

A M E R I C A N D E N T A L E D U C A T I O N A S S O C I A T I O N



2016

ADEA ANNUAL SESSION & EXHIBITION

Shaping Tomorrow, Together

MARCH 12-15 | DENVER, CO

EXHIBITOR PROSPECTUS

BENEFITS AND EXPOSURE FOR EXHIBITORS

Join us in Denver March 12-15, 2016, for the premier event in dental education, where thousands of dental educators and solution providers connect—in one place, at one time. Reserve your booth today by contacting Simone Smith at smiths@adea.org.

Don't miss this prime opportunity to showcase your products and services for those administrators and faculty who play an integral role in their institutions' purchasing process.

- Connect with key decision-makers in dental education, including deans and faculty from U.S. and Canadian allied, advanced and predoctoral dental education programs.
- Present your products and services for thousands of current and prospective clients.
- Interact face-to-face with your target audience to begin lasting relationships and strengthen existing ones.

Plus, take advantage of exciting activities during Exhibit Hall hours, including the Connect & Collaborate Lounge, ADEA Poster and TechExpo presentations, New Idea Sessions, the Exhibit Hall raffle and prize drawings—all sure to increase traffic and attendance at your booth.

EXHIBITOR BENEFITS AND SERVICES	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 in gold, a 6-foot draped table, two chairs and a wastebasket	See information under exhibitor type	✓
Dedicated Exhibit Hall hours	✓	✓
Listing in the 2016 ADEA Annual Session & Exhibition Program	✓	✓
Access to the Exhibitor Lounge	✓	✓
Link from ADEA Annual Session & Exhibition website to exhibiting organization's website	✓	✓
24-hour security from move-in to move-out	✓	✓
Participation in the Exhibitor Hall Raffle	✓	✓
Interactive Floor Plan listing featuring exhibitor logo and profile information available on the free ADEA Annual Session & Exhibition Mobile App	✓	✓

EXHIBIT HALL RAFFLE

To generate more exhibitor booth traffic, each 2016 ADEA Annual Session & Exhibition registrant will receive a card that must be stamped by exhibiting companies. Completed cards can be entered in a raffle for a chance to win prizes. ADEA would like each exhibitor to contribute at least one item to the ADEA Exhibit Hall Raffle. Please contact smiths@adea.org with questions or to contribute a prize.

Raffle Dates:

Sunday, March 13
Monday, March 14

INTERACTIVE FLOOR PLAN LISTING

Exhibitors receive a complimentary listing on the Interactive Floor Plan, complete with logo and profile information, and available on ADEA's Annual Session & Exhibition Mobile App! Attendees now have access to all exhibiting organizations' profiles and locations well in advance of the meeting so they can plan their time in the Exhibit Hall and quickly find exhibitors onsite, as well as easily follow up with flagged exhibitors after the event.

2016 EXHIBIT HALL INFORMATION

The 2016 ADEA Annual Session & Exhibition will end with the closing of the House of Delegates at 4:30 p.m. on Tuesday, March 15, 2016. To provide quality interaction between exhibitors and meeting attendees, the Exhibit Hall will be open on Sunday and Monday, March 13–14, with dedicated Exhibit Hall hours and enhanced Exhibit Hall offerings, as follows:

2016 ADEA Exhibit Hall Features:

- New Idea Sessions
- Increased flow and interaction from activities occurring throughout the Exhibit Hall
- Networking opportunities
- Coffee and lunch in the Exhibit Hall for all attendees

Dedicated Exhibit Hall Hours for Registrants:

Sunday, noon – 2:00 p.m.

Monday, 9:45 – 10:30 a.m.

Monday, noon – 1:00 p.m.

2016 ADEA ANNUAL SESSION & EXHIBITION DATES AND TIMES*

EXHIBITOR MOVE-IN

Saturday, March 12, 2016, 10:00 a.m. – 5:00 p.m.

Sunday, March 13, 2016, 8:00 – 11:00 a.m.

EXHIBIT HALL HOURS

Sunday, March 13, 2016, noon – 5:00 p.m.

Monday, March 14, 2016, 9:45 a.m. – 3:00 p.m.

EXHIBIT HALL COFFEE BREAK

Monday, March 14, 2016, 9:45 – 10:30 a.m.

LUNCH in the EXHIBIT HALL

Sunday, March 13, 2016, noon – 2:00 p.m.

Monday, March 14, 2016, noon – 1:00 p.m.

EXHIBIT HALL RAFFLE

Sunday, March 13, 2016

Monday, March 14, 2016

DISMANTLE AND MOVE-OUT

Monday, March 14, 2016, 3:05 – 7:00 p.m.

Exhibits must be completely set up by 11:00 a.m. on Sunday, March 13, and must remain intact until 3:00 p.m. on Monday, March 14. Dismantling will begin at 3:05 p.m. on Monday.

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

EXHIBITOR TYPES

EDUCATIONAL EXHIBITOR

- ADEA Educational Member: \$719 per 10'x10' booth
- Educational Nonmember: \$775 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).

What's included in the Educational Exhibit booth purchase?	Educational
One 10'x10' booth includes a standard booth frame with an 8-foot-high back drape, a 36-inch-high draped side divider in gold, a 6-foot draped table, two chairs and a wastebasket, and blue carpet	✓
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 January 8, 2016 deadline)	✓

CORPORATE EXHIBITOR

- ADEA Corporate Member: \$4,000 per 10'x10' booth
- Corporate Nonmember: \$5,250 per 10'x10' booth

Corporate exhibitors 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 2016 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). All booths must be carpeted.

What's included in the Corporate Exhibit booth purchase?	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 in gold	✓
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 January 8, 2016 deadline)	✓

WHO ATTENDED THE 2015 ADEA ANNUAL SESSION & EXHIBITION?



TOTAL REGISTERED

(Includes students and exhibitors)

2,635

47% = The percentage of participants who are dentists.

Primary Appointment of Faculty Members	
Instructional - Clinical Science	45%
Administration	28%
Instructional - Allied Dental Education	15%
Instructional - Basic Science	5%
Research	4%
Instructional - Behavioral Science	3%

DATES TO REMEMBER

October 2015 – January 2016

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

Friday, January 8, 2016

To list the exhibitor's name, booth assignment and description in the 2016 ADEA Annual Session & Exhibition printed program, the exhibitor online application must be completed and payment made in full by January 8, 2016. For applications received after January 8, 2016, exhibitor information will be included in the ADEA Annual Session & Exhibition Mobile App and in the printed Schedule-at-a-Glance.

Friday, January 8, 2016

- Deadline for advertising insertion orders for the 2016 ADEA Annual Session & Exhibition printed program.
- Deadline for submitting raffle items for the ADEA Exhibit Hall raffle program.
- Deadline for requesting exhibitor booth cancellation with a refund (minus a 25% cancellation fee).

Friday, January 29, 2016

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

Friday, February 12, 2016

- Deadline for making hotel reservations at the Hyatt Regency Denver at Colorado Convention Center Hotel.

Friday, February 19, 2016

- Deadline for all registration cancellations. Deadline for registering online (including exhibitors).

Saturday, March 12, 2016

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

Sunday, March 13, 2016

- Exhibitor Move-in: 8:00 – 11:00 a.m.
- Exhibit Hall Open: Noon – 5:00 p.m. (lunch will be available from noon – 2:00 p.m.)

Monday, March 14, 2016

- Exhibit Hall Open: 9:45 a.m. – 3:00 p.m. (lunch will be available from noon – 1:00 p.m.)
- Exhibit Hall Coffee: 9:45 – 10:30 a.m.
- Dismantling and Move-out: 3:05 – 7:00 p.m. (Booths must not be dismantled prior to the close of the show at 3:00 p.m.)

APPLICATION PROCEDURES

Booths are reserved on a first-come, first-reserved basis. Full payment of the exhibit fee is due with your application to secure exhibit space.

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

CANCELLATIONS

If written notice of cancellation or space reduction is received by Friday, January 8, 2016, the rental fee will be refunded minus a 25% cancellation fee. No refunds, cancellations or space reductions postmarked after Friday, January 8, 2016, 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. 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.

QUESTIONS?

If you have questions regarding exhibits, please contact Simone Smith, Meetings Manager, at smiths@adea.org or 202-289-7201, ext. 196.

RULES AND REGULATIONS

BOOTH ASSIGNMENTS

Booth space in the Exhibit Hall is available on first-come, first-reserved 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 2016 ADEA Annual Session & Exhibition.

If any exhibitor is not set up by 11:00 a.m. on Sunday, March 13, 2016, 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 Sunday, March 13, 2016, shall be borne by the original contracting exhibitor.

BOOTH SPECIFICATIONS

Booth dimensions indicated on the exhibitor floor plan are believed to be accurate, but may be approximate. All booths are 10'x10'. The show colors for 2016 are gold drapes and blue carpet. Following are the specifications for in-line, peninsula, end-cap and island booths. No walls, partitions, decorations or other obstructions may be erected without adequate see-through to neighboring exhibitors. Hanging banners or graphics are not permitted in the Exhibit Hall. Exhibitors who wish to use any non-standard booth equipment or any signs, 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 2016 ADEA Annual Session & Exhibition for approval by the Exhibit Manager.

Standard In-line Linear Booth—must not be higher than 8 feet at the back wall and 3 feet on the side dividers along the aisles. Display fixtures over 4 feet high must be confined to the area of the exhibit booth that is within 5 feet of the backline.

Peninsula Booth—has two or more booths facing a cross-aisle; essentially an island exhibit attached to the end of a row of in-line linear booths. Peninsula booths must not be higher than 12 feet at the back wall and can only extend 5 feet to the left and right from the center backline. The exhibit must then drop to the 4-foot height maximum of in-line linear booths. 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 adequate see-through of peninsula booths (and to avoid on-site display changes or alterations), peninsula booth display blueprints or sketches must be forwarded to the Exhibits Manager 30 days prior to the 2016 ADEA Annual Session & Exhibition.

End-cap Booth—is exposed to aisles on three sides and composed of two booths. End-cap booths are generally 10 feet deep by 20 feet wide. 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 feet height restriction imposed on all materials in the remaining space forward to the aisle. To ensure adequate see-through of end-cap booths (and to avoid on-site display changes or alterations), end-cap booth display blueprints or sketches must be forwarded to the Exhibits Manager 30 days prior to the 2016 ADEA Annual Session & Exhibition.

RULES AND REGULATIONS

Island Booth—is defined as a block of booths completely 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 12-foot maximum of a display unit should be centered in the island space (in line with the back wall of neighboring exhibitors). To ensure adequate see-through of island booths (and to avoid on-site display changes or alterations), island booth display blueprints or sketches must be forwarded to the Exhibit Manager 30 days prior to the 2016 ADEA Annual Session & Exhibition.

EXHIBITOR 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 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

When reserving your booth you can access the exhibitor service. If you need to access the service kit again, you can login into your exhibitor account with your company's 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 back of 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 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.

RULES AND REGULATIONS

ADMISSION

ADEA shall have sole control over all admission policies at all times. Any person visiting the exhibits or attending any function of the 2016 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 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.

SALES AND CONTEST PROHIBITION

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.

Exhibitor contests, lotteries, raffles, games of chance and display or promotion of special 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 2016 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 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 disturb 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.

RULES AND REGULATIONS

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 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

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 that would invalidate the insurance or increase the premium of the policies held by the management of the Colorado Convention Center 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 Colorado Convention Center 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 Colorado Convention Center 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 Colorado Convention Center and the official general services contractor against and from any and all loss, cost, damage, liability or expense

RULES AND REGULATIONS

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. 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 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 Colorado Convention Center shall be destroyed or damaged; the 2016 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 Colorado Convention Center 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.

RULES AND REGULATIONS

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 Colorado Convention Center. 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 2016 ADEA Annual Session & Exhibition.

TAKE YOUR EXHIBIT TO THE NEXT LEVEL WITH SPONSORSHIP OPPORTUNITIES

Gain additional exposure onsite by sponsoring 2016 ADEA Annual Session & Exhibition high-profile programs, special events and conference materials and activities.

- Enhance your company's exposure at key locations throughout the meeting and on critical event materials viewed by thousands.
- Interact with key decision-makers in the dental education community, including deans and faculty from U.S. and Canadian allied, predoctoral and advanced dental education programs.
- Bring innovative new products, research and technology to the attention of faculty, administrators, students, residents and fellows.

Signature Programming—Promote your company's products and services to a captive audience by sponsoring the 2016 ADEA Annual Session & Exhibition Welcome Reception, Discourse and Dessert: An Evening Plenary on Diversity and Gender Issues, ADEA Signature Series, Political Spotlight and Plenary Session, Closing Plenary Session, and numerous educational sessions.

ADEA also offers various levels of sponsorship for the ADEA GoDental Student Recruitment Fair and Regional Predental Advisors' Workshop, an interactive event with an anticipated at-tendance of 400 students and 40 dental schools.

Receptions, Dinners and Special Events—Sponsorships are available for Exhibit Hall Lunches, or choose from numerous special evening receptions, dinners, and events, such as the ADEA Leadership Institute Class of 2016 Welcome Reception; the William J. Gies Awards for Vision, Innovation and Achievement; the ADEA Chair of the Board's Reception and many more.

Conference Materials—From lanyards, pens and attendee tote bag inserts to ADEA's Mobile App, Wi-Fi & Cyber Center, take advantage of conference materials and activities to promote your company.

Publications—Place a full page, half page, or quarter page ad in the ADEA Annual Session & Exhibition printed program or ADEA's Schedule-at-a-Glance.

CONTACT

For information about sponsorship
Dr. Ronald L. Rupp
Senior Vice President for External Relations and Institutional Advancement
American Dental Education Association
655 K Street, NW, Suite 800
Washington, DC 20001
Phone: 202-289-7201, ext. 114
Fax: 202-289-7204
Email: ruppr@adea.org

CONTACTS

Exhibitor Registration and Information
Simone Smith, Meetings Manager (Exhibits)
American Dental Education Association
655 K Street, NW, Suite 800
Washington, DC 20001
202-513-1196
smiths@adea.org

Ancillary Meetings/Receptions—To reserve space at the Colorado Convention Center or the Hyatt Regency Denver at Colorado Convention Center for a meeting, reception or event, please contact:

Nirah Forman
ADEA Meetings Manager
American Dental Education Association
655 K Street, NW, Suite 800
Washington, DC 20001
202-289-7201
FormanN@adea.org

Decorator Services
Levy Show Services Inc.
12340 Horseshoe Way
Richmond, BC, V7A 4Z1, Canada
604-277-1726
levyshow.com