

Annual Meeting Exhibitor Information & Contract
February 5, 2010
Hilton St. Petersburg Bayfront
333 First Street South ♦ St. Petersburg, Florida 33701

SCHEDULE OF EVENTS & SESSION HOURS

Friday, February 5, 2010

7:00 a.m. – 8:00 a.m.	Exhibitor Set-up
8:00 a.m.	Exhibition Hall & Registration Opens
9:00 a.m. - 5:00 p.m.	Lecture Sessions
11:30 a.m. – 2:00 p.m.	Lunch
Throughout the day	Refreshment Breaks
4:30 p.m.	Business Meeting
5:00 p.m.	Exhibitors Dismantle

Staggered session hours and coffee breaks allow maximum time for visiting the Exhibition Hall.

CONTRACT AND INFORMATION

Enclosed is a contract to reserve your exhibit space. Please complete and sign the form early to ensure your location request.

Exhibit space will be allocated on a first-come/first-served basis according to the date of receipt of the application and the development of a well-balanced exhibition.

No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed, once it has been set up, except with the permission of the Exhibits Chairman, or exhibitor will automatically lose all seniority for prime booth space the following year. The Exhibits Committee reserves the right to recommend withdrawing invitation to exhibit.

The association has secured a room block at the Hilton St. Petersburg Bayfront (727) 894-5000.

Advertising Options & Partnership Opportunities

Enclosed is additional information on how your company can become a partner. Each level offers more exposure and is highly recognized by the association.

For an additional \$50.00 your company can be included in promotional materials. Your company has an opportunity to advertise via a one page insert in the meeting confirmation packets that are mailed to each pre-registered attendee and/or your company name and website link can be included on electronic meeting promotions distributed to dentists.

RULES AND REGULATIONS

The rules and regulations, which govern exhibitors, are on the reverse side.

Acceptance of an exhibitor and assignment of a booth number will be made by the Exhibits Committee. **Notification will be made to the applicant with the signed contract.**

Total payment must accompany the contract unless other arrangements are made directly with the WCDDA office. It is further understood no money will be refunded within 60 days of the meeting.

Rental cost includes one 6' skirted table, 2 chairs, wastebasket, an identification sign indicating booth number, company name, city and state; and one electrical outlet, **however the exhibitor must place their electrical order at least two weeks in advance.** No exhibit shall exceed its designated area. Internet access and other accessories are the responsibility of the exhibitor and can be ordered through the St. Petersburg Hilton, Bayfront.

APPLICATION FOR SPACE

Complete the contract and mail to:

West Coast District Dental Association
Attn: Lissette Zuknick
9720 N. Armenia, Suite F
Tampa, Florida 33612
(813) 931-3018 ♦ Fax (813) 931-1851

RULES and REGULATIONS

Governing Each Contract for Space

1. **ELIGIBILITY** - Exhibitors participate by invitation only, and this Association reserves the right in these selections at all times. The Association reserves the right to (a) reject any application to exhibit products or services for any reason, with or without cause, or to (b) relocate booth assignments, with prior notice to the exhibitor, in order to develop balance against congestion, to avoid confusion in firms' names, to solve competition conditions or similar reasons.

2. **EXHIBITOR'S REPRESENTATIVES** - The executed contract must carry the names of the exhibitor's authorized representatives. **Confirmation of exhibit space will be forwarded to your company's exhibits coordinator.** Nontransferable admission badges will be available to authorized representatives at the onsite registration area. Exhibitors desiring to change representatives must notify the Association in writing.

3. **EQUIPMENT AND SERVICES** - Hilton St. Petersburg Bayfront has been retained by the West Coast District Dental Association as the official service contractor.

Accessories: Internet service and electricity should be ordered 2 weeks prior to the meeting date.

4. CONFERENCE SHIPPING AND RECEIVING

The Hotel is not responsible for any arrangements or expenses associated with the shipping of materials, merchandise, exhibits or any other items to and from the Hotel. The Hotel must be notified (3) days in advance, and any consignments shipped to the Hotel should include the following information on the package: Hilton St. Petersburg Bayfront, 333 First Street South, St. Petersburg, Florida 33701, and the hotel's contact, Amy McNeely, Conference Services Manager. Attention: (onsite contact to collect package), exhibitor's name along with the organization/conference name and arrival date, West Coast District Dental Association Annual Meeting, Feb. 5th. The Hotel charges a \$12.00 handling fee per package (or \$75.00 per palette) for any and all conference materials shipped to the Hotel. Materials will only be received 3 days prior to the event date. The handling fee will cover the following services:

- A. Receiving shipments
- B. Secured storage
- C. Distribution of meeting materials to and from meeting room locations.
- D. Repackaging and shipping (freight charges not included)

5. **LIABILITY AND SECURITY** - It is agreed that exhibitors shall indemnify and save harmless the West Coast District Dental Association and the Hilton St. Petersburg Bayfront from all liability which might ensue from any cause whatsoever. The West Coast District Dental Association will not guarantee exhibitors against loss of any kind.

6. **CHARACTER OF EXHIBITS** - Exhibits will be limited to equipment, merchandise or services which would advance the art and science of dentistry by allowing the individual dentist to educate himself/herself on the latest items available so as to allow him/her to practice the best dentistry. They must be of special interest to the dentist, educational or informative with respect to his/her practice. The Committee reserves the right to decline and prohibit any exhibit or any part of a proposed exhibit which, in its opinion is not proper. This reservation concerns persons conduct, printed matter, souvenirs, or any other thing which, in the sole discretion of the Exhibits Committee, may affect the character of the Exhibit. Noise producing exhibits are strictly prohibited.

7. CONDUCT OF EXHIBITS

- a. Exhibits should be so installed that they will not project beyond the space allowed or at a height to be objectionable to adjacent booth or display areas.
- b. No exhibit may exceed eight feet in height. This eight feet in height shall not extend over one-third (1/3) the depth of the booth.
- c. No part of any exhibit or signs relating thereto shall be stapled, pasted or nailed, or otherwise attached to the walls, doors, etc., in any way as to deface the same. **Damage from failure to observe these rules shall be paid by the exhibitor.** The Renaissance Hotel Center should be consulted as to the proper methods of affixing any item or material to the areas in question.
- d. No canvassing or soliciting for business shall be permitted in the aisles or in other exhibitors' booths. No signs showing prices may be displayed. The taking of orders for future delivery is of course, acceptable. Any other exhibitor shall not infringe upon the rights and privileges of another exhibitor. Interviews, demonstrations, distribution of literature, etc., must be made within the confines of their own booths. Canvassing outside the booth is forbidden. Absolutely no price signs are permitted anywhere.
- e. Samples of approved products, catalogs, pamphlets, publications and souvenirs may be distributed provided it is done in a dignified manner, does not create a nuisance and does not interfere with adjoining exhibits.
- f. No exhibitor shall sponsor any type of contest; conduct any prize drawing, awards for signing of names and addresses, or other extreme promotional

stunt without first obtaining written permission from the Exhibits Committee.

- g. Exhibitors with noisy electrical devices, sound-producing movies or videos, or other devices that prove objectionable to other exhibitors because of noise, odor or other disagreeable features, will not be permitted, or they must agree to accept booth assignments which will not cause objections.
- h. Exhibits requiring use of water, air or flammable material to operate are not acceptable unless these items are self contained and approved by the Renaissance Hotel management.
- i. Advertising material or signs of firms other than those who have engaged space are prohibited.
- j. Canvassing, solicitation of business or conferences in the interest of business except by exhibiting firms is prohibited.
- k. Unethical conduct or infraction of rules on the part of any exhibitor or his representatives or both will subject the exhibitor or his representatives to dismissal from the Exhibit Hall, in which cases, it is agreed that no refund shall be made by the West Coast District Dental Association, and further, that no demand for redress will be made by the exhibitor or his representative.
- l. No exhibitor will assign, sublet, or apportion the whole or any part of the space allowed therein to permit any other party to exhibit therein any goods other than those manufactured or handled by the contracting exhibitor in the regular course of his business, nor permit any representative of any firm or company not exhibiting to solicit business or take orders in his space.
- m. The West Coast District Dental Association reserves the right to relocate booth assignments in order to develop a compact, well-knit show, if necessary.
- n. All packing containers, excelsior and similar material are to be removed from the exhibition area upon completion of the booth arrangement.
- o. No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed, once it has been set up, except with the permission of the Exhibits Chairman, or exhibitor will automatically lose all seniority for prime booth space the following year. The Exhibits Committee reserves the right to recommend withdrawing invitation to exhibit.

8. **CANCELLATION OR REDUCTION OF SPACE** - Cancellation or reduction of booth space must be made in writing to the Exhibits Committee and postmarked on or before December 7, 2009 (60 days before meeting) to receive a full refund. If the request is post marked after December 7, 2009, the WCDDA shall retain 100% of the rental fee; provided that if the Association resells the canceled or reduced space, the West Coast District Dental Association shall refund the full amount less an administrative charge not to exceed 20% of the total booth rental fee.

9. **CANCELLATION OF EXHIBITION** - In the event that the exhibition must be canceled, postponed or relocated on account of fire, strike, government regulations, casualties, act of god, or other causes beyond the reasonable control of the West Coast District Dental Association, the exhibitor waives any and all damages and claim for damages, and agrees that the sole liability of the Association will be to return to each exhibitor the exhibitor's rental payment.

10. **EXHIBITOR REPRESENTATIONS** - The exhibitor warrants that it has duly registered in accordance with Florida law with the Florida Department of Revenue in the event that it sells non-exempt tangible personal property. The exhibitor further warrants that products or services to be exhibited have not been proven unsafe or ineffective by the appropriate council of the American Dental Association or the Food and Drug Administration and that the product or service is safe and effective.

DEPARTMENT OF REVENUE REGISTRATION - Exhibitors who sell non-exempt tangible personal property must register with the Florida Department of Revenue. It is the responsibility of each individual exhibitor to determine if they must register with the department. The Taxpayer Assistance Section of the department should be contacted at (800) 352-3671. Applications for registration are available, without cost, by writing to the Florida Department of Revenue, Supply Section, Tallahassee, FL 32399-0100.

11. **AMENDMENT TO RULES:** Any and all matter or questions not specifically covered by the preceding rules and regulations shall be subject to the decision of the Exhibits Committee and the West Coast District Dental Association.

The foregoing regulations have been formulated in the best interest of all exhibitors. The cooperation of exhibitors is requested.

WEST COAST DISTRICT DENTAL ASSOCIATION

Exhibit/Partnership Application and Contract

Annual Meeting ♦ February 5, 2010 ♦ Hilton St. Petersburg Bayfront

Exhibitor's Firm Name _____ Federal ID# _____

Address _____ Email _____

City _____ State _____ Zip Code _____

Authorized by (name and title) _____ Phone _____ Fax _____

Signature of applicant: _____ Date _____

If you would like for your company website link to appear on the WCDDA website please print below:

Company Website _____

Our company is a subsidiary of _____

Booth Number (s): 1st Preference: _____ 2nd Preference: _____ 3rd Preference: _____

Firms we prefer not to be located near or next to _____

Accessories needed for exhibit area (Check all that apply): **Electricity** **Internet**

Contact Person for Advertising: _____ Email: _____ Phone: _____

Contact Person for Exhibits: _____ Email: _____ Phone: _____

Contact Person for Sponsorship: _____ Email: _____ Phone: _____

Partnership Opportunities (on reverse side) & Exhibit Space (check one):

\$5,400 Platinum Partner \$3,600 Gold Partner \$2,000 Silver Partner \$850.00 Booth Space

Advertising Options: My co. wants to provide a promotional piece to be included in preregistration confirmation packets for \$50.00
Include company name and link on promotional email blast to entire WCDDA membership for \$50.00

Payment Method: Check: *made payable to WCDDA* Visa MasterCard Credit Card No. _____

Exp. Date: _____ Signature: _____

Booth identification sign, (Please print):

(Two lines of lettering only)

(Company name) _____

(City, State) _____

Names to appear on badges: (Please print)

Designated by contact person

1. _____

2. _____

3. _____

Following is a general description of the equipment, supplies, processes or services to be featured:

Exhibit space will be allocated on a first-come/first-served basis according to the date on which the signed contract is received by the association. Whenever possible, space will be allocated according to the exhibitor's choice, but the final arrangement will be determined by the Exhibits Committee in such a way as to produce the most advantageous grouping of exhibits. Exhibitor participation is subject to the Rules and Regulations on the reverse side of this form. We also agree to pay \$ _____ (in U.S. dollars) representing the total rental cost of the exhibit space in order to guarantee its availability. It is further understood no money will be refunded within 90 days of the meeting. **A copy of this contract, authorized by a WCDDA representative, will be returned to you upon acceptance, as official confirmation of assigned exhibit space.**

(Office Use Only)

Accepted by the West Coast Dental Association

Date _____

Amount _____

Booth(s) assigned _____

Signature _____

Completed contract can be mailed or faxed to:
WEST COAST DISTRICT DENTAL ASSOCIATION

9720 N. Armenia Avenue, Suite F
Tampa, Florida 33612-7539

(813) 931-3018 - FAX (813) 931-1851

Website: wcdental.org ♦ e-mail: lissette@wcdental.org

Hours: 8:00 a.m. - 5:00 p.m.