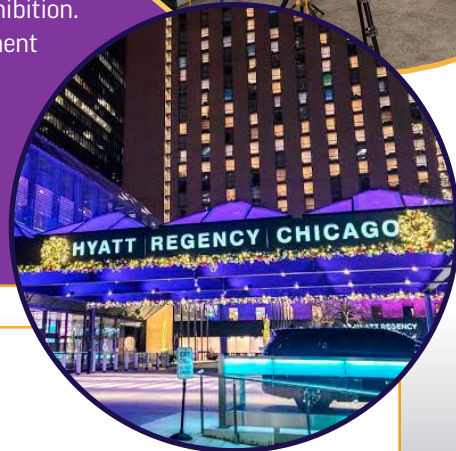
EXHIBITOR PROSPECTUS

WHAT: Leaders from 89 U.S. and Canadian Dental Schools under one roof.

WHERE: Hyatt Regency Chicago in Chicago, IL.

Be a part of **VISION ELEVATED, IMPACT AMPLIFIED** at the 2027 ADEA Annual Session & Exhibition. This meaningful and empowering conference celebrates ADEA's shared vision and its commitment to shaping a transformational future for oral health education.

Vision Elevated, Impact Amplified provides an opportunity for each of us to step back, look ahead and reconnect with the purpose that drives our work. Coming together for new and renewed connections allows us to champion a vision-driven purpose and impact that benefits our students, colleagues, institutions and the overall health of our communities.



WHAT DRAWS ATTENDEES TO THE ADEA ANNUAL SESSION & EXHIBITION?

- Meeting face-to-face with thousands of leading dental educators from world-class academic dental institutions—including dental school deans, allied dental program directors and faculty.
- Attending high-quality educational programming specifically for dental educators and students.
- Engaging in Exhibit Hall activities such as poster presentations, the TechExpo, Headshot Café, coffee breaks and lunches to network with other attendees, and fun gaming activities that encourage foot traffic and fosters interaction between attendees and exhibitors.

WHY EXHIBIT?

During this education event, exhibitors can make connections and contacts with a diverse array of ADEA conference attendees from dental, allied and advanced education programs across the United States and Canada.

- Take advantage of lead retrieval technology to capture valuable contact information and maximize your engagement with attendees.
- Promote your products and services to students and key decision-makers from top academic institutions.
- Showcase emerging innovations directly to potential end users, while strengthening existing relationships and forging new connections. Think outside the booth!

Increase your exposure at the **2027 ADEA ANNUAL SESSION & EXHIBITION**. A range of branding and advertising opportunities are offered to help you make an impact on attendees—contact us at EXHIBITS@ADEA.ORG.

Contact **HANNAH SCHIFFMAN** at Association Media Group to discuss your strategy for making the most of your presence at the ADEA Annual Session & Exhibition—at **804-469-0340** or by email at HSCHIFFMAN@ASSOCIATIONMEDIAGROUP.COM.



2026 ADEA EXHIBITORS INCLUDED:

Academic Health Associates, an Execudent Company	EMS Dental	NDX National Dentex Labs
Academy of General Dentistry (AGD)	Enova Illumination	NSK America
Acadental	Exxat	NYU Langone Dental Medicine
Acuity Insights	Fenix Alma Solutions, Inc.	Postdoctoral Residency Programs
A-dec	GC America, inc.	P&G Crest + OralB
Air Techniques	Haleon	Patterson Dental
American Academy of Dental Sleep Medicine (AADSM)	Harvard School of Dental Medicine	PDT, Inc./Paradise Dental Technologies
American Academy of Orofacial Pain (AAOP)	Heartland Dental	Philips Oral Healthcare, Inc.
Beijing Unidraw VR Technology Research Institute Co., LTD.	Henry Schein, Inc.	Planmeca USA, Inc.
Bien-Air USA	HenrySchein One Exan	Practicon, Inc.
BioHorizons Implant Systems	HuFriedyGroup	Primal Pictures
Brasseler USA	Immersify Education	Q-Optics
CareCredit	IntelePeer Cloud Communications	Saratoga Dental
Central Regional Dental Testing Service (CRDTS)	Intelligent Video Solutions	Scorion
Colgate Oral Pharmaceuticals, Inc.	JAZZ Imaging	SGA Dental Partners
DCI Edge	KaVo Dental Technologies	SIMtoCARE Dente Training Simulator
Dental Capacity	Kilgore International, Inc.	Solmetex
Dental Mastery	Kira Talent	Sunstar Americas, Inc.
DentalEZ DSX	mapEDU	Titanium Solutions
DentureOps	Marea	Ultradent Products, Inc.
Dentsply Sirona, Inc.	Meisinger USA	VitalSource Technologies
DMG	Microcopy	vVardis
eHuman	MiPACS by Apryse	Whip Mix Corporation
Elentra	MouthWatch	XComp Analytics, Inc.

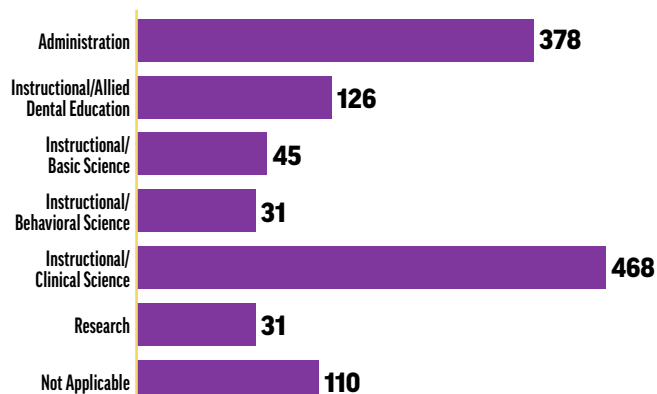
ADEA ATTENDEES ARE IN SEARCH OF:

Architects	Nonprofits
Consumer Health	Pharmaceuticals
Care Products	Prosthodontics/Implants
Dental Support Organizations	Publishing/Communications Companies
Education	Software Companies
Equipment/Instruments	Suppliers
Insurance Laboratories	

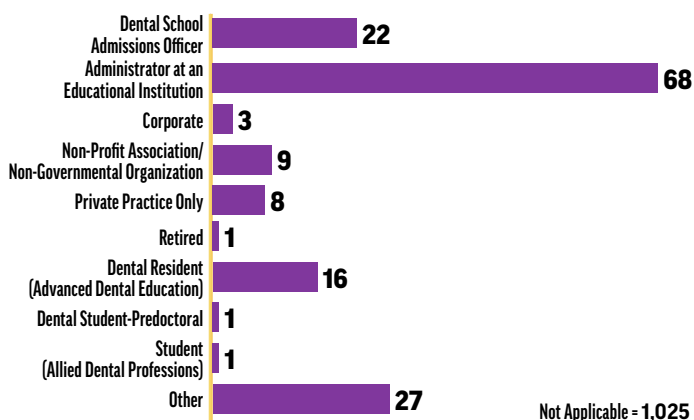


Total Verified 2026 Attendance = 2,215

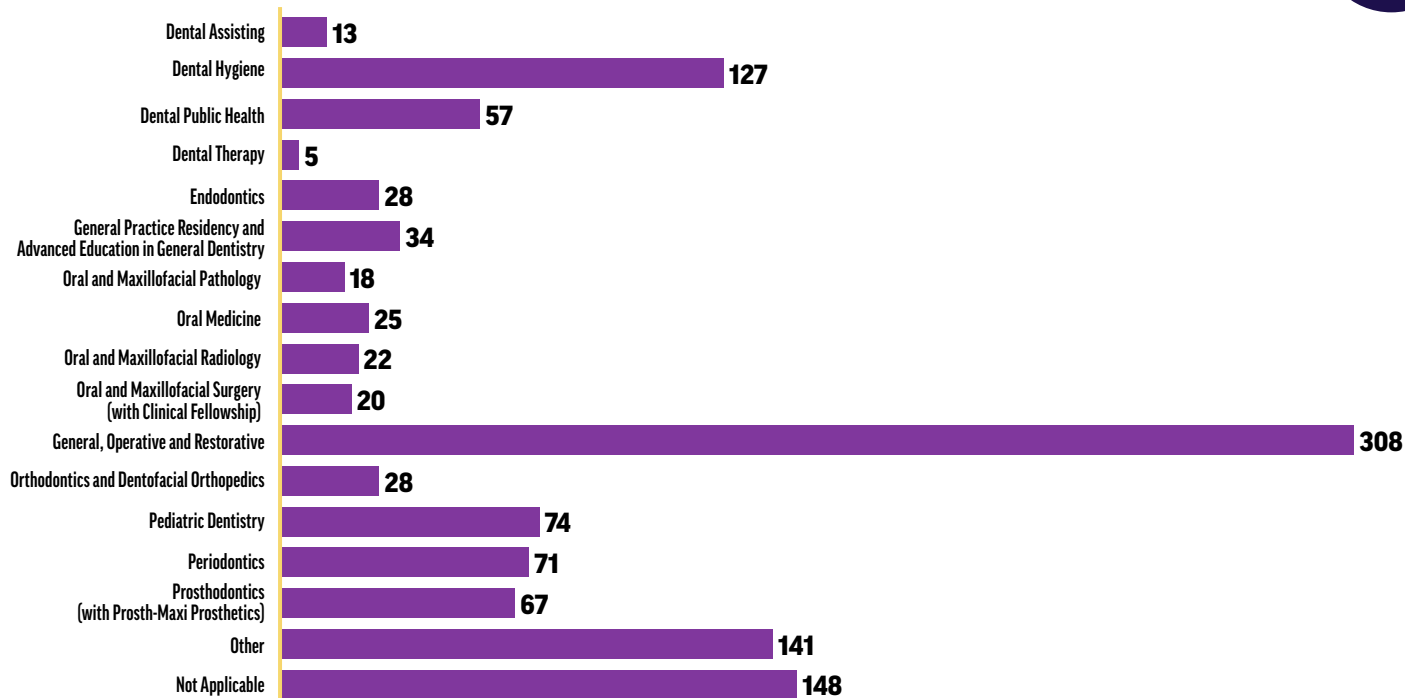
PRIMARY APPOINTMENTS BY FACULTY MEMBER:



PRIMARY DISCIPLINES FOR THOSE WHO ARE NOT DENTAL EDUCATORS:

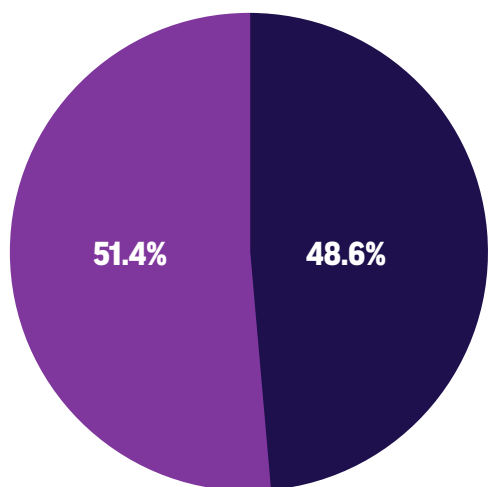


PRIMARY DISCIPLINES FOR DENTAL EDUCATORS:



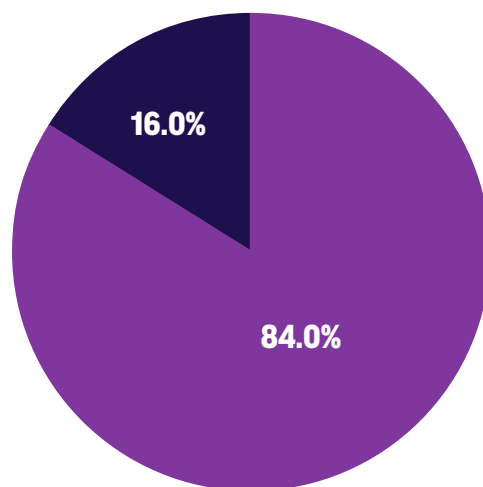
DEMOGRAPHICS (CONTINUED)

DENTISTS

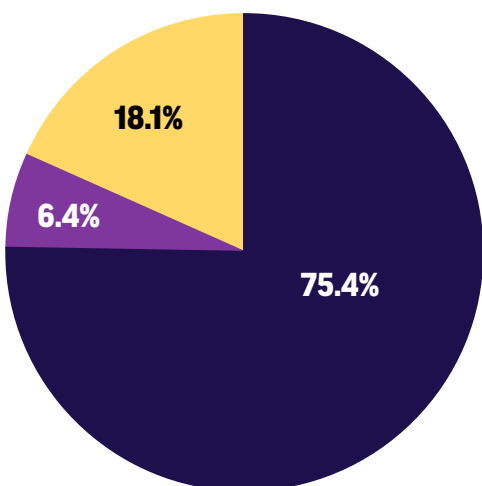


YES ■
NO ■

DENTAL EDUCATORS

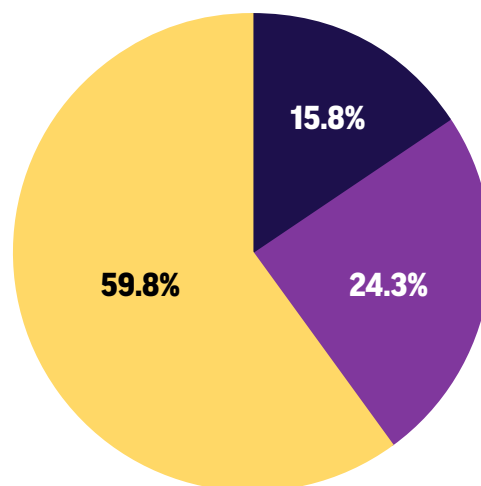


FULL- AND PART-TIME DENTAL EDUCATORS



FULL-TIME ■
PART-TIME ■
N/A ■

LENGTH OF CAREERS



0-3 YEARS ■
4-10 YEARS ■
11+ YEARS ■

EXHIBIT HALL INFORMATION



APPLICATION PROCEDURE

- Before reserving your booth, you must first agree that you have read the Terms and Conditions of the show.
- Booth spaces must be paid in full at time of application via credit card. ADEA does not accept checks, purchase orders or ACH transfers as forms of payment.
- Booths are reserved on a first-come, first-reserved basis.
- Please read the Exhibitor Rules and Regulations ([pp. 10-15](#)) before submitting your application. ADEA reserves the right to deny any request for an exhibit booth or booths.

STANDARD 10'X10' BOOTH PACKAGE (*CORPORATE MEMBERS & CORPORATE NONMEMBERS*)

- 8-foot-high back drapes and 36-inch-high draped side divider.
- 7x44-inch high sign with company name and booth number.
- Access to the exhibitor service lounge.
- Perimeter security services from exhibitor move-in through move-out.
- Four complimentary conference registrations per booth for registered company employees who staff the booth.
- Recognition on signage.
- One-time complimentary use of the pre-show Annual Session attendee mailing list.
- Mobile app listing.
- One lead retrieval mobile app license. Additional licenses are available for purchase and can be accessed through your online exhibitor account.
- Registration, housing information, Exhibitor Service Kit and shipping information can be accessed through your online exhibitor account.
- Complimentary Wi-Fi in the Exhibit Hall.
- **CHAIRS, CARPET OR A TABLE ARE NOT INCLUDED.**

EDUCATIONAL 10'X10' BOOTH PACKAGE

- Standard 10'x10' Booth Package (described above), plus: 6-foot draped table with two chairs, carpet and a wastebasket.
- 7x44-inch high sign with company name and booth number.
- Access to the exhibitor service lounge.
- Perimeter security services from exhibitor move-in through move-out.
- Recognition on signage.
- One-time complimentary use of the pre-show Annual Session attendee mailing list.
- One lead retrieval mobile app license. Additional licenses are available for purchase and can be accessed through your online exhibitor account.
- Mobile app listing.
- Registration, housing information, Exhibitor Service Kit and shipping information can be accessed through your online exhibitor account.
- Complimentary Wi-Fi in the Exhibit Hall.
- For educational nonmember or educational member exhibitors, **COMPLIMENTARY REGISTRATION IS NOT INCLUDED WITH BOOTH PURCHASE.** All educational nonmembers or educational members **MUST** register for the meeting and pay the appropriate conference registration fees for all booth personnel attending (see payment schedule on [page 7](#)).

EXHIBIT RATES

CORPORATE EXHIBITOR

ADEA Corporate Member: **\$4,000 FOR 10'X10' BOOTH**

Corporate Nonmember: **\$5,250 FOR 10'X10' BOOTH**

ADEA CORPORATE MEMBERS

To qualify for the ADEA Corporate Member rate, you must be an ADEA Corporate Member at the time the space is reserved. Exclusions: Individual Members from ADEA Member Institutions do not qualify for the ADEA Corporate Member booth rate.

REQUIREMENTS

All exhibits must be staffed during regular exhibitor hours (see Exhibitor Rules and Regulations for specifics). All booths must be carpeted (**REQUIRED**), which can be purchased through the Exhibitor Service Kit (no exceptions will be made to this requirement).

EDUCATIONAL EXHIBITOR

ADEA Educational Member: **\$899 FOR 10'X10' BOOTH**

Educational Nonmember: **\$999 FOR 10'X10' BOOTH**

Educational exhibitors do not receive complimentary registration and will need to pay the registration rates below for each staff personnel attending the meeting.

	Early Bird Rate (ends Feb. 10)	Regular Rate (starts Feb. 11)
MEMBER	\$725	\$925
NONMEMBER	\$925	\$1,125

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 products or services 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. All exhibits must be staffed during regular Exhibit Hall hours (see Exhibitor Rules and Regulations for specifics).

EXHIBIT HALL GAMING

For the ADEA Quest participants, ADEA would like each exhibitor to contribute at least one item to the ADEA Exhibit Hall Raffle. Please contact Donna Casimier at CASIMIERD@ADEA.ORG with questions and to sign-up to contribute a prize. **THE ADEA QUEST RAFFLE** will take place on Sunday, March 14 and Monday, March 15.



EXHIBIT HOURS

SATURDAY, MARCH 13

- **10:00 a.m. – 5:00 p.m.** Exhibitor Move-in

SUNDAY, MARCH 14

- **8:00 – 11:00 a.m.** Exhibitor Move-in*
- **Noon – 5:00 p.m.** Exhibit Hall Open
- **Noon – 2:00 p.m.** Lunch in the Exhibit Hall

MONDAY, MARCH 15

- **9:45 a.m. – 3:00 p.m.** Exhibit Hall Open
- **9:45 – 10:30 a.m.** Coffee Break in the Exhibit Hall
- **Noon – 1:00 p.m.** Lunch in the Exhibit Hall
- **3:05 – 7:00 p.m.** Exhibitor Move-out*

*Exhibits must be fully set up by 11:00 a.m. on Sunday, March 14, and remain intact until 3:00 p.m. on Monday, March 15. Booth dismantling begins at 3:05 p.m. on Monday. Exhibitors will be notified in writing of any schedule changes.



DATES & DEADLINES

SEPTEMBER 2026

- Exhibitor service kit available. The service kit provides instructions and directions on how to purchase furnishings (carpet, chairs, etc.) for exhibit booths.

OCTOBER 2026 – JANUARY 2027

- Booth confirmation notification letters are emailed weekly on an ongoing basis.

FRIDAY, JAN. 8, 2027 | DEADLINES FOR:

- The exhibitor online application must be completed with full payment to list the exhibitor's name, booth assignment and description in the mobile app.
- Advertising insertion orders for the mobile app, program planner and ADEA Session Daily.

FRIDAY, FEB. 10, 2027 | DEADLINES FOR:

- All early bird registration (including exhibitors)
- All registration cancellations
- All hotel reservations



SHOW RULES AND REGULATIONS HIGHLIGHTS

- Before reserving your booth, you must review the full Exhibitor Rules and Regulations.
- All exhibitors and their booth personnel must adhere to the show rules and regulations.
- All booths must be carpeted, which can be purchased through the Exhibitor Service Kit.
- Exhibitors are not permitted to fulfill orders on the exhibit floor. Under no circumstances shall any delivery of goods/items or exchange of merchandise for payment be permitted.
- Generators are not permitted on the show floor—no exceptions.
- Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them.
- All aisle space is under the control of ADEA and shall not be used for exhibit or demonstration purposes.
- Exhibitors must carry liability insurance on their exhibits at their own expense. (See more details in the Exhibitor Rules & Regulations, located on [page 14](#), in the Limitations and Liability section).
- All exhibits must be staffed during show hours—no exceptions.
- All participants affiliated with exhibits must be registered.
- Badges must be worn at all times.
- Each person working at the booth will be issued an exhibitor's badge and must be employed by the exhibitor.
- Be sure your company's information is current in your exhibitor account and don't forget to add your company logo.
- All exhibiting booth personnel **MUST** register before making hotel reservations.
- No raffles or contests are permitted on the show floor.
- ADEA provides perimeter exhibit hall security only. Exhibitors are responsible for securing the items within their booth.

BOOTH CANCELLATION

All booth cancellations or space reductions must be in writing and sent to the email address EXHIBITS@ADEA.ORG by **FRIDAY, JAN. 8, 2027** to receive a refund minus the 25% cancellation fee. No refund requests, cancellations or space reductions postmarked after Friday, Jan. 8, 2027 will be accepted.

DEFAULT OF OCCUPANCY

If any exhibitor is not set up by **11:00 A.M. ON SUNDAY, MARCH 14, 2027**, ADEA reserves the right to make other use of the space as deemed necessary or appropriate, with no refund made to the original contracting exhibitor.

EXHIBITOR RULES & REGULATIONS

HEALTH AND SAFETY POLICY

The health, safety and well-being of our attendees, exhibitors, speakers and staff remain our highest priority. We continuously monitor weather conditions and public health developments that could impact the safety of our events.

As a precautionary measure, ADEA reviews guidance, advisories and warnings issued by public health and emergency management authorities, including the Centers for Disease Control and Prevention and the World Health Organization, as well as local, state and federal agencies for outbreaks of any infectious diseases, changes in weather conditions or other circumstances that pose a risk to attendees where we may advise against travel or gathering. In such cases, we may implement appropriate event modifications to include postponement or hosting the meeting virtually.

BOOTH ASSIGNMENTS

Booth space in the Exhibit Hall is available on a first-come, first-reserved basis once the reservation link is emailed to prospective exhibitors. Booth space may be reserved online only. 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 educational and professional development focus of the 2027 ADEA Annual Session & Exhibition.

If any exhibitor is not set up by **11:00 A.M. ON SUNDAY, MARCH 14, 2027**, 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 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 Sunday, March 14, 2027, shall be borne by the original contracting exhibitor.

BOOTH CANCELLATIONS

All booth cancellations or space reductions must be in writing and sent to **EXHIBITS@ADEA.ORG** by **FRIDAY, JAN. 8, 2027** to receive a refund minus the 25% cancellation fee. No refund requests, cancellations or space reductions postmarked after Friday, Jan. 8, 2027, will be accepted.

ATTENDEE MAILING LIST

Confirmed and contracted exhibiting companies will have the opportunity for a one-time complimentary use of the ADEA Annual Session & Exhibition pre-show attendee mailing list. A fee will be assessed to any exhibitor who uses the list more than once.

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.

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 information may be accessed by logging into your exhibitor account.



EXHIBITOR RULES & REGULATIONS (CONTINUED)

BOOTH SPECIFICATIONS

Booth dimensions indicated on the exhibitor floor plan are believed to be accurate but may be approximate. All booths are 10 feet by 10 feet. The exhibit decor for the show consists of drapes with carpet. No walls, partitions, decorations or other obstructions may be erected without adequate see-through to neighboring exhibitors. Hanging banners or graphics is not permitted in the Exhibit Hall. Exhibitors who wish to use any nonstandard booth equipment or any signage, decorations or arrangements of display material that conflict in any way with these regulations must submit a copy of a detailed sketch or proposed layout (including dimensions) at **LEAST 30 DAYS PRIOR** to the 2027 ADEA Annual Session & Exhibition for approval by **JENNIFER PHILLIPS**, ADEA Senior Manager of Corporate Relations. Below are the specifications for in-line, peninsula, end-cap and island booths.

PENINSULA BOOTH—Has two or more booths facing a cross-aisle; it is essentially an island exhibit attached to the end of a row of in-line linear booths. Peninsula booths must not be higher than 8 feet at the back wall and may only extend 5 feet to the left and 5 feet to the right from the center backline. The exhibit must then drop to the 4-foot height maximum. The 16 feet in height can extend to the front of the booth as long as it is centered within the back wall limit. To ensure that peninsula booths enjoy adequate visibility (and to avoid onsite display changes or alterations), peninsula booth displays are subject to ADEA review and written approval. Peninsula blueprints or sketches must be forwarded to Jennifer Phillips, ADEA Senior Manager of Corporate Relations, at least 30 days prior to the ADEA Annual Session & Exhibition. ADEA shall issue a written response within 10 business days.

END-CAP BOOTH—A 10 foot deep and 20 foot wide exhibit space that is exposed to aisles on three sides. The maximum back wall height of 8 feet is allowed only in the rear half of the booth space and within 5 feet of the two side aisles, with a 4-foot height restriction imposed on all materials in the remaining space forward to the aisle. To ensure that end-cap booths enjoy adequate visibility (and to avoid onsite display changes or alterations), end-cap displays are subject to ADEA review and written approval. End-cap blueprints or sketches must be forwarded to Jennifer Phillips, ADEA Senior Manager of Corporate Relations, at least 30 days prior to the ADEA Annual Session & Exhibition. ADEA shall issue a written response within 10 business days.

ISLAND BOOTH—A block of booths surrounded by aisles. The visual creation of island booth displays should be done with the visibility of neighboring in-line booths in mind. Careful consideration should be given to the placement of the 12-foot height maximum. As a general rule, the display unit may not exceed the 12-foot height maximum.

IN-LINE BOOTH—A linear 100 square foot area with at least two side walls (4 feet high) and one rear wall (8 feet high). In-line booth displays, including signage, may not exceed the 8-foot back drape height. Display materials will not be permitted to exceed 4 foot in height in the front 5 foot of the booth. For example, in standard 10' x 10' structures above 4-feet must begin at least 5 feet back from the aisle line, not along the perimeter, but in the center of the island space only. To ensure island booths enjoy adequate visibility (and to avoid on-site display changes or alterations), island booths are subject to ADEA review and written approval. Island booth blueprints or sketches must be forwarded to Jennifer Phillips, ADEA Senior Manager of Corporate Relations, at least 30 days prior to the ADEA Annual Session & Exhibition. ADEA shall issue a written response within 10 business days.



EXHIBITOR RULES & REGULATIONS (CONTINUED)

EXHIBIT PERSONNEL

All participants affiliated with an exhibit must be employed by the exhibitor. Each person must register and will be issued an exhibitor 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 with no refund of exhibit fees.

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.

EXHIBITOR SERVICES

When reserving their booths, exhibitors can access the online exhibitor service kit. If they need to access the service kit again, they can log in into their exhibitor accounts with their password. The kit contains forms and rates of the 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 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 **253-437-0032**.

UNOCCUPIED BOOTH

Any exhibitor that fails to occupy its assigned exhibit space by the end of published setup hours, leaves its exhibit space unattended during show hours or begins dismantling the exhibit space prior to the close of the show 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 2027 ADEA Annual Session & Exhibition will be required to register and wear an appropriate badge while in attendance. Exhibitors are permitted inside the Exhibit Hall beginning ONE hour prior to Exhibit Hall opening each day 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.

SALES AND CONTEST PROHIBITION

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

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

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

EXHIBITOR RULES & REGULATIONS (CONTINUED)

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 2027 ADEA Annual Session & Exhibition, the ADEA logo and the meeting graphic may not be used without written permission from ADEA's Chief Communications and Marketing Officer. 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 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.

AUDIO PRESENTATIONS

The use of loudspeakers, recording equipment, television sets, computers, radios or any machinery or device of sufficient volume to disturb neighboring exhibitors will not be permitted.

PHOTOGRAPHY/VIDEOTAPING/AUDIO RECORDINGS

Only the official ADEA Media Team may take photographs and video/audio recordings of and in the Exhibit Hall. During non-exhibit hall hours, exhibitors may take photographs or video recordings from the confines of their own booths. Photographing or recording any exhibit or presentation other than one's own is strictly prohibited.

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 (ADA Compliance)

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 (ADA). The exhibiting company affirms that it shall hold ADEA harmless for the failure of the exhibiting company's representatives to comply with ADA requirements as required by law.

SECURITY

ADEA will provide 24-hour security 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 officers, 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 employee 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.

EXHIBITOR RULES & REGULATIONS (CONTINUED)

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 that would invalidate the insurance or increase the premium of the policies held by the management of the Hyatt Regency Chicago in Chicago, IL, 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 exhibit venue 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 exhibit venue, 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 Hyatt Regency Chicago in Chicago, IL, and the official general services contractor, Levy Exposition, against and from any and all loss, cost, damage, liability or expense that 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. All insurance coverage amounts are expressed in U.S. dollars. Exhibitors shall provide ADEA with a Certificate of Insurance when requested to do so on site. **NEW: FAILURE TO DO SO COULD RESULT IN DISMISSAL FROM THE SHOW WITHOUT REFUND.**

For your convenience, exhibit liability insurance can be purchased from companies like [Rainprotection Insurance Program](#) for exhibit liability insurance for internal and overseas events.

ADEA provides this exhibitor liability insurance information from Rainprotection Insurance for informational purposes only and not as an endorsement or promotion of this insurance carrier. Exhibiting companies are strongly encouraged to identify and contract the exhibit liability coverage that best suits their needs.

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 local ordinances and 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 that 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 conference and exhibit shall be destroyed or damaged, the 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, acts of God, war, civil disorder, government regulation, disaster (including, but not limited to, fire, flood, severe

EXHIBITOR RULES & REGULATIONS (CONTINUED)

weather and earthquake, tornado or hurricane), strikes or work stoppages, acts of terrorism in the location of the event, or in the country/ states where travel originates or affecting a hub city through which a large number of travelers are scheduled to travel through preventing at least thirty percent (30%) of the event's anticipated participants from attending the event; unavailability or disruption from attending the event; confirmed disease outbreak where the Convention Center is located or diseases exacerbated by transportation, (as evidenced by a Centers for Disease Control and Prevention Warning Level 3 advising against nonessential travel to the area or similar travel warning by the U.S. State department or World Health Organization); the reasonable control of the exhibit venue 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 its space payments, less its 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 exhibit venue. 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 the exhibitor use an exhibitor-appointed contractor for any service, the exhibitor agrees 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 nonofficial 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 2027 ADEA Annual Session & Exhibition.

QUESTIONS?

EXHIBITS | SPONSORSHIP SALES

Jennifer Phillips
ADEA Senior Manager, Corporate Relations
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EXHIBIT LOGISTICS | AFFILIATE EVENT REQUESTS

Donna Casimier
ADEA Senior Meetings Manager
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DECORATOR SERVICES

Levy Show Services Inc.
Contact Customer Service:
604-277-1726 | levyshow.com