2017 ANNUAL MEETING
March 15–18

Co-Sponsored by:
American Association of Oral & Maxillofacial Surgeons
American Academy of Periodontology
American College of Prosthodontists

ACADEMY OF OSSEOINTEGRATION
Exhibitor Prospectus
Orange County Convention Center
Orlando, Florida

A multidisciplinary meeting co-sponsored by:
About the Academy of Osseointegration

Following the introduction of osseointegration to North America in 1982, a group of dental clinicians from the Greater New York area participated in a course entitled “Osseointegration in Clinical Dentistry.”

Subsequently, the group formed a study club to share research and information. This local study club eventually concluded that a national organization was essential to foster education and advancement in this field. As a result, the Academy of Osseointegration was formed.

For more than 30 years, the Academy has met throughout North America. Meeting participation continues to increase, and membership now exceeds 5,600 professionals from more than 70 countries.

The Academy of Osseointegration’s dedication to the highest standards in patient care, research and education remain the reason so many professionals have made the decision to ally themselves with this leading organization.

The Mission of the Academy of Osseointegration

The mission of the Academy of Osseointegration is to enhance oral health by advancing the science, ethics and practice of implant dentistry and related technologies and to support the professional needs of its members worldwide.

Why you should exhibit at the 2017 Academy of Osseointegration Annual Meeting

The Academy of Osseointegration’s Annual Meeting remains the premier event in the field of dental implants. Its 2017 Annual Meeting will be co-sponsored by the American Association of Oral and Maxillofacial Surgeons (AAOMS), American Academy of Periodontology (AAP) and the American College of Prosthodontists (ACP) and is expected to attract more than 2,700 specialists from oral surgery, periodontics, prosthodontics, general practice as well as other healthcare professionals from around the world.

You will have the opportunity to:

- Target influential decision makers
- Interact face-to-face with dentists involved in patient care
- Build visibility for your company in a competitive marketplace
- Expand your prospect base and strengthen existing customer relationships
- Introduce new products and services
- Generate new sales leads
- Give product demonstrations
- Conduct market research

2016 MEETING ATTENDANCE IN SAN DIEGO, CA

Dentists ...........................  1,545
Non-Dentists  ......................... 60
Allied Health ........................ 129
Spouses/Guests...................... 290
TOTAL .............................  2,024
EXHIBITOR INFORMATION

EXHIBIT LOCATION
West Hall E
Orange County Convention Center
9899 International Drive
Orlando, FL 32819
Phone: (386) 364-1826

EXHIBIT HOURS (Subject to change)
Thursday, March 16, noon – 7:00 pm
• Lunch available for attendees
• Afternoon Refreshment Break
• Welcome Reception in exhibit hall from 5:30 – 7:00 pm
Friday, March 17, 9:00 am – 4:00 pm
• Morning and afternoon Refreshment Breaks
• Lunch available for attendees
Saturday, March 18, 9:00 am – 2:00 pm
• Morning Refreshment Break
• Lunch available for attendees

SPACE RENTAL FEES

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Total Cost</th>
<th>Total Deposit</th>
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<tbody>
<tr>
<td>10' x 10' (in-line)</td>
<td>$3,440</td>
<td>$1,720</td>
</tr>
<tr>
<td>10' x 10' (corner)</td>
<td>$3,860</td>
<td>$1,930</td>
</tr>
<tr>
<td>Island Booth (start at 400 sq ft)</td>
<td>$44/sq ft</td>
<td>50% of total</td>
</tr>
</tbody>
</table>

TERMS OF PAYMENT
AO must receive a 50% deposit of total booth price with the signed contract before booth space will be assigned. The 50% balance due must be received by December 15, 2016. Contracts received after December 15, 2016, must be accompanied by payment of 100% of the total booth price.

BOOTH ASSIGNMENT
Initial space assignment for the 2017 Annual Meeting, based on AO’s point system, was made at the 2016 Annual Meeting Exhibit Lottery. Following initial space assignments, all additional assignments are made on a first-come, first-served basis. For a complete breakdown of the point system please consult the general rules and regulations.

The Exhibit Lottery for the 2018 meeting in Los Angeles, California will be held during the meeting on Friday, March 17, 2017.

CANCELLATION POLICY
Written cancellation received by AO is subject to the following refund amounts:
• On or before November 3, 2016, refund minus $500 per 10’ x 10’ booth space
• Between November 4, 2016 and December 29, 2016, refund minus 50% of total booth cost
• After December 29, 2016, no refunds

If an exhibitor reduces the size of their confirmed booth, the net reduction of space will be treated as a cancellation. AO reserves the right to reassign the confirmed booth location at its sole discretion.

EXHIBITOR ADMISSION TO SCIENTIFIC SESSIONS
The Registration Packet will be mailed and posted on the AO website in late 2016. Your exhibit badge permits you to attend any open session for which there are no optional fees (plenary and concurrent sessions, poster presentations, etc.). CE, or other educational credit, is not available for exhibitors – you must fully register as an attendee to claim educational credits.

HOUSING
The official housing information will be posted on the AO website (www.osseo.org) in late 2016.
OFFICIAL SERVICE AND MATERIAL HANDLING CONTRACTOR
Freeman has been designated the Official Show Contractor.
Freeman Orlando Office
Exhibitor Services Department
2200 Consulate Drive
Orlando, Florida 32837
Phone: (407) 816-7900
Fax: (469) 621-5606
freemanorlandoes@freemanco.com

SERVICE DESK
The Freeman Service Desk will be open from 8:00 am – 5:00 pm daily, starting on Tuesday, March 14. Here exhibitors may verify, check and adjust their requirements for installation, furniture, equipment and other auxiliary services. The service desk personnel will be available to assist you throughout the show.

EXHIBITOR KIT
The Exhibitor Kit, containing order forms for exhibitor services, will be online in late 2016. This will include forms for shipping, labor, material handling, furniture, carpeting, electrical and other service providers. Exhibitors are responsible for forwarding the link to suppliers who may be ordering services on their behalf.

EXHIBIT SET-UP HOURS (Subject to change)
Tuesday, March 14, 8:00 am – 5:00 pm
Wednesday, March 15, 8:00 am – 5:00 pm
Thursday, March 16, 8:00 – 11:00 am
All crates must be available for removal no later than 11:00 am, Thursday, March 16. Any exhibit not set up by 11:00 am, Thursday, March 16, or for which arrangements to set-up have not been made, will automatically be set-up at the exhibitor’s expense and liability. Any booth not occupied by 11:00 am, Thursday, March 16, may be re-assigned to another exhibitor unless the AO Director of Exhibits has been informed of extenuating circumstances. There will be no refund to the original exhibitor.

EXHIBIT DISMANTLING HOURS (Subject to change)
Saturday, March 18, 2:00 – 11:00 pm
Sunday, March 19, 8:00 am – noon
Exhibitors are prohibited from dismantling or packing equipment or literature prior to 2:00 pm, Saturday, March 18. Any exhibit not dismantled by noon, Sunday, March 19 – or for which arrangements for tear-down have not been made – will automatically be dismantled at the exhibitor’s expense and liability. The floor must be cleared by noon, Sunday, March 19.

EXHIBIT SHOW HOURS (Subject to change)
Thursday, March 16, noon – 7:00 pm
Friday, March 17, 9:00 am – 4:00 pm
Saturday, March 18, 9:00 am – 2:00 pm

EXHIBITOR REGISTRATION
Exhibitor registration will be available online in late 2016 and initial registration will be complimentary. After initial registration, badges and name changes will be $10 each. All exhibitors must register for the meeting. Exhibitors should wear their badges at all time. Supplementing this identification with business cards, ribbons, or company logos is not permitted. Badges will be made out in the name of the company only as it appears in published materials – it is expected that exhibiting firms will keep the number of booth personnel within reasonable limits, i.e., no more than five individuals per each 10’ x 10’ booth space purchased.

PLEASE NOTE: AO exhibitor badges are not mailed and must be picked up on-site at the AO Registration Desk. Exhibitors are encouraged to pick up their own badge and not have a company representative pick up all badges.

Replacement/Lost/On-Site Badges – $10 each
Floor plan subject to change.
The following companies exhibited at the 2016 Academy of Osseointegration’s 2016 Annual Meeting:

- 3D Diagnostix (3DDX)
- 3Shape
- A. Titan Instruments
- AB Dental USA
- ACE Surgical Supply Company
- AD Surgical
- Adin Implants
- Air Force Health Professions Recruiter
- Allied Powers, LLC
- Alpine Pharmaceuticals
- AMD Lasers, LLC
- American Dental Software
- Anatomage
- Aseptico
- Anatomage
- American Dental Software
- AMD Lasers, LLC
- Alpine Pharmaceuticals
- Allied Powers, LLC
- Adin Implants
- AD Surgical
- Aseptico
- Benco Dental
- Bicon Dental Implants
- Bien-Air Dental
- BioHorizons
- Birdeye
- Blue Sky Bio
- BMT Medizintechnik
- Boca Dental Supply
- Brasseler USA
- BTI of North America
- Burbank Dental Laboratory
- Cagenix, Inc.
- Carestream Dental
- Ceatus Media Group
- Cefla Medical Solutions (Newtom)
- Chaorum Implant
- CinZara, LLC
- ClaroNav
- Clear Optix
- ClearChoice Dental Implant Centers
- Collagen Matrix
- Consult-PRO
- Cool Jaw By Medico International
- Cortex Dental Implants Industries, Ltd
- Crystal Clear Digital Marketing, LLC
- Cyber Implants
- Dental Arts Laboratories, Inc.
- Dental Evolutions
- Dental Tribune America
- Dental USA, Inc.
- Dentatus USA, Ltd
- DenTech International
- Dentium USA
- DENTSPLAY Implants
- Designs for Vision, Inc.
- Dexta Corporation
- DoWell Dental Products, Inc.
- DSN Software, Inc.
- Ellman, A Cynosure Company
- Elsevier
- Exactech, Inc.
- Firm Media
- Geistlich Biomaterials
- Glidewell Laboratories
- Glustitch, Inc
- H & H Company
- Hartzell/PeriOptix
- Henry Schein Dental Surgical Technologies
- Hi Tec Implants, Ltd. (Dental Implant Technologies)
- Hi-Dow International
- Hiocess, Inc.
- Hu-Friedy Manufacturing Company
- HuberMed, Inc.
- Implantent, Ltd.
- Implant Direct International
- Infinite Therapeutics
- Inlant Dental Technologies
- Insurance Billing Specialists
- Integrated Dental Systems
- Intra-Lock International, Inc.
- Invialign iTero
- ITI International Team for Implantology
- J. Morita USA, Inc.
- Karl Schumacher Dental Instruments
- KAT Implants
- Keystone Dental
- KLS-Martin
- Lending Club Patient Solutions
- LightScalpel, LLC
- LISI Medical
- LoupeCam
- Maxxeus Dental
- Medco Instruments, Inc.
- Medtronic
- Meisinger USA
- Merrill Lynch
- Microsurgery Instruments, Inc.
- Millennium Dental Technologies, Inc.
- MIS Implants Technologies, Inc.
- Models Plus, LLC
- Neobiotech USA, Inc.
- Neodent/Instradent USA
- Neoss
- Nobel Biocare
- NouVag AG
- NovaBone Products, LLC
- Now Media Group
- nSequence Center for Advanced Dentistry
- OCO Biomedical
- OraPharma, Inc.
- Orascope
- Osada, Inc.
- Osstell, Inc.
- Osteogenics Biomedical
- Osteohealth
- Otto Trading, Inc
- Pacira Pharmaceuticals
- Paradigm Dental Models
- Paradise Dental Technologies
- PBHS, Inc.
- PhotoMed International
- Piezosurgery Incorporated
- Pikos Implant Institute
- Planmeca USA, Inc.
- PREAT Corporation
- Quintessence Publishing Co, Inc.
- Reimbursement Medical Billing
- Resorba Medical
- RGP Dental
- Rose Micro Solutions
- Saeshin America, Inc.
- Salvin Dental Specialties, Inc.
- SheerVision, Inc
- Shinwon Dental Co., Ltd
- Sirona Dental
- Snap On Optics
- Snoasis Medical, LLC
- Solutionreach
- Straumann
- SurgiTel/General Scientific Corp
- Sweden & Martina, Inc
- TePe Oral Health Care
- Thommen Medical
- Treloar & Heisel, Inc.
- Ultralight Optics Inc
- Unicare Biomedical, Inc.
- Ushio, Inc
- Valley Dental Arts
- Versah, LLC
- W&H Impex, Inc.
- Weave
- Western Society of Periodontology
- X-Nav Technologies, LLC
- XEMAX Surgical Products
- Yodle
- Young’s Dental, Inc.
- Z-Systems
- ZEST Anchors, LLC
- Zimmer Biomet
- Zoll-Dental
Initial space assignment based on AO’s point system, was made at the 2016 Annual Meeting Exhibit Lottery*. Following initial space assignments, all additional assignments are made on a first-come, first-served basis based upon receipt by AO of a completed application and a 50% deposit. Space must be paid in full no later than December 15, 2016. Applications received after December 15, 2016 require 100% payment.

*See General Rules and Regulations for full disclosure on the AO Point System.

Contact to whom exhibit-related correspondence should be sent

Company

Contact Name  Title

Mailing Address

City/State/Zip

Phone  Fax

Email

The undersigned applicant hereby applies for exhibit space at the 2017 AO Annual Meeting and requests the following exhibit space(s) in order of preference.

1st choice # at $  2nd choice # at $  3rd choice # at $  4th choice # at $  5th choice # at $  6th choice # at $

☐ We wish to avoid having our exhibit located adjacent to or opposite from the following company(s). AO cannot guarantee that you will not be placed next to those companies listed below.

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Total Cost</th>
<th>Total Deposit</th>
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<tbody>
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<td>Island Booth (start at 400 sq ft)</td>
<td>$44/sq ft</td>
<td>50% of total</td>
</tr>
</tbody>
</table>

Deposit Policies

- For submissions before December 15, 2016: 50% of total booth price and contract due for space assignment; balance due by December 15, 2016
- For submissions after December 15, 2016: 100% of total booth price and contract due for space assignment

For Official AO Use Only:

<table>
<thead>
<tr>
<th>Assigned Booth</th>
<th>Size</th>
<th>Total Amount Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date Application Received</td>
<td>Amount $</td>
<td></td>
</tr>
<tr>
<td>Payment Type</td>
<td>Trans #</td>
<td></td>
</tr>
<tr>
<td>Balance Remaining $</td>
<td>Balance Due on or before December 15, 2016</td>
<td></td>
</tr>
<tr>
<td>Date Final Payment Received</td>
<td>Amount $</td>
<td></td>
</tr>
<tr>
<td>Payment Type</td>
<td>Trans #</td>
<td></td>
</tr>
</tbody>
</table>

*Please complete reverse side*
Exhibitor Information for Publication

Company

Contact

Mailing Address

City/State/Zip

Phone

Fax

Email

Website

Description of Products or Services
Please email your company description for publication in the Program Guide. Maximum 100 words – Must be received by December 15, 2016

Payment Information

☐ Check      Check Number

OR

Credit Card:  ☐ Visa  ☐ MasterCard  ☐ American Express

Credit Card Number  Expiration Date  Security Code:

Name on the Card  Amount to Charge $  

Signature

Cancellation/Space Reduction Policies

• On or before November 3, 2016: ................................ Refund minus $500 per 10’ x 10’ space
• Between November 4 and December 29, 2016: ........ 50% refund (based on total booth price)
• After December 29, 2016: .................................. No refunds
• All cancellations of booth space must be received in writing by AO.
• If space is reduced, the net reduction of space will be treated as a cancellation of that space.
• In the case of a reduction in the size of an exhibitor’s assigned booth space, AO reserves the right to reassign the confirmed booth location at its sole discretion.
• The application and signed agreement, when accompanied by the required deposit, and when countersigned by AO, shall become a binding contract in accordance with the terms of the agreement and all General Rules and Regulations.

This agreement shall not be binding unless it is signed by an authorized representative of the applicant’s firm and is accepted by AO with the signature of AO’s Management. I hereby certify that I have read and will abide by the AO Exhibitor Prospectus General Rules and Regulations.

Company Name

Applicant’s Signature

Type or Print Name

Title  Date

Return form to:
Jean Foellmer-Hughes, Director of Exhibits
Academy of Osseointegration
85 W. Algonquin Road, Suite 550
Arlington Heights, IL 60005-4460
Phone: (847) 725-2278 • Fax: (847) 427-9656
Email: jeanfoellmer@osseo.org

Jean Foellmer-Hughes, Director of Exhibits
Academy of Osseointegration
Function Space Request

2017 AO Annual Meeting
Orlando, Florida • March 15-18, 2017

Function space requests are only for company sales meetings or AO approved activities, not industry sponsored hospitality suites or functions. Submit this form to AO NO LATER THAN DECEMBER 29, 2016.

<table>
<thead>
<tr>
<th>Name of Function</th>
<th>Exhibiting Company Name</th>
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<table>
<thead>
<tr>
<th>Contact Person</th>
<th>Mailing Address</th>
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<table>
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<tr>
<th>Phone</th>
<th>Fax</th>
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<table>
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<thead>
<tr>
<th>Function Day/Date</th>
<th>Start Time</th>
<th>End Time</th>
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<tr>
<th>Room Needed Early for Special Set-up</th>
<th>No</th>
<th>Yes</th>
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<tbody>
<tr>
<td>Time</td>
<td>Number of persons attending</td>
<td></td>
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<thead>
<tr>
<th>Function Type</th>
<th>Sales Meeting</th>
<th>Business Meeting</th>
<th>Other Activity (to be approved by AO)</th>
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<thead>
<tr>
<th>Attendance</th>
<th>Company Personnel</th>
<th>Physician/Company</th>
<th>Other</th>
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<tr>
<th>Setup Desired</th>
<th>Conference</th>
<th>Hollow Square</th>
<th>U-Shaped</th>
<th>Theater</th>
<th>Schoolroom</th>
<th>Rounds</th>
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<thead>
<tr>
<th>Setup Desired</th>
<th>Cocktail Tables</th>
<th>Other/Diagram Attached</th>
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Additional Specifications (Check all that apply)

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<tr>
<th>Using Audio Visuals</th>
<th>Elevated Stage for Lectern/Head Table</th>
<th>Standing Lectern Only</th>
<th>Other</th>
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<tbody>
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FEE $200 per function

<table>
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<tr>
<th>Credit Card #</th>
<th>Visa/MasterCard/American Express</th>
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<tr>
<th>Security Code</th>
<th>Expiration Date</th>
<th>Amount to Charge: $200 per function</th>
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<tr>
<th>Name on Card</th>
<th>Signature</th>
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I/we have read the AO General Rules and Regulations in the Exhibitor Prospectus and agree to abide by all AO General Rules and Regulations and hold harmless the AO from and against any and all liability and claims and demands which may arise from or be asserted in connection with the foregoing undertakings and responsibilities.

Applicant’s Signature

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<thead>
<tr>
<th>Type or Print Name</th>
<th>Date</th>
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Return form to: Gina Seegers, Director of Meetings & Conventions
Academy of Osseointegration
85 W. Algonquin Road, Suite 550
Arlington Heights, IL 60005-4460
Phone: (847) 725-2276 • Fax: (847) 427-9656
Email: ginaseegers@osseo.org

AO Use Only

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<th>Time</th>
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<th>Location</th>
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<tr>
<th>Facility</th>
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Exhibitors are required to inform the Academy of Osseointegration of hosted hospitality functions. Submit this form to AO no later than December 29, 2016. You will then be contacted by the facility for your requirements.

Exhibiting Company Name

Contact Person

Mailing Address

Phone                                          Fax

Email

Hospitality Suite Description

Preferred Location (name of hotel, restaurant, etc.)

Dates _____________________________ Proposed Entertainment _____________________________

If event is planned outside the hotel, will the exhibiting company be providing transportation for attendees? Please indicate type of transportation to be utilized: ______

I/we have read the AO General Rules and Regulations regarding Social Activities in the Exhibitor Prospectus and agree to abide by all AO General Rules and Regulations and hold harmless the AO from and against any and all liability and claims and demands which may arise from or be asserted in connection with the foregoing undertakings and responsibilities.

Applicant’s Signature

Type or Print Name

Title Date

AO Use Only

Date _____________________________

Time _____________________________

Location _____________________________

Facility _____________________________

Return form to:
Gina Seegers, Director of Meetings & Conventions
Academy of Osseointegration
85 W. Algonquin Road, Suite 550
Arlington Heights, IL 60005-4460
Phone: (847) 725-2276 • Fax: (847) 427-9656
Email: ginaseegers@osseo.org
Marketing Opportunities

Maximize your exposure with our one-of-a-kind sponsorship opportunities!

AO offers a variety of sponsorship and educational grant opportunities. Take advantage of our numerous product or corporate marketing sponsorships and increase your visibility among implant dentists! Or, support one of our educational programs and your company is guaranteed to reach a targeted audience.

EXHIBIT HALL NETWORKING EVENTS
Make the most of your networking during the following special AO activities taking place on the show floor:
- Lunch for attendees, Thursday, March 16
- Afternoon Refreshment Break, Thursday, March 16
- Welcome Reception, Thursday, March 16
- Morning and Afternoon Refreshment Breaks, Friday, March 17
- Lunch for attendees, Friday, March 17
- Morning Refreshment Break, Saturday, March 18
- Lunch for attendees, Saturday, March 18

BRANDING OPPORTUNITIES
AO offers a variety of branding opportunities, including hotel key cards, signage, lobby banners and many more. For more information, please contact Mike Slawny, Associate Executive Director at (847) 725-2298 or mikeslawny@osseo.org.

DOOR DROPS
A Door Drop is the premier vehicle for exhibitors to contact the broadest audience possible – reach all attendees who are booked in the official AO hotel room block to advertise your exhibit booth, products and/or services. Information, pricing and deadline dates on door drops will be included in the Exhibitor Kit.

MEMBERSHIP MAILING LIST
Exhibitors may purchase the full AO membership mailing list for $500. Quantities will be approximately 5,600 depending on the list desired, full membership or US-only. For more information, please contact Kelly Burns at (847) 725-2284 or kellyburns@osseo.org.

EXHIBITOR LISTING
Exhibiting companies are listed in the Program Guide at no charge. The Program Guide contains an alphabetical listing with booth number, contact information, a description of exhibitors’ products and/or services and is distributed directly into the hands of every registered attendee! Listing is subject to submission deadlines.

ADVERTISING IN THE ACADEMY NEWSLETTER
The Academy’s official quarterly newsletter – Academy News – is mailed to over 5,600 AO members and is an excellent way for your company to increase its visibility and earn points toward next year’s booth space assignment. This attractive, 4-color newsletter covers all the educational and technical advancements of implant dentistry and is also posted on the Academy’s website for those wishing to access an electronic version. Because more than 70% of AO members are in private practice, advertising in this publication gives you direct access to the key decision makers. For more information, contact Mike Slawny, Associate Executive Director at (847) 725-2298 or mikeslawny@osseo.org.

PRE-REGISTERED ATTENDEE MAILING LIST
Exhibitors may purchase the address list of the pre-registered attendees to send product information or invitations to sponsored events. All mailing pieces must be approved by AO prior to printing. Orders are filled no earlier than 6 weeks before the meeting to provide exhibitors with the maximum number of contacts. Information on pre-registered attendee mailing lists will be included in the Exhibitor Kit.
EXHIBITOR-SPONSORED PRIVATE FUNCTIONS
Exhibitor-sponsored private functions are separately
organized events during which exhibitors can meet with
AO participants outside of the exposition for the purpose of
networking, entertaining and continuing business started on
the exhibit floor. Exhibitors sponsoring any type of private
function are required to adhere to the following guidelines:

1. AO must be informed of all planned social and hospitality
functions. Exhibiting companies must complete the
Hospitality Suite Request form enclosed in this prospectus.

2. Hospitality and social functions may only be scheduled
during times that will not interfere with official AO
scheduled activities. The following hours are available for
exhibitor-sponsored events (subject to change):
   - Thursday, March 16, after 7:00 pm
   - Friday, March 17, after 9:00 pm
   - Saturday, March 18, after 5:00 pm

3. Hospitality and social functions should be handled on
an invitation-only basis. Host companies must make it
clear to their guests that the event is not an official AO
function.

4. Host companies agree to assume all liability arising out
of or in connection with such functions and agree to
indemnify AO against any and all liability and claims

and demands arising out of or in connection with the
foregoing undertakings and responsibilities of the
exhibitor.

5. Companies requiring function space for internal company
meetings must complete the Request for Function Space
form enclosed in this prospectus.

6. Hospitality functions within the hotel may only be
advertised via the hotel activities board and must be
cleared through the hotel management.

7. Companies are prohibited from sponsoring independent
scientific programs within 60 days and a 100 mile radius
of the AO Annual Meeting.

8. Non-exhibiting companies are prohibited from hosting
hospitality functions during the Annual Meeting.

HOSPITALITY SUITES
Hospitality suites are only available to companies who are
exhibiting at the Annual Meeting. Exhibitors requesting a
suite should do so through AO. Upon approval by AO, a
confirmation will be sent by the hotel (See Hospitality Suite
Request form enclosed in this prospectus).
ACADEMY OF OSSEINTEGRATION GENERAL RULES AND REGULATIONS

These Rules and Regulations are a bona fide part of the contract for exhibit space with the Academy of Osseointegration (AO) hereinafter referred to as Show Management. Show Management reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well-being of the Show. Each exhibitor, for himself, his employees, and his contractors agrees to abide by these regulations and by any amendments or additions hereafter made by Show Management. Show Management reserves the right to decline, prohibit, deny access or remove any exhibit which in its sole judgment is contrary to the character, objectives and best interests of the Show or suitable for its attendee audience. This reservation includes, but is not limited to, any violation of any public policy or these Rules and Regulations and extends to persons, things, printed matter, products and conduct. Show Management reserves the right to refuse applications of any exhibitor for any reason, as well as the right to curtail exhibits or parts of exhibits. Show Management’s decision and interpretation shall be accepted as final in all cases.

AO SPACE ASSIGNMENT POINT SYSTEM

Initial space assignment for the Annual Meeting is based on AO’s point system with space assigned at the previous year’s Annual Meeting Exhibit Lottery. Following initial space assignments, all additional assignments are made on a first-come, first-served basis. The Exhibit Lottery for the 2018 meeting will be held on Friday, March 18, at the 2017 Annual Meeting. Only points earned during the previous five (5) years will be considered. During the 2017 meeting, priority points for selecting booth space for the 2018 meeting will be determined as follows:

- Six (6) points for participation via an exhibit booth at each Academy meeting beginning with 2013 and ending with 2017
- Two (2) points for each booth contracted at each Academy meeting beginning with 2013 and ending with 2017
- Five (5) points for each Corporate Forum purchased at each Academy meeting beginning with 2013 and ending with 2017
- Five (5) points for each corporate sponsorship greater than $10,000 at each Academy meeting beginning with 2013 and ending with 2017
- Three (3) points for each corporate sponsorship less than $10,000 at each Academy meeting beginning with 2013 and ending with 2017
- One (1) point for a half page advertisement in the Academy News beginning with 2012 and ending with 2017
- Two (2) points for a full page advertisement in the Academy News beginning with 2012 and ending with 2016

PAYMENT OF SPACE

Applications must be accompanied by a 50% deposit of the total booth cost. 100% of payment is due no later than December 15, 2016. Applications received after December 15, 2016, must include full payment of the total booth cost (payable in US Funds and drawn on a US Bank).

CANCELLATION AND REFUNDS

All cancellations of booth space must be received in writing by Show Management. If space is reduced, the net reduction of space will be treated as a cancellation of that space and Show Management reserves the right to reassign the exhibitor’s confirmed booth location at its sole discretion. If Show Management receives a written request for cancellation of space prior to November 3, 2016, the exhibitor will be eligible for a full refund minus $500 for each 10’ x 10’ space; between November 4, 2016, and December 29, 2016, eligible for a 50% refund of the total booth cost. No refunds will be made after December 29, 2016. It is expressly agreed by the exhibitor that upon failure to pay the space rental charge at the times specified, or failure to comply with any other provisions contained in these Rules and Regulations concerning his use of exhibit space, Show Management shall have the right to reassign the confirmed booth location shown or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages the amount paid by him for his space reservation, regardless of whether or not Show Management enters into a further lease for the space involved. In case the exhibition shall not be held for any reason whatsoever, then and thereupon, the rental and lease of space to the exhibitor shall be terminated. In such case the limit claim for damage and/or compensation by the exhibitor shall be the return to the exhibitor of the pro rata amount already paid for space for this specific event.

SPACE RENTAL AND ASSIGNMENT OF LOCATION

Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXHIBITION.

GENERAL RULES AND REGULATIONS

ARRANGEMENT OF EXHIBITS

Each exhibitor is provided access to an official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition. Exhibits not conforming may be dismantled or modified, at cost to the exhibitor, at the sole judgment and discretion of Show Management. Booth decorations are to be professional, standard booth design. No gimmicks or attention-getting decorations are permitted. Nothing may be taped, posted, nailed, screwed or otherwise attached to columns, walls, drapes, floor or any interior or exterior surface of the center. Exhibits are not permitted to span an aisle by ceiling or floorcovering. Signs, parts of exhibits, supplemental lighting or any other exhibit material suspended from or attached to the ceiling of the exhibit hall must be approved by Show Management. Exposed or unfinished sides and/or backs of exhibits and displays must be draped or finished so as to present an attractive appearance when viewed from aisles or adjoining exhibits. All exhibits will be inspected during set-up and, at the direction of Show Management, the decorator will install draping at the exhibitor’s expense to any part of the exhibit deemed objectionable by other exhibitors or Show Management.

ATTORNEYS’ FEES

Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement, or to protect in any manner its interest or interests under this agreement, Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges and expenses including attorneys’ fees.

BOOTH REPRESENTATIVES

Booth representatives, including models or demonstrators, must be properly registered and wear badges, and be properly and modestly clothed. Excessively revealing attire is prohibited. Exhibitor badges are not to be issued to registrants who should pay the registration fee or to representatives of leasing companies, financial institutions, suppliers, vendors, or others who wish to gain admittance for the purpose of making contacts.

CONTESTS, DRAWINGS, LOTTERIES

All unusual promotional activities must be approved in writing by Show Management no later than sixty (60) days prior to the opening of the exhibition.

AMERICANS WITH DISABILITIES ACT

Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter “Act”) to make their booths accessible to handicapped persons. Exhibitors shall also hold harmless Show Management and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by the exhibitor’s failure to comply with the Act.

COPYRIGHT LICENSING

Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform or display any copyrighted materials including but not limited to music, video and software. The exhibitor shall indemnify and hold harmless Show Management and facility against cost, expense, or liability which may be incident to, arise out of or be caused by the exhibitor’s failure to obtain requisite license.

DIRECT SALES

Only those products listed on the exhibit application may be exhibited. Additional products for display must have Show Management approval prior to the exhibition. Exhibitors are responsible for collection of any and all taxes required by the state, county and city governments.

EXHIBITORS AUTHORIZED REPRESENTATIVE

Each exhibitor must name one person to be his representative in connection with installation, operation and removal of the firm’s exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which
the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exhibition periods and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times. For their own safety and protection, persons under the age of twenty-one (21) will not be admitted to the exhibit hall during move-in and move-out.

EXHIBITOR PLAN REVIEW

Booth construction plans and layout arrangements for first-time exhibitors, exhibitors in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exhibition.

EXHIBITS AND PUBLIC POLICY

Each exhibitor is charged with knowledge of all state, county and city laws, ordinances and regulations pertaining to health, fire prevention and public safety. While participating in this exhibition, compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. No part of the booth shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped or otherwise affixed to any pillars, doors, walls or other parts of the building. Any and all damages, losses, expenses and/or costs resulting from failure to observe this notice shall be payable by the exhibitor. The exhibitor must, at his expense, maintain and keep in good order his exhibit and the space for which he has contracted. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as an individual exhibitor’s space, materials and operation is concerned. Should an exhibitor have any questions as to the applicability, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them. Exhibitors must comply with city and state fire regulations. All booth decorations including carpeting must be flame-proof and all hangings must clear the floor. All exits, hallways, aisles and fire control apparatus must remain clear and unobstructed at all times. Use of butane or bottled gas is not permitted. Use of propane and helium balloons is prohibited. Electrical equipment and wiring must conform to National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurred any damage, the right is reserved to cancel all or such part of his exhibit as may be irregular, and effect the removal of same at exhibitor’s expense. If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with Show Management for information concerning facilities or regulations. Cylinders containing oxygen, compressed air or other medical gas must be secured by strap, stand or cart in an upright position to prevent tip-over. X-ray equipment may be displayed but not operated. Combustible materials used in the exhibit hall must be flame-proof in accordance with the City Fire Department Codes. Use or storage of flammable liquids, gasses or solids is strictly prohibited.

FDA REGULATIONS

Exhibitors shall comply with all applicable Food and Drug Administration (FDA) regulations, including, without limitation, FDA restrictions on the promotion of investigational and preapproved drugs and devices and the FDA prohibition on promoting approved drugs and devices for unapproved uses.

FOOD PRODUCTS

Food products must be approved by the exhibit hall food and beverage department (special fees may apply) and Show Management. Food must be wrapped in or in a container and not cause litter in the exhibit area. Exhibitors are responsible for keeping their booths litter free.

GIVEAWAYS

Novelty gifts or souvenirs not manufactured by the exhibiting company must be submitted to Show Management for review. These premiums should be items that can be used during the meeting or in the professional activities of the attendee. The “Notification of Intent to Distribute Premium or Novelty Items” form will be included in the Exhibitor Kit and must be returned to Show Management for approval no later than thirty (30) days prior to the opening of the show. Show Management may withhold or withdraw permission to distribute souvenirs, advertising or other material it considers objectionable. Exhibitor may distribute unofficial badges or company nameplates. No helium balloons may be used as booth decoration or inflated to distribute to visitors. All exhibitors distributing approved “stick-ons” may not place the “stick-ons” on the attendees’ badges.

INDEMNIFICATION

Exhibitor agrees that he will indemnify and hold and save Show Management harmless from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against Show Management on account of injury or damage to person or property to the extent that such claim, damage or injury may be incident to, arise out of or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of the exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of the exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by the exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by the exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by the exhibitor shall be effective unless such damage or injury may result from the gross negligence or willful misconduct of Show Management, as the case may be. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against the exhibitor or relating to this lease or the Premises leased hereunder, then the exhibitor shall and will pay all costs and expenses, including an reasonable attorney’s fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

INSTALLATION AND REMOVAL

Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show. Any spaces occupied and occupied by three (3) hours prior to the published Show opening time may be resold or re-assigned without refund. Installation of all exhibits must be fully completed by the opening time of the exhibition. The exhibitor is late in removing its exhibit and causes Show Management to incur overtime or other costs, then the exhibitor will be responsible for those costs. Exhibits must be staffed during all Show hours and may not, to any extent, be dismantled before the show closing. Any early dismantling or packing shall be considered a breach of this agreement and may affect future applications.

ISLAND BOOTHS

An island booth is exhibit space with aisles on all four sides. Full use of the space is permitted, but the design of the booth must allow for see-through visibility and accessibility from all four aisles. No drapery is provided for island booths. Island booth displays (including decorations) may not exceed 12’ in height unless approved by Show Management. An exhibitor whose booth is adjacent to island booths should expect the same reasonable sight line from the aisle as they would expect as if they were adjacent to an exhibitor with a standard booth. Hanging signs are permitted, they must clear at least 2’ from the ceiling and the bottom of the sign must clear at least 16’ from the floor.

LIABILITY AND INSURANCE

All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the building and exhibit hall. None of Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

LITERATURE DISTRIBUTION

All demonstrations or other activities must be confined to the limits of the exhibitor’s booth. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges or grounds of the host facility unless approved by Show Management. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is not approved by Show Management. Distribution of exhibitor materials is not permitted to attendee sleeping room doors, meeting rooms or anywhere else in the hotel and/or exhibit facility except in the specified booth space unless approved and coordinated by Show Management. Information, pricing and deadline dates on door drops will be included in the Exhibitor Kit.

OPERATION OF EXHIBITS

Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exhibition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exhibition as a whole. Use of so-called “barkers” or “pitchmen” is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the floor space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. The use of celebrity spokespersons,
General Rules and Regulations

magicians, fortune-tellers, dancers, mimes, puppet shows, other entertainment or special promotional activities is prohibited unless exhibitor has written permission from Show Management.

OTHER REGULATIONS
Any and all matters not specifically covered by the preceding Rules and Regulations shall be subject solely to the decision of Show Management. SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREE TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.

PHOTOGRAPHY
An exhibit booth may not be photographed or videotaped without the permission of the legitimate occupants of that booth. This prohibition extends to the members of the medical or lay press. Show Management may take photographs and may use them freely in any media for Show Management purposes.

PROPERTY DAMAGE
Neither Show Management nor the exhibitor shall be responsible for any loss of or damage to property of the other party herein, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable casualty, and Show Management and the exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. In the event that such occurrence results in cancellation of the exhibition, each party hereby releases the other from obligations under this contract. Accordingly, it shall be the responsibility of Show Management and the exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

SIGNAGE
Signs for Show Management approved sponsored functions are permitted but limited to two (2) per hotel and must have prior written approval from Show Management. Signage for product or activity promotion is not permitted outside the space contracted unless specifically authorized by Show Management.

SOCIAL ACTIVITIES
Any social function or special event planned by an exhibiting company to take place during the meeting dates must be pre-approved by Show Management. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official conference and exhibition activities, including exhibit hours, social functions, educational seminars and any other activity scheduled by Show Management. Social and hospitality functions should be held on an invitation-only basis. Host companies must make it clear to their guests that the event is not an official AO function. Host companies agree to assume all liability, arising out of or in conjunction with such functions and agree to indemnify Show Management against any and all liability and claims and demands arising out of or in connection with the foregoing undertakings and responsibilities of the exhibitor. Hospitality functions within the hotel may only be advertised via the hotel activities board and must be cleared through hotel management. No lobby signs are permitted.

SOUND
Exhibits that include the operation of musical instruments, radios, sound projection equipment or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. Show Management shall be the sole judge of what constitutes appropriate sound levels.

STANDARD BOOTH
All linear booths are 100 sq ft (10’ x 10’) unless otherwise noted. Booths have a back wall drape that is 8’ high, with sidewall drapes that are 3’ high. Total height of exhibits (including decorations) may not exceed 8’3” in height. All display fixtures over 4’ in height and placed within 10 linear feet of an adjoining exhibit must be confined to that area of the exhibitor’s space that is at least 5’ from the aisle line. No solid exhibit construction may exceed 36” in height, except in the rear one-half of the booth. The intent of the height and depth restrictions is that each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit.

STORAGE OF PACKING CRATES AND BOXES
Unattended freight in any display space as of one (1) hour prior to Show opening will be removed and stored at the exhibitor’s sole risk and expense. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period; but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor’s responsibility to mark and identify his crates and boxes. Crates and boxes not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as “empty.” Because of lack of storage facilities, it may be necessary to store empty crates, boxes and exhibit materials outside the building. Every effort will be made to protect the crates from the elements, but neither Show Management nor its service contractors will assume any responsibility for damage to them. The removal and return of large crates that cannot be handled by hand trucks will be charged for at prevailing rates. Crates, boxes or other exhibit material unclaimed by the exhibitor after the Show will be removed at the exhibitor’s expense. Exhibitors will be billed by the service contractor for removal time and materials at prevailing rates. None of Show Management, the service contractor, nor the exhibitor facility shall assume any liability whatsoever for loss or damage.

TWO-STORY BOOTHS
In most facilities, multi-story exhibits require prior approval by the exhibit facility and/or relevant local government agencies because it is deemed to be a “structure” for building purposes. Often structural and building codes and/or guidelines exist to dictate booth construction. Exhibitors utilizing this type of structure should seek guidance from Show Management prior to installation of multi-story exhibits. All multi-story exhibits must not be permitted in writing sixty (60) days prior to the Show opening. All two-story booths are required to adhere to all local convention center fire regulations as it pertains to multi-story booths.

USE OF CERTAIN PROPERTY
Exhibitor will assume all costs arising from the use of patented, trademarked or franchised materials, devices, processes or dramatic rights used on or incorporated in the exhibitor’s space. Exhibitor shall indemnify, defend and hold harmless Show Management, the service contractor, the exhibit facility and the city and their officers, directors, members, agents and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys’ fees and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

USE OF INDEPENDENT CONTRACTORS
Exhibitors who plan to use the services of anyone other than the official service contractor must notify Show Management at least thirty (30) days in advance of such activity. All independent contractors must: perform all services in a professional manner in accordance with the Exhibiting Rules and Regulations; not engage in solicitations of business on the exhibit floor for present or future conventions; order decorator labor in advance, either with the official service contractor or directly from the union or from exhibitor appointed contractor; and have all licenses, permits or bonding required by the federal, state, county or municipal governments and the Convention Center or Hotel Management prior to commencing work; and shall provide Show Management with an original Certificate of Insurance at least two (2) weeks prior to the Show dates. The insurance certificate must prove the policy will be in effect during the published installation and dismantling dates. Comprehensive general liability insurance covering all employees and temporary labor hired to perform work on this event are required.

USE OF SPACE
No exhibitor shall assign, sublet or share their allotted space with another business or firm unless approval has been obtained in writing from Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor’s display, parent or subsidiary companies excepted. Exhibitors must show only goods manufactured or dealt with by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor’s display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit area.

WAIVER
Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of such rights in writing on one occasion shall not be construed as consent to or a waiver of any right or remedy on any future occasion.
AO Future Meeting Dates

March 1 – 3, 2018
Los Angeles, California

March 14 – 16, 2019
Washington, DC

March 19 – 21, 2020
Seattle, Washington

March 11 – 13, 2021
Orlando, Florida