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 the last 35 years, the Academy has met annually throughout North America. Meeting participation remains strong and membership exceeds 4,500 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 serve and support AO members in their efforts to advance the science and best practices in implant dentistry.

Why you should exhibit at the 2021 Academy of Osseointegration Annual Meeting

The Academy of Osseointegration’s Annual Meeting remains the premier event in the field of dental implants. Its 2021 Annual Meeting is expected to attract 2,000 specialists from oral surgery, periodontics, prosthodontics, general practice as well as other healthcare professionals from around the world.

You will have the opportunity to:

- Introduce new products and services
- 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
- Generate new sales leads
- Give product demonstrations
- Conduct market research

2019 MEETING REGISTRATION*
WASHINGTON, D.C.

<table>
<thead>
<tr>
<th>Dentists</th>
<th>1,329</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Dentists</td>
<td>135</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>705</td>
</tr>
<tr>
<td>Spouses/Guests</td>
<td>195</td>
</tr>
<tr>
<td>TOTAL</td>
<td>2,364</td>
</tr>
</tbody>
</table>

*2020 meeting cancelled
EXHIBITOR INFORMATION

EXHIBIT LOCATION
Florida Exhibition Hall
Gaylord Palms Resort and Convention Center
6000 W Osceola Pkwy, Kissimmee, FL 34746

EXHIBIT HOURS (Subject to change)
Thursday, March 11, noon – 7:00 pm
• Lunch available for attendees
• Afternoon Refreshment Break
• Welcome Reception in Exhibit Hall from 5:30 – 7:00 pm
Friday, March 12, 9:45 am – 4:00 pm
• Morning and afternoon Refreshment Breaks
• Lunch available for attendees
Saturday, March 13, 9:45 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>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’ (in-line)</td>
<td>$3,754</td>
<td>$1,877</td>
</tr>
<tr>
<td>10’ x 10’ (corner)</td>
<td>$4,216</td>
<td>$2,108</td>
</tr>
<tr>
<td>Island Booth (start at 400 sq ft)</td>
<td>$46/sq ft</td>
<td>50% of total</td>
</tr>
</tbody>
</table>

TERMS OF PAYMENT
Applications must be accompanied by a 50% deposit of the total booth cost, 100% of payment is due no later than October 15, 2020. Applications received after October 15, 2020, must include full payment of the total booth cost (payable in US Funds and drawn on a US Bank).

BOOTH ASSIGNMENT
Initial space assignment for the 2021 Annual Meeting, based on AO’s point system, was made earlier this year. 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 Booth Selection for the 2022 meeting in San Diego, California will be done online by appointment starting in early 2021.

CANCELLATION POLICY
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 on or before August 1, 2020, the exhibitor will be eligible for a full refund minus $500 for each 10’x10’ space; between August 1, 2020 and October 15, 2020, eligible for 50% refund of the total booth cost. No refunds will be made after October 15, 2020. 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 the Rules and Regulations concerning use of exhibit space, Show Management shall have the right to reassign the confirmed booth location or to take possession of said space and lease same, or any part thereof, to such parties 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 for space reservation, regardless of whether or not Show Management enters into a further lease for the space involved. In the event the exhibition shall not be held for any reason, 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 amount already paid for space for this specific event.

EXHIBITOR ADMISSION TO SCIENTIFIC SESSIONS
The meeting schedule will be posted on the AO website in late 2020. 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
OnPeak is the official Housing Bureau. More housing information will be available on the AO website in late 2020.

Warning! onPeak is the only official hotel provider associated with the AO Annual Meeting. We have received reports that other companies are posing as official travel vendors for the Annual Meeting and may contact you offering hotels for your trip. They are not endorsed by or affiliated with the show and entering into financial agreements with such companies is not advised.
Exhibitor Information

OFFICIAL SERVICE AND MATERIAL HANDLING CONTRACTOR
Freeman has been designated the Official Show Contractor.
Freeman
Ask for Exhibitor Services
Phone: (407) 816-7900
freemanorlandoES@freeman.com

SERVICE DESK
The Freeman Service Desk, in the exhibit hall, will be open from 8:00 am – 5:00 pm daily, starting on Tuesday, March 9. 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 2020. 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 9, 8:00 am – 5:00 pm
Wednesday, March 10, 8:00 am – 5:00 pm
Thursday, March 11, 8:00 – 11:00 am

All crates must be available for removal no later than 11:00 am, Thursday, March 11. Any exhibit not set up by 11:00 am, Thursday, March 11, 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 11, 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 13, 2:00 – 11:00 pm
Sunday, March 14, 8:00 am – noon

Exhibitors are prohibited from dismantling or packing equipment or literature prior to 2:00 pm, Saturday, March 13. Any exhibit not dismantled by 5:00 pm, Sunday, March 14 – 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 14.

EXHIBIT SHOW HOURS (Subject to change)
Thursday, March 11, noon – 7:00 pm
Friday, March 12, 9:45 am – 4:00 pm
Saturday, March 13, 9:45 am – 2:00 pm

EXHIBITOR REGISTRATION
Online exhibitor badge registration will be available in late 2020. Each exhibiting company will be entitled to five complimentary badges per 10’x10’ booth space purchased. Any additional badges will be $20 each. All exhibitors must register and wear their badges throughout the meeting. Badges will be made out in the name of the company as it appears in published materials. Altering or supplementing badges with business cards, ribbons, or company logos is not permitted.
Exhibitor badges will be available on-site at the AO Exhibitor Registration desk at the Gaylord Palms Resort and Convention Center.

BOOTH EQUIPMENT
Each 10’x10’ booth will be set with 8’ high back drape and 3’ high side dividers. Booths 300 sq. ft. or less will receive a one-line identification sign. Booths larger than 300 sq. ft. may receive a one-line identification sign upon request. Please note that electrical service is not included with your booth equipment. The exhibit area is not carpeted; however, all booths are required to have carpet or management approved flooring. The aisles will be carpeted.
*Floor plan subject to change.
Application/Contract for Exhibit Space

2021 AO Annual Meeting
Orlando, FL • Exhibition Dates March 11-13, 2021
Register online at: osseo.org/annualmeetings/

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Total Cost</th>
<th>Total Deposit</th>
</tr>
</thead>
<tbody>
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<td>$46/sq ft</td>
<td>50% of total</td>
</tr>
</tbody>
</table>

Deposit Policies
Applications must be accompanied by a 50% deposit of the total booth cost, 100% of payment is due no later than October 15, 2020. Applications received after October 15, 2020, must include full payment of the total booth cost (payable in US Funds and drawn on a US Bank).

Cancellation/Space Reduction Policies
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 on or before August 1, 2020, the exhibitor will be eligible for a full refund minus $500 for each 10’x10’ space; between August 1, 2020 and October 15, 2020, eligible for 50% refund of the total booth cost. No refunds will be made after October 15, 2020. 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 the Rules and Regulations concerning use of exhibit space, Show Management shall have the right to reassign the confirmed booth location or to take possession of said space and lease same, or any part thereof, to such parties 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 for space reservation, regardless of whether or not Show Management enters into a further lease for the space involved. In the event the exhibition shall not be held for any reason, 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 amount already paid for space for this specific event.

Please make credit card payments online at osseo.org/annualmeeting/

Return form to:
Jean Foellmer, 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
2021 AO Annual Meeting
Orlando, FL • Exhibition Dates March 11-13, 2021

The Executive Suite
AO offers private rooms in the Exhibit Hall at our 2021 Annual Meeting, March 11-13, 2021. Take advantage of this opportunity to secure meeting space at the Gaylord Palms Resort and Convention Center.

Why secure an Executive Suite at the AO Annual Meeting?
- Client Meetings
- Sales Meetings
- Recruitment
- Relaxation room for staff
- Hospitality suites
- Training sessions
- Private demonstrations
- Convenience

For any questions, contact Jean Foellmer, Director of Exhibits, at (847) 725-2278 or jeanfoellmer@osseo.org. Space location will be assigned by AO.

EXECUTIVE SUITE – 10' x 20'
- Meeting room structure with locking door
- Carpet and pad
- Conference table
- 8 conference chairs
- 500 watt electrical outlet
- Waste basket
- Cleaning for 3 days

EXECUTIVE SUITE – 20' x 20'
- Meeting room structure with locking door
- Carpet and pad
- Conference table
- 14 conference chairs
- 500 watt electrical outlet
- Waste basket
- Cleaning for 3 days

NOTE: AO does not provide logistical support for the Executive Suites apart from the items outlined above. Expenses incurred for additional services (i.e. catering, internet, phone, AV, etc.) are the responsibility of the sponsoring company and must be coordinated through the official show contractors.
Contact to Whom Correspondence Should be Sent

<table>
<thead>
<tr>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Name</td>
</tr>
<tr>
<td>Mailing Address</td>
</tr>
<tr>
<td>City/State/Zip</td>
</tr>
<tr>
<td>Phone</td>
</tr>
<tr>
<td>Email</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Executive Suite Size</th>
<th>Total Cost – Exhibiting Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>10' x 20'</td>
<td>$8,000</td>
</tr>
<tr>
<td>20' x 20'</td>
<td>$16,000</td>
</tr>
</tbody>
</table>

**POLICIES AND PROCEDURES**

Executive Suites are assigned on a first come, first served basis. Companies using Executive Suites must adhere to all Rules and Regulations as set forth in the Exhibitor Prospectus and the convention center rules and regulations. Executive Suites may only be utilized during the published AO exhibit hours. Attendees and guests must be registered for AO to gain access to the exhibit hall.

**PLEASE NOTE THAT THESE ROOMS ARE NOT COMPLETELY SECURE.** One lockable door is included; however, rooms are not 100% secure. Do not leave prototype or valuables unattended. The security of your Executive Suite and your materials is your responsibility for the time allotted. You are responsible for supplying security guard service, if desired.

AO does not provide logistical support for the Executive Suites apart from the items outlined above. Expenses incurred for additional services or upgrades (i.e. security, equipment, electrical, food & beverage, phones/lines, audio-visual, etc.) are the responsibility of the sponsoring company and must be coordinated through the official show contractors.

**CE opportunities are not allowed in the Executive Suites.**

**DEPOSIT/CANCELLATION**

- 100% payment at time of contract
- Cancellations must be in writing on or before January 15, 2021 refund minus $1,000.
- No refunds after January 15, 2021

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**Payment Information**

<table>
<thead>
<tr>
<th>Check</th>
<th>Check Number</th>
<th>OR</th>
<th>Credit Card:</th>
<th>Visa</th>
<th>MasterCard</th>
<th>American Express</th>
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<table>
<thead>
<tr>
<th>Credit Card Number</th>
<th>Expiration Date</th>
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<tbody>
<tr>
<td>Name on the Card</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Signature</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Return form to:**

Jean Foellmer, 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
FUNCTION SPACE WILL BE VERY LIMITED THIS YEAR! IF YOU NEED MEETING SPACE, CONSIDER PURCHASING AN EXECUTIVE SUITE IN THE EXHIBIT HALL.

Function space requests are only for company sales meetings or AO approved activities, not industry sponsored hospitality suites or functions. See page 10 for more details. Submit this form to AO NO LATER THAN JANUARY 11, 2021.

<table>
<thead>
<tr>
<th>Name of Function</th>
<th>Exhibiting Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Person</td>
<td>Mailing Address</td>
</tr>
<tr>
<td>Phone</td>
<td>Fax</td>
</tr>
<tr>
<td>Email</td>
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</table>

<table>
<thead>
<tr>
<th>Function Day/Date</th>
<th>Start Time</th>
<th>End Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Function Day/Date</td>
<td>Start Time</td>
<td>End Time</td>
</tr>
</tbody>
</table>

Room Needed Early for Special Set-up  
Yes Time __________ am/pm  Number of persons attending __________

<table>
<thead>
<tr>
<th>Function Type</th>
<th>Attendance</th>
<th>Setup Desired</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Meeting</td>
<td>Company Personnel</td>
<td>Conference</td>
</tr>
<tr>
<td>Business Meeting</td>
<td>Physician/Company</td>
<td>Hollow Square</td>
</tr>
<tr>
<td>Other Activity</td>
<td>Other</td>
<td>U-Shaped</td>
</tr>
</tbody>
</table>

Additional Specifications (Check all that apply)
- Using Audio Visuals
- Elevated Stage for Lectern/Head Table
- Standing Lectern Only
- Other

FEE $200 per function/day

Credit Card # Visa/MasterCard/American Express

Security Code Expiration Date Amount to Charge: $200 per function/day

Name on Card Signature

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

Type or Print Name

Title Date

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
Hospitality Suite Request

2021 AO Annual Meeting
Orlando, FL • March 11-13, 2021

Exhibitors are required to inform the Academy of Osseointegration of hosted hospitality functions. See page 10 for more details. Submit this form to AO no later than JANUARY 11, 2021. 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

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

Date
Time
Location
Facility
Maximize your exposure with our one-of-a-kind sponsorship opportunities!

AO offers a variety of sponsorship and 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 11
- Afternoon Refreshment Break, Thursday, March 11
- Welcome Reception, Thursday, March 11
- Morning and Afternoon Refreshment Breaks, Friday, March 12
- Lunch for attendees, Friday, March 12
- Morning Refreshment Break, Saturday, March 13
- Lunch for attendees, Saturday, March 13

SPONSORSHIP AND BRANDING OPPORTUNITIES
AO offers a variety of sponsorship and 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.

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 4 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. List does not contain emails, phone numbers or European Union registrants who have not opted in to receive promotional material.

MEMBERSHIP MAILING LIST
Exhibitors may purchase the full AO membership mailing list for $500. Quantities will be approximately 5,000 depending on the list desired, full membership or US-only. List does not include emails, phone numbers or European Union members that have not opted in to receive promotional material. 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 and Mobile App 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 all 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.

For a complete listing of all marketing opportunities, please contact Mike Slawny at (847) 725-2298 or mikeslawny@osseo.org.
Exhibitor Sponsored Functions

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

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

3. 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 11, after 7:00 pm
   - Friday, March 12, after 9:00 pm
   - Saturday, March 13, after 5:00 pm

4. 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.

5. Host companies agree to assume all liability arising out of or in conjunction 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.

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

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

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 OSSEONTEGRATION

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.

PAYMENT OF SPACE

Applications must be accompanied by a 50% deposit of the total booth cost, 100% of payment is due no later than October 15, 2020. Applications received after October 15, 2020, 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 the 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 on or before August 1, 2020, the exhibitor will be eligible for a full refund minus $500 for each 10’x10’ space; between August 1, 2020 and August 17, 2020, the exhibitor shall be entitled to a full refund minus $1000; between August 17, 2020 and September 1, 2020, the exhibitor shall be entitled to a full refund minus $1500; between September 1, 2020 and October 15, 2020, the exhibitor shall be entitled to a 50% refund of the total booth cost. No refunds will be made after October 15, 2020. It is expressly prohibited 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 the Rules and Regulations concerning use of exhibit space, Show Management shall have the right to reassign the confirmed booth location or to take possession of said space and lease same, or any part thereof, to such parties 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 for space reservation, regardless of whether or not Show Management enters into a further lease for the space involved. In the event the exhibition shall not be held for any reason, 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 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.

AO SPACE ASSIGNMENT POINT SYSTEM

Initial booth space was done in an online space drawing based on the AO Point System. All additional assignments are on a first-come, first-served basis. A minimum of a 50% deposit is due with booth selection through August 17, 2020 any booth selections made after August 17, 2020 must be paid in full. Only points earned during the previous five years will be considered. Priority points for selecting booth space for the 2021 meeting will be determined as follows:

- Six (6) points for participation via an exhibit booth at each Academy meeting beginning with 2016 and ending with 2020
- Two (2) points for each booth contracted at each Academy meeting beginning with 2016 and ending with 2020
- Points for corporate sponsorship are awarded on an annual basis and accumulate for up to five years.

Points are earned in the following increments:

- 2 points $5,000 – $9,999
- 5 points $10,000 – $19,999
- 10 points $20,000 – $29,999
- 15 points $30,000 – $39,999
- 20 points $40,000 – $49,999
- 25 points $50,000 – $59,999
- 30 points $60,000 – $69,999
- 35 points $70,000 – $79,999
- 40 points $80,000 – $89,999
- 45 points $90,000 – $99,999
- 50 points $100,000 +

- One (1) point for a half page advertisement in the Academy News beginning with 2015 and ending with 2019
- Two (2) points for a full-page advertisement in the Academy News beginning with 2015 and ending with 2019

AMERICANS WITH DISABILITIES ACT

Exhibitors acknowledge their responsibilities under the Americans With Disabilities Act (hereinafter “Act”) to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and 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.

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 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, pulled, 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.

CONTROVERSIAL PROCEDURES

Diagnostic and therapeutic modalities advocated by exhibitors should be in compliance with the standards of practice endorsed by the Executive Council of the AO. Should a potential exhibitor have a question in this regard, that exhibitor should contact Show Management before the meeting opens.

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 general safety and protection, persons under the age of twenty-one (21) will not be admitted to the exhibit halls during move-in and move-out.
EXHIBITOR PLAN REVIEW

Booth construction plans and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces with 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 building 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, immediately, 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 application of such laws, 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 proofed 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 incurs fire hazard, 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, regulations on the promotion of investigational and unapproved drugs and devices and the FDA prohibition on promoting approved drugs and devices for unapproved uses.

FOOD PRODUCTS

Food products may not be distributed unless they are the products being promoted at the exhibit or they are used to demonstrate the company’s product(s). Food products must be approved by the exhibit hall food and beverage department (special fees may apply) and Show Management. Food must be wrapped 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 Exhibit Kit and must be returned to Show Management for approval no later than sixty (60) days before the opening of the exhibition. Show Management may withhold or withdraw permission to distribute souvenirs, advertising or other material it considers objectionable. Exhibitors may not 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

Exhibitors agree that he will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against Show Management or any of 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 permission 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 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 space not claimed and occupied by three (3) hours prior to the published Show opening time may be resold or reassigned without refund. Installation of all exhibits must be fully completed by the opening time of the exhibition. If an 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 dimension 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 16’ 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 prohibited, 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 confines of the 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 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 prohibited unless approved by Show Management. Distribution of exhibit 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. Show Management will offer an official door drop bag, to have your materials considered please contact Show Management.

LIVE ANIMALS

Live animals are prohibited.

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 exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping his exhibit space free of congestion caused by demonstrations or other promotions. The use of celebrity spokespersons,
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 hereto, 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 activities, including, but not limited to, exhibit hours, social functions, educational seminars and any other related 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 connection 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 noise-making 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 lineal 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. Each exhibit fixture may exceed 310” 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. Booths must be carpeted or have an appropriate floor covering.

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 the 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 materials unclaimed by the exhibitor after the Show will be removed at the exhibitor’s expense. Service contractors will bill the service contractor for removal time and materials at prevailing rates. None of Show Management, the service contractor, nor the exhibit facility shall assume any liability whatsoever for loss or damage.

TWO-STOREY BOOTHS
In most facilities, multi-storey exhibits require prior approval by the exhibit facility and relevant local government agencies because it is deemed to be a “structure” for building purposes. Often structural and/or Convention Center Guidelines exist which dictate the type of structure. Exhibitors utilizing this type of structure should seek guidance from Show Management prior to installation of multi-story exhibits. All requests must be submitted in writing sixty (60) days prior to the Show opening. All two-story booths must secure approval from the 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 exhibited product. 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, 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 any other than the official service contractor must notify Show Management at least thirty (30) days in advance of Show dates by completing the “Request for Use of Independent Contractor” form included in the Exhibitor Kit. This includes exhibit designers and builders, audiovisual and computer suppliers, florists, security firms, photographers, etc. Independent contractors must: perform all services in a professional manner in accordance with the Exhibiting Rules and Regulations; not engage in solicitation 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 coverage against claims for bodily injury or death and property damage of not less than $1,000,000 for each occurrence and an active worker’s compensation insurance policy covering all permanent 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 space prior to commencing work; 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.

General Rules and Regulations
AO Future Meeting Dates

February 23 – 26, 2022
San Diego, California

March 15 – 18, 2023
Phoenix, Arizona

March 6 – 9, 2024
Charlotte, NC