

RULES AND REGULATIONS

EXHIBIT DATES AND TIMES

Friday, June 25, 2010 9:00am - 3:00pm
Saturday, June 26, 2010 10:00am - 4:00pm

Exhibitors will be permitted access to their booths one half hour before the opening of exhibits and one half hour after the closing. No one will be permitted in the exhibit area other than during these hours mentioned without permission from ADHA. Exhibitors are required to be present and occupy their exhibit space during the exhibit hours listed above.

BOOTH ASSIGNMENTS

Booth assignments will be made according to the ADHA points system at the beginning of the year. After February 1 assignments will be made on a first-come first-served basis.

BOOTH RATES, PAYMENTS AND REFUND POLICY

Rental prices are \$2,500 \$2,150, \$1,950 and \$1,750 for standard 10'x10' booths. Please refer to the floor plan for details.

The exhibit rental includes:

- o Back drop and three foot draped siderails
- o General cleaning of aisles and normal lighting,
- o ID sign with exhibitor name and booth number.

A charge of \$1,000 rental space per 10'x10' booth will be made on all cancellations made prior to January 1, 2010. **Cancellations after January 1, 2010 will be charged full space rental.** Cancellations of exhibit space must be submitted to ADHA in writing. Telephone cancellations are not accepted.

BOOTH PERSONNEL

Exhibiting companies will receive four (4) complimentary exhibitor badges for each 10' x10' booth to be registered 30 days in advance of the meeting. Additional exhibitor badges may be purchased for \$75 per badge. Booth personnel will be provided with a name badge and exhibitor ribbon.

INSTALLATION AND DISMANTLING OF EXHIBITS

The exhibit area will be available as of 8:00am Thursday, June 24. All exhibits must be fully assembled by 5:00pm on, Thursday, June 24. No one will be permitted to assemble exhibits during exhibit hours.

All exhibits must remain intact until the official closing time and shall not be dismantled or removed before that time. Crates and materials may not be brought in to the Exhibit Hall before closing time on Saturday, June 26 for the dismantling of exhibits. Failure to adhere to this regulation may result in forfeiture of the exhibitor's points for this show. The exhibit area must be cleared before 12:00 midnight, Saturday, June 26.

NO SHOW POLICY

If Exhibitor, through circumstances beyond control, is delayed in arrival or set-up, Exhibitor must notify the Event Director at the Event Facility. Non-notification will result in resale of space, and no refunds will be made.

SUBLETTING OF SPACE

No Exhibitor shall assign, sublet or apportion the whole or any portion of space allotted, nor exhibit therein, and goods other than those described in the application, nor permit any representative of any firm not exhibiting to solicit business or take orders in said space.

EXHIBIT ELIGIBILITY

The Association reserves the right without recourse to absolutely control or prohibit any exhibit or any part of any exhibit, which in its opinion is not suitable or in keeping with the character of the Exposition. This regulation pertains to persons, things, conduct, printed matter, souvenirs, catalogues, etc. The Exhibit Hall is carpeted.

ADHA reserves the right to review all Annual Session exhibitor materials. ADHA also reserves the right to deny exhibitors the opportunity to distribute or promote products that are in direct competition with ADHA's products or services.

LIABILITY AND INSURANCE

Exhibitor shall protect, save, and keep the American Dental Hygienists' Association, Dessert Palace, Inc. (DBA Caesars Palace), and their employees, officers and agents forever harmless from any damage or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor. And further, exhibitor shall at times, protect, indemnify, save and keep harmless the American Dental Hygienists' Association, Dessert Palace (DBA Caesars Palace) and their employees and agents against and from any loss, cost, damage, liability or expense (including attorney's fees) arising from or out of by the reason of any accident or other occurrence to anyone, including the exhibitor, its agents, employees and business invitees, which arise from or out of by reason of said exhibitor's occupancy and use of the hotel's exhibit area or any part thereof.

All property of the exhibitor is understood to remain under custody and control of the exhibitor, in transit to and from within the confines of the exhibit area. Exhibitors are advised to carry floater insurance in an amount o less than \$2,000,000 to cover exhibit material against damage or loss and public liability insurance against injury to the person or property of others. The American Dental Hygienists' Association and Dessert Palace (DBA Caesars Palace) assume no responsibility for the safety of the properties of the exhibitors, his officers, agents, or employees from theft, damage by fire accident, or any other cause.

PROPERTY DAMAGE

Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, or other parts of the hotel or convention hall exhibit area without permission from the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with direction of the exhibit coordinator, the hotel or convention hall manager or their assistants.

CANCELLATION

In case the premises of the Hotel are destroyed or damaged, or if the exposition fails to take place as scheduled, or is interrupted or discontinued, or interfered with by any act of God, emergency declared by any government agency or by ADHA for any other reason, the exhibit contract may be terminated by ADHA. In the event of any such termination, Exhibitor releases ADHA and waives any and all claims for any type of damage and agrees that the sole liability of ADHA shall be to return to each exhibitor that exhibitor's prorated share of loss and expenses incurred and committed by ADHA for the convention.

AMENDMENTS

Any and all matters not specifically covered by the preceding rules and regulations shall be solely subject to the decision of the American Dental Hygienists' Association. ADHA shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made are brought to the notice of exhibitors. Each exhibitor, for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

DISTRIBUTION OF SAMPLES AND SOUVENIRS

Distribution of samples and souvenirs is permitted providing there is no interference with adjoining exhibitors, and its conducted on a dignified basis.

NOISE AND SOUND DEVICES

Mechanical reproduction of sound or music relating to an exhibit must be kept at a sufficiently low volume so as not to project beyond the confines of the exhibitor's booth.

The Exhibitor is responsible for obtaining the appropriate music license. The Exhibitor represents and warrants that unauthorized music will not be used in the booth and that the Exhibitor will indemnify and hold ADHA harmless from any loss attributed to the breach of this provision.

DELIVERY OF MATERIAL

NO freight or truck shipment will be accepted by the hotel. The official drayage firm is Freeman.

EXHIBITOR SHOW KITS

Show kit CD-ROMs containing literature and rates for all labor, service, electrical connections, furniture and miscellaneous equipment will be forwarded to the individual named on the contract by Freeman approximately 8 weeks prior to the show.

SECURITY

Reasonable precaution will be taken to protect property during the installation, show and removal periods. However neither the American Dental Hygienists' Association nor Caesars Palace are responsible for the safety of the property of exhibitor from theft, damage by fire, accident, vandalism or other causes.

FIRE AND ELECTRICAL REGULATIONS

All exhibitors must abide by the fire and electrical regulations of Las Vegas, NV.

TAXES AND LICENSES

Exhibitor shall be solely responsible for obtaining any licenses, permits or approvals under federal, state or local laws applicable to its activities at the Event. Exhibitor shall be solely responsible for obtaining any necessary tax identification numbers and permits and for paying all taxes, license fees, use fees, royalties or other fees, charges, levies or penalties that become due to any governmental authority in connection with its activities at the Event.

BOOTH ABANDONMENT

Exhibitors that leave excessive literature and/or display materials in their booth at the end of the published move-out times will be deemed guilty of "material abandonment". All associated costs for material removal will be the charged to the exhibiting company.

OUTSIDE EXHIBITS/HOSPITALITY SUITE

Exhibitor is prohibited, without express advance written approval from The American Dental Hygienists' Association (ADHA), from displaying products/services and/or other advertising material in areas outside its booth space such as, but not limited to, parking lots, hotel lobbies, lounges, corridors, sleeping rooms, etc., as well as conducting unauthorized facility tours. Exhibitor shall not operate hospitality suites during hours in which the Event is open or when any Organizer-sponsored activities are being held. Exhibitor is prohibited from hosting hospitality functions during official Event hours. All requests for a hospitality suite or public function space must be made through the American Dental Hygienists' Association. If Exhibitor cancels or fails to occupy the exhibit space during official Event hours, ADHA reserves the right to notify the applicable venue to cancel any hospitality space and/or hotel guest rooms under Exhibitor's name. Exhibitor shall remain liable for the payments made to the hotel or applicable venue.