



Orlando

American Dental Association

ANNUAL SESSION

OCTOBER 9 - 12, 2010



Visit www.ada.org/goto/session for the most current floorplan, significant dates information and booth locations.

Exhibit Guidelines, Rules and Regulations For International Exhibitors

151st ADA Annual Session and World Marketplace Exhibition

Orange County Convention Center

Orlando, FL

World Marketplace Exhibition: Saturday, October 9 - Monday, October 11

Scientific Sessions: Saturday, October 9 - Tuesday, October 12

The ADA invites you to exhibit at the 151st Annual Session, to be held at the Orange County Convention Center, **Oct. 9 - 12, 2010!**

The ADA is the professional association of dentists committed to the public's oral health, ethics, science and professional advancement; leading a unified profession through initiatives in advocacy, education, research and the development of standards.



Note to International Exhibitors:

The ADA invites all international exhibitors to contact **SUVISON** for information on exhibiting, and **The ADA Center for International Development and Affairs** for information on travel logistics, letters of invitation and other important matters. For questions or additional information, please contact Josephine Szymczyk at +1-312-440-2726 or szymczyk@ada.org.

Contact Information

International Exhibits

SUVISON
Via F. Turati, 16
00040 Ariccia (Rome)
Italy
Phone: +39-06-9333-406
Fax: +39-06-9339-1142
E-mail: ada2010@suvison.com
Website: www.suvison.com

ADA Headquarters

American Dental Association
211 East Chicago Avenue
Chicago, Illinois 60611-2678
Attn: Marisa Goldberg,
Manager, Exhibition &
Sponsorship Sales
Phone: 312-440-2657
Fax: 312-440-2707
E-mail: goldbergm@ada.org

2009 Annual Session Location

Orange County Convention Center
9860 Universal Boulevard
Orlando, FL 32819-8199
407-685-9800
www.occc.net

International Shipping

Kuehne + Nagel ExpoServices is the ADA's preferred international shipping agent for the 2010 Annual Session. More information and forms will be provided in the Exhibitor Service Manual. For questions, please contact:

Lyndon Labasan
Operations Manager-USA (LAX XM)
Kuehne + Nagel, Inc.
5353 W. Imperial Hwy, Suite 1000
Los Angeles, CA 90045
Phone: 310-651-5500 ext.120
Direct Line: 310-258-8120
Mobile: 310-365-8707
Fax: 310-645-2320

To learn more about Kuehne + Nagel please visit their website at: www.kuehne-nagel.com

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ANNUAL SESSION
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Significant Dates – The 2010 American Dental Association Annual Session

MARCH 2010

FRIDAY, MARCH 12

Exhibits – Balance due for all booth fees. Deadline for booth cancellations/reductions with a fee of \$1,000 per 10ft. x 10ft. booth or equivalent. Any booth cancellations/reductions received after March 12, 2010 will result in the exhibitor forfeiting 100% of the total exhibit fees for the space assigned. **New applications for space require 100% of total amount due with application.**

APRIL 2010

WEDNESDAY, APRIL 7

Housing – Individual non-block exhibitor housing opens online at www.ada.org/goto/session in the Exhibitor Resources section.

Registration – Exhibitor registration opens online at www.ada.org/goto/session in the Exhibitor Resources section. Registration password and user ID will be faxed directly from Experient.

MAY 2010

MONDAY, MAY 10

Exhibits – Exhibitor Service Manual available online.

AUGUST 2010

MONDAY, AUGUST 16

Exhibits – Exhibitor-appointed contractor deadlines.

- Deadline for exhibiting companies to submit vendor name of exhibitor-appointed contractor
- Deadline for exhibitor-appointed contractors to supply names of clients
- Deadline to submit booth and hanging sign variance forms for approval
- Deadline for receipt of certificate of insurance from exhibitor appointed contractors
- Deadline for giveaways, prizes, raffles to be submitted for approval
- Deadline to submit early move-in/late move-out variance forms for approval

SEPTEMBER 2010

FRIDAY, SEPTEMBER 10

Housing – Non-block hotel reservations: Housing closes at 5:00pm CST. Last day to cancel and receive refund of deposit.

Registration – Advance exhibitor registration closes at 5:00pm CST. Refer to the Exhibitor Guidelines, Rules & Regulations for more detailed registration information. After September 10, all remaining exhibitor registrations must be handled on-site. There will be a fee of \$35 per badge for all on-site exhibitor registrations.

WEDNESDAY, SEPTEMBER 15

Exhibits – Deadline for general contractor order forms to get discount pricing.

WEDNESDAY, SEPTEMBER 29

Housing – All changes and new reservations need to be made directly with hotel.

THURSDAY, SEPTEMBER 30

Exhibits – Last day freight will be received at general contractor advance warehouse.

OCTOBER 2010

WEDNESDAY, OCTOBER 6

Exhibits – Move-in begins 8:00am–5:00pm

THURSDAY, OCTOBER 7

Exhibits – Set-up 8:00am–5:00pm
Registration – Exhibitor on-site registration opens at 8:00am

FRIDAY, OCTOBER 8

Exhibits – Set-up 8:00am–4:00pm
Exhibits are to be installed and all empty crates, cartons and containers labeled for pick-up by 4:00pm.

SATURDAY, OCTOBER 9 –

MONDAY, OCTOBER 11

Exhibits – open 9:30am–5:30 pm

MONDAY, OCTOBER 11

Exhibits – Move-out 5:30pm–9:00pm

TUESDAY, OCTOBER 12

Exhibits – Move-out 8:00am–5:00pm

WEDNESDAY, OCTOBER 13

Exhibits – Move-out 8:00am–12:00pm

For More Information, Contact:

ADA Exhibit Office
American Dental Association
211 East Chicago Avenue
Suite 200
Chicago, IL 60611-2678
Tel: 312-440-2876
Fax: 312-440-2707

For your convenience, you may access other important information regarding the Annual Session on the ADA Web site at www.ada.org/goto/session.

Space Assignment and Fees

Exhibit Schedule

Show Dates and Hours

- Saturday, October 9 9:30am–5:30pm
- Sunday, October 10 9:30am–5:30pm
- Monday, October 11 9:30am–5:30pm

Exhibit Move-In

- Wednesday, October 6 8:00am–5:00pm
- Thursday, October 7 8:00am–5:00pm
(Exhibitor on-site registration opens at 8:00am.)
- Friday, October 8 8:00am–4:00pm

(Booth structure must be set and empty containers tagged by Friday at 4:00pm.)

Note: If you are assigned a booth(s) in the "last in, first out" area of the exhibit hall, you are cautioned that the schedule for installation and dismantle cannot be guaranteed. These booths are located in front of freight entrances and specific times cannot be determined or guaranteed. However, set up should occur by 4:00pm on Friday, October 8.

Exhibit Move-Out

- Monday, October 11 5:30pm–9:00pm
- Tuesday, October 12 8:00am–5:00pm
- Wednesday, October 13 8:00am–5:00pm

Booth Fees

10ft. x 10ft. standard booth: \$3,375.00
10ft. x 10ft. corner booth: \$4,175.00

The booth price includes:

- Ten complimentary exhibitor badges per 10ft. x 10ft. booth.
- Pipe and drape 8 foot high (2.5m) in the rear and 36 inches (91.44cm) on each side.
- Single-line text identification sign showing the exhibiting company name and booth number.
- Company name and product/service classification listings in the Official Guide (as indicated in the application and contract for exhibit space) and Exhibitor Search function located at www.ada.org/goto/session.
- ADA **does not** provide carpet for exhibit space. All exhibit space **must** be carpeted by the exhibitor.
- Aisle space is available for rent only between exhibit spaces of 20ft. x 20ft. or more purchased by the same company.
- Each 10ft. x 10ft. of aisle space is charged at the standard booth fee of \$3,375.00. The use of rented aisle space is subject to the approval of the ADA and the fire marshal.

Conference Room Fees

10ft. x 20ft. conference room: \$7,500.00
(A conference room includes: hard wall, door, 2 keys, carpeting and identification sign.)
Conference rooms are available on the perimeter of the exhibit floor. For additional information, please contact the ADA Exhibit Office at 312-440-2657.

Apply Today!

The application for booth space is available at www.suvison.com. Select "EXHIBIT AT ADA 2010 ORLANDO". Apply today and e-mail or fax your completed application in order to secure the best available booth space. Please note the space is sold on 'first come, first served' basis. For space availability, please check the International Pavilion area of the exhibit hall floor plan at www.ada.org/goto/session.

Payment Information

The accepted forms of payment include checks and wire transfers. The payment instructions will be provided both in the application and contract and in the corresponding invoice for the booth space issued by SUVISON EUROPE S.R.L.

New Exhibitors

Companies who are exhibiting at the ADA Annual Session for the first time must provide the following when submitting their application for booth space:

- Product literature describing the product or service to be exhibited and any clinical studies which describe the performance of the product or service.
- FDA 510(k) approval letter indicating that the FDA has approved the product for market and sale within the U.S.
- Valid Certificate of insurance.

Cancellation or Reduction of Space

Cancellation or reduction of booth space must be made in writing to SUVISON. The date of cancellation shall be the date that SUVISON receives the written notice. If SUVISON does not receive any notice of cancellation, in writing, the exhibitor will be liable for 100% of the total fee for booth space.

Both the exhibitor and SUVISON acknowledge that, in the event the exhibitor has to cancel, SUVISON will sustain substantial monetary losses that cannot precisely be determined. Due to the difficulty of determining and detailing these losses, the exhibitor agrees to pay the following as liquidated damages (and not a penalty) if they cancel or downsize their booth space. If written notice of cancellation or reduction of booth space is received on or before March 12, 2010, exhibitor agrees to pay a cancellation fee equal to \$1,000 per 10' x 10' booth space. If written notice of cancellation or reduction of booth space is received after March 12, 2010, exhibitor agrees to pay a cancellation fee equal to 100% of the total fee for booth space. All cancellation fees are payable immediately upon cancellation. These cancellation fee terms will apply regardless of the execution date of the application.

Cancellation of Exhibition

In the event that the ADA Marketplace Exhibition must be cancelled, postponed, or relocated on account of fire, strike, government regulations, casualties, Acts of God or other causes beyond the control of the Association, the exhibitor waives any and all damages and claim for damages, and agrees that the sole liability of the ADA and SUVISON will be to return to each exhibitor the exhibitor's rental payment.



Exhibitor Registration and Housing Information

Exhibitor registration and housing opens: April 7

Advance registration and housing closes: September 10

Please note that separate deadlines apply for all housing blocks.

A log-in and password are required to access the exhibitor registration and housing site. This information will be e-mailed to the primary contact at each exhibiting company before April 7, 2010 by Experient.

Exhibitor Registration Information—Advance

Exhibiting personnel must register on or before September 10, or register on-site.

Exhibitors receive ten complimentary exhibitor badges for 10ft. x 10ft. space.

Exhibitor Personnel, within allotment Complimentary
Additional Exhibitor Personnel,
per badge above allotment \$35 each

Please note: Exhibitor badges do not provide access to any sessions. Exhibitors interested in attending sessions must purchase a full conference registration.

If you wish to register any dentists who are not employed by your company or any dentists staffing an exhibit booth, they must be registered in the appropriate member or nonmember category and pay the corresponding attendee registration fee. This policy allows exhibitors who are dentists to attend scientific sessions for continuing education credit. Both of the above must register using the attendee registration form or by visiting our Web site.

To register as an attendee, register online at www.ada.org/goto/session or you may mail the registration form to Experient at 108 Wilmot Road, PO Box 825, Deerfield, IL 60615-0825 or send the form via fax to Experient at 800.521.6017 or 847.940.2386. The registration form is available on the Web site in pdf format or in the 2010 Preliminary Program.

Exhibitor Registration Information—On-Site

On-Site Registration \$35 each

Exhibitor Registration opens on Thursday, October 7 at 8:00am at the Orange County Convention Center. Exhibitor personnel who register on-site may register as individual exhibitor personnel or submit a list of names along with the appropriate payment. If a list of names is submitted, please designate one individual to pick up the badges. The ADA will not hold badges at the registration for individual pickup. Exhibitors are required to display their 2010 ADA Annual Session badge at all times in the Orange County Convention Center. Properly badged exhibitors will be admitted to the exhibition hall one hour prior to the show opening and may remain one hour after the show closing each evening. Exhibitor badges will only be issued to employees of the exhibiting company. Badges are the property of show management and are non-transferable

Exhibitor Housing information

Individual hotel reservations are secured online at www.ada.org/goto/session in the exhibitor resources section. Meeting space requests should also be submitted using the same online process.

ADA Exhibiting Standards

The ADA welcomes exhibitors because they constitute an important means of keeping the dentist informed of new and better products and services for their practices. However, exhibits, products, booth backdrops and promotional materials must be factual, dignified, and tasteful and provide useful product and service information. These standards similarly apply to all product specific promotional material submitted to ADA programs.

That a company has exhibited at the ADA Annual Session must not be referred to in any advertising or promotion, nor is exhibiting to be construed as an endorsement or approval of the company or any of its products or services by the Association or any of its subsidiaries, councils, commissions, or agencies. However, a company may reference its current participation to encourage attendees to visit the company's booth at the meeting itself.

The ADA or its Council on ADA Sessions (CAS) may accept or reject any application to exhibit in its sole discretion, and has full and final authority to interpret, amend or supplement these Guidelines, Rules and Regulations. Exhibitors, by applying for and accepting exhibit space, agree to abide by these Guidelines, Rules and Regulations and any that may hereafter be adopted.

Exhibitors who violate any of these Guidelines, Rules and Regulations may be subject in the sole discretion of the ADA to exclusion and/or restriction, as well as sanctions outlined herein.

General Eligibility Requirements

1. All exhibits submitted for display are subject to review. The ADA reserves the right in its sole discretion to accept or reject any application for space.
2. Products that are in an ADA Seal program must also satisfy all requirements of the Council on Scientific Affairs in addition to these Exhibiting Standards. Further information on the evaluation programs of the Council on Scientific Affairs is available by contacting the council office at 312-440-2534.
3. Exhibits must not be deceptive or misleading. All claims of fact must be fully supported and meaningful in terms of performance or any other benefit. The ADA reserves the right to request additional information as needed. Exhibits will not be accepted if they conflict with or appear to violate ADA policy, the ADA Principles of Ethics and Code of Professional Conduct or its Constitution and Bylaws, or are deemed offensive in either text or artwork, or contain attacks of a personal, racial or religious nature. The ADA reserves the right to decline an application for any product involved with a government agency challenge or denial of product marketing, and for any technique or product that is the subject of an unfavorable or cautionary report by an agency of the ADA.
4. Products or services eligible for exhibiting at the ADA Annual Session must be germane to, and effective and useful in, the practice of dentistry. However, products and services offered by responsible companies that are not related to dentistry, but are of interest to dentists, may exhibit, at the discretion of CAS, but will not be assigned space until all dental-related companies receive their assignments.
5. Exhibitors certify that promotional materials and exhibited products satisfy applicable government laws and regulations such as equal opportunity laws and regulations covering new drug applications and prescription drug advertising. For example, products that require approval by the U.S. Food and Drug Administration for marketing must receive this approval before being eligible and must include "full disclosure" when required. It is the sole responsibility of the exhibitor to conform to regulations of the FDA and all legal requirements for the content of claims made for products. Acceptance of exhibiting at the ADA Annual Session is not to be construed as a guarantee that the manufacturer has complied with such laws and regulations.
6. **Complete scientific and technical data, whether published or unpublished, concerning product safety, operation and usefulness should be made available during the exhibition to support claims.**
7. **Promotional literature and booth copy may cite, in footnotes, references from dental and other scientific literature provided the reference is truthful and is a fair and accurate representation of the body of literature supporting the claim made.**
8. **Comparative advertising claims for competing products and services must be substantiated adequately. Companies wanting to make comparative claims must comply with the ADA Criteria for Substantiation of Comparative Claims. Unwarranted disparagements or unfair comparisons of a competitor's products or services will not be allowed.**
9. Exhibits with respect to employment, purchase of practice, participation or any other contractual relationship with any dental care delivery mode or system may exhibit (at the sole discretion of CAS) and will be assigned space within the Marketplace as CAS deems appropriate.
10. Alcoholic beverages and tobacco products are not eligible for exhibition. Non-nutritive sweeteners, special purpose foods or dietary supplements are eligible only when product statements of properties, performance, nutrient values and beneficial results are such that they can be verified by adequate data available in well-accepted literature. Books and electronic media related to the practice of dentistry or of interest to dentists and their families are eligible for exhibition.
11. An exhibit which includes promotion for an educational course is eligible if it is offered by a provider that is recognized by the ADA Continuing Education Recognition Program (ADA CERP) or conducted under the auspices of the following organizations: an ADA constituent or component dental society, an ADA recognized dental specialty certifying board or sponsoring organization; an accredited dental or medical school; or any organization specifically referred to in the Bylaws of the ADA; and educational Approval for Continuing Education (AGD PACE). Eligibility for a course conducted by or under the auspices of an organization or commercial entity other than the aforementioned will be determined on a case-by-case basis and in the sole discretion of CAS.

12. The exhibitor and the product or service being offered should be clearly identified. In the case of drug promotions, the full generic name of each active ingredient will appear.
13. Promotions that simulate editorial content must be clearly identified as advertising. The word "advertisement" must be displayed prominently.
14. Guarantees may be used by exhibitors provided the statements that are "guaranteed" are truthful and can be substantiated. No guarantee should be used without disclosing its conditions and limitations. When space or time restrictions preclude such disclosures, the promotion must clearly reveal where the full text of the guarantee can be examined before purchase.
15. Exhibits and related collateral must not quote the names, statements or writings of any individual, public official government agency, testing group or other organization without their express written consent. Guidelines for the use of testimonials are available upon request.
16. Miscellaneous products and services not specified in these standards may be eligible to exhibit on a case-by-case basis, at the sole discretion of the ADA.

For questions regarding the ADA Exhibiting Standards, please contact the exhibit office at 312-440-2657 or exhibit@ada.org.

Exhibit Space Assignment Criteria

All applicants for exhibit space are required to read the 2010 Exhibitor Guidelines, Rules and Regulations for International Exhibitors and complete the formal Application and Contract. Until the applicant receives final written acceptance or denial of exhibit space, any funds expended for the development or construction of an exhibit booth or any other related expenditures are at the applicant's own risk. Each applicant acknowledges and agrees that the ADA and SUVISON will not be responsible for any damages, losses, costs, expenses or contractual liabilities incurred by the applicant prior to receipt of the final notice of acceptance or denial of exhibit space. The ADA and SUVISON's maximum liability will not in any case exceed the applicant's rental payment made to SUVISON and/or the American Dental Association. All applicants for exhibit space must be in good financial standing with the ADA, its agencies and subsidiaries and SUVISON, in order to be accepted as exhibitors.

Criteria for Substantiation of Comparative Claims

The following Criteria for Substantiation of Comparative Claims provide guidance to exhibitors on what constitutes "adequate substantiation." The ultimate test is whether the claim, when viewed in the context of the advertisement as a whole, is false or materially misleading. Comparative advertisements may include the use of a competitor's name and the description of a comparable product or service, including price, if the comparison is made in a manner that is not false or misleading. Companies can utilize the type of outcome analysis contained in the ADA Guidelines for Determination of Efficacy in Product Development (May 1998), but can also use other types of analysis that are acceptable to the ADA to support comparative claims.

1. Comparative claims relating to clinical safety or efficacy (e.g., caries reduction, gingivitis reduction, soft tissue irritation, etc), should be supported by results from at least one well-designed clinical study that directly compares the products. Additional studies may be required.
2. Comparative claims relating to attributes that **imply** clinical efficacy (e.g., increased fluoride uptake, increased compressive strength, increased retention of a plaque germ-killing ingredient, etc) should be supported by results from at least one well-designed in-vitro study that directly compares the products. Additional studies may be required. The claims should be footnoted with the statement, "Clinical benefit has not been established."
3. Clinical studies should follow accepted principles of good study design (e.g., independent, blinded if appropriate, adequately powered, well controlled [should normally include a negative control, if ethical, to validate the study], randomized, prospective, etc), and study subjects should be representative of the population for whom the product is intended.
4. Indices used to measure various clinical outcomes (e.g., gingival indices, plaque indices, etc) should be reliable and reproducible, and should have been published in a peer-reviewed journal.
5. All available studies comparing the products or formulations in question should be submitted on request.
6. If other comparative studies give conflicting results, advertising claims will not be accepted unless they reflect these results.
7. Results should be both statistically analyzed and shown to be clinically meaningful.
8. Studies should analyze and compare the change in the measured parameter for the test product vs. the change in that parameter for the compared product.

Rules & Regulations

In addition to being subject to restriction or termination, ADA exhibitors who violate any of the policies, rules, regulations or exhibiting standards presented in this prospectus will be subject to the following sanctions.

Sanctions

1st violation

Loss of current-year priority points

2nd violation

Loss of half of accrued priority points

3rd violation

Loss of all accrued priority points

4th violation

Loss of all accrued priority points, closure of the exhibit for the remainder of the current exhibition and ineligibility to exhibit at the next year's exhibition.

Failure to Occupy Space

Any exhibit space at the Orange County Convention Center that is not occupied by 5:00pm on Friday, October 8, 2010 will be forfeited by the exhibitor unless arrangements for delayed occupancy have been made in writing to the ADA Exhibit Office.

Exhibitor-Sponsored Events and Educational Programs

As a condition of the ADA accepting the exhibitor's application for space, the exhibitor agrees that exhibitors may not run focus groups, seminars or programs at hotels or other event locations during exhibit hall or scientific program hours.

The ADA offers a comprehensive scientific program on a full array of dental topics during the Scientific Session. It is the program that attracts the most members to the meeting. Therefore, the ADA prohibits educational forums that detract from the activities at the Annual Session during the days of the Annual Session.

Please be aware that exhibitors cannot utilize speakers who are on the current-year ADA scientific program. The agreement for all clinicians speaking at the ADA Annual Session prohibits them from speaking for 30 days before and 30 days after the 2010 meeting within a 100-mile radius of Orlando, Florida.

Exhibitors must disclose to the ADA Exhibit Management Office all off-site events, seminars, focus groups or programs not held at an official ADA hotel or the convention center.

Note: Exhibitors are advised that hospitality suites may not operate during Scientific Program and Exhibit hours. Any violation of this stipulation will cause sanctions to be applied to the exhibitor. Please review program and exhibit days and hours before completing your plans.

Precious Alloy Exhibitors*

Exhibitors who sell dental gold as gold coins and gold used in decorative items such as jewelry and objects of art are required to submit a signed affidavit agreeing to invoice dental gold as such and separately from gold coins, gold jewelry, gold objects of art and gold used in or for coins, jewelry or objects of art.

Affidavits will be sent to all precious alloy exhibitors upon acceptance of their exhibit application, and submission of the affidavits, completed and signed, is a prerequisite for permission to exhibit.

Laser Exhibiting*

The ADA is concerned that exhibitors showing lasers comply with recommended safety precautions. Therefore, the ADA has established the following procedures for laser demonstrations:

1. Lasers must be operated only within a suitable enclosed space with eye protection for those viewing and operating the laser.
2. All demonstrations of CO2 lasers must be conducted in clear plastic boxes with top and sides enclosed.
3. Appropriately colored plastic cubicles must also be available for other types of lasers being demonstrated.
4. No laser equipment may be left unattended in operable condition.
5. An exhibitor may not promote or demonstrate use of laser instruments by dental auxiliaries.

6. Laser exhibiting companies are required to submit a form provided by the ADA agreeing to comply with the requirements as indicated above. Submission of the completed and signed form is a prerequisite for permission to exhibit.

Sales Prohibition

Over-the-counter sales of items within the technical exhibition halls are strictly prohibited. No items may be exchanged for cash, check, credit card payment or any other consideration within the World Marketplace. Taking orders for future delivery outside the Marketplace is acceptable. By submitting an application and contract for exhibit space, all exhibitors agree to abide by this restriction.

Tax Information/Sales Tax

Exhibitor's activities, such as taking orders of merchandise for future delivery, may be subject to state or local sales, general excise or other taxes. Exhibitors are encouraged to consult with their tax advisors for specific tax advice. For general information about the tax requirements in the State of Florida, you may contact the Florida Department of Revenue at 1-800-352-3671; Email: DOR@dor.state.fl.us; Website: <http://dor.myflorida.com/dor>

Business Activities Outside of Booth Space

All business activities of the exhibitor must be confined to the booth space rented. No business activities are to be undertaken in any aisles, lobbies or other areas of the convention center, or official ADA Hotels.

*See related form in Exhibitor Service Manual.

Subletting Space

Subletting, sharing, allocation, partnering or any other similar arrangement of space is prohibited. An exhibitor may neither assign, allocate, nor apportion the whole or any part of space allotted or display any goods other than those manufactured or distributed by the exhibitor in the regular course of the exhibitor's business, nor permit any representative of any other firm to solicit business or take orders in the exhibitor's space.

Sales by Non-Exhibiting Companies

Solicitation by non-exhibitors is prohibited. Firms and representatives not assigned exhibit space are prohibited from soliciting business in any form in the Orange County Convention Center and all ADA official hotels. Violators of this prohibition will be required to immediately leave the convention center.

Distribution of Samples and Souvenirs*

Distribution of samples of approved products is permissible. Approval to distribute items other than products, such as souvenirs, must be obtained from the ADA before August 16, 2010. Distribution of products or souvenirs will be allowed, provided it is done in a dignified manner, does not create a nuisance and causes no interference with adjoining exhibits. **Permission must be granted in writing by the ADA for the distribution of bags in the exhibit hall. Exhibitors planning to distribute bags at their booths must send a sample of the items to the ADA for approval.** Should a nuisance or traffic problem due to the distribution of products or souvenirs occur, the exhibitor will be requested to halt distribution, or to distribute the item only at certain times. Helium balloons are not permissible at any time as part of the décor or as handouts.

Permissible giveaways, magazines, merchandise, literature and souvenirs may be distributed only within an exhibitor's booth.

Food and Beverage in Booth*

Exhibitors are allowed to dispense food or beverage from their booth space provided that food or beverage is purchased from the Orange County Convention Center. The exhibitor must also comply with all Convention Center regulations regarding food and beverage dispensing.

Exhibitor-Sponsored Contests*

Exhibitors who want to sponsor any type of contest, raffle or drawing for prizes must complete and submit the Exhibitor Sponsored Contest form in the Exhibitor Service Kit.

Among other requirements, which the ADA in its discretion may prescribe, the following rules must be adhered to:

1. The exhibitor must comply with all local, state and Federal laws that apply to such raffles, contests or drawings.
2. Contest, raffle or drawing rules must be posted at the booth. The rules must include eligibility, date and time of drawing (contest, raffle), the words "no purchase necessary to enter," in bold prominent print, odds of winning, how winners will be notified, how participants may find out who won, etc.
3. The exhibitor must complete a form that will be supplied by the ADA Exhibit Office and agree to indemnify the Association in the event of any claims arising from the operation of the raffle or contest.
4. The ADA Exhibit Office must be notified of the name(s) of the winner(s) when the prize(s) has been awarded.

Audio and/or Video Broadcasting

Exhibitors are prohibited from conducting any live or taped video or audio broadcasts from their booth space or from anywhere else in the convention center.

Photography and or Video Recording

Exhibitors are not allowed to photograph or videotape any booth other than that of the company they represent. Videotaping of a company's own booth is permitted and requires prior approval from the ADA Exhibit Office. Security escorts for such activities must be arranged through the ADA Exhibit Office and the cost of security may be charged to the exhibitor. If you wish to request a variance from this policy, please contact the ADA Exhibit Office at 312-440-2657.

Flammable Substances*

Gasoline, kerosene, acetylene or other flammable or explosive substances are neither permitted nor used in the building. No combustible decoration such as crepe paper, tissue paper, cardboard or corrugated paper is to be used at any time. Helium

balloons are not permissible. All packing containers, excelsior and wrapper paper are to be removed from the exhibit floor and must not be stored under tables or behind displays. Storage labels are provided.

Any vehicle or other apparatus, which has a fuel tank and is part of a display, is required to be equipped with a locking (or taped) gas cap and can contain no more than one gallon of gasoline. Battery cables must be disconnected once the vehicle is positioned. The engine cannot be operated during show hours. Refueling must be done off property. Exhibitors with display vehicles should make arrangements for move-in and move-out by contacting the general services contractor for set-up/marshalling instructions.

Noise*

Loudspeakers, phonographs, sound movies, video projectors or megaphones must not interfere with adjoining exhibits. Movies or video projectors must be located so as not to interfere with other exhibitors or aisle space, and operation of such equipment must conform to rules of the Orange County Convention Center.

Theater Presentations

Exhibitors whose booths involve a theater or ongoing presentations must submit a complete lineup and script of the presentations for content review, along with any scheduled speakers appearing with the booth.

Music

The playing of any music on the exhibit floor is not permitted. This applies to live and recorded music, including that played on videotapes. While the ADA has license agreements with the American Society of Composers, Authors, and Publishers (ASCAP) and Broadcast Music, Inc. (BMI), the ADA cannot accept responsibility for music played by exhibitors.

Live Models

Exhibitors are prohibited from conducting live demonstrations involving clinical procedures on patients or live models.

*See related form in Exhibitor Service Manual.

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Rules & Regulations *continued*

Animals

Except for compliance with the Americans with Disabilities Act, no animals shall be permitted to enter any meeting, lobby or exhibit space utilized for the ADA Annual Session.

Meeting Space and Sleeping Room Blocks at Hotels

The request form for meeting space and/or to secure a block of 20 or more rooms at official ADA hotels will be available on ADA.org beginning in mid-November. The ADA reserves the right to review all requests and assign hotel meeting space and sleeping rooms based on availability. Exhibitors will be contacted if one of their hotel preferences is not available before an alternate assignment is made.

Meeting room requests must be submitted to the ADA online at www.ada.org/goto/session, under exhibitor resources. All information must be completed before requests are considered. Space will be assigned based on availability.

Exhibitor meetings or events at hotels are not permitted during exhibit hours (with the exception of meetings solely for exhibitor personnel, which may not include any other meeting registrants).

Exhibitors may not run focus groups, seminars or programs at hotels or other event locations during exhibit hall or scientific program hours.

Exhibitors must disclose to the ADA Exhibit Management Office all off-site events, seminars, focus groups or programs not held at an official ADA hotel or the convention center.

All requests for meeting space and sleeping room blocks at official ADA hotels must be processed by the ADA. Exhibiting companies are not permitted to contract meeting space or sleeping room blocks directly with official ADA hotels.

Cancellation

The ADA reserves the right at its sole discretion to cancel any exhibit application or agreement at any time if the applicant has violated any of these exhibit rules and regulations or has engaged in or is engaging

in any activity that reflects negatively on the ADA's favorable image, goodwill, reputation or acceptance by its members or the public. The ADA will not be liable for special, consequential or incidental damages, loss or expense, directly or indirectly, arising from, or in connection with, the cancellation of this exhibit, notwithstanding notice to the ADA of the possibility of such damages, loss or expense. The ADA's maximum liability will not in any case exceed the rental payment made to the ADA by the exhibitor.

Non-Official Vendors

The ADA has contracted with specific vendors to provide goods and services to its exhibiting companies at the Annual Session and World Marketplace. The list of these vendors is provided in the Exhibitor Services Manual.

If an exhibiting company chooses to secure products or services through a "Non-Official" vendor, then the exhibiting company must complete the Exhibitor Appointed Contractor (EAC) Form in the Exhibitor Service Manual. The "Non-Official" vendor must also provide a certificate of insurance prior to being allowed access to the Annual Session exhibit floor. The exhibiting company will be responsible for all related costs.

Exhibitor Appointed Contractors (EAC)*

If your company plans to use a contractor other than the General Services Contractor, you will need to complete the Exhibitor Appointed Contractor (EAC) Form in the Exhibitor Services Manual (See page 2 of this Exhibit Prospectus for a list of significant dates). Notification must come from the exhibiting company, not the independent contractor. Independent contractors may not contact ADA for service kits, booth numbers, floor plans, or other information related to the exhibitor's booth. The exhibitor must also notify the general services contractor (Freeman) by completing their form in the Exhibitor Service Manual no later than 30 days prior to the first move-in day. Failure to do so will result in the inability of the contractor to service your exhibit.

Independent contractors may not set up hospitality desks or otherwise utilize any part of the exhibit hall for conducting

business other than the assembling and dismantling of the booths for which they have been contracted and approved. All of the equipment belonging to the independent contractor must be contained within the booth(s) they have been contracted to assemble/dismantle.

All personnel must register at the security desk located in Exhibitor Registration before going to the exhibit hall. The ADA Exhibit Office will provide a form to request security wristbands for your workers to have access to the exhibit hall. A security office will be open at 7:00am each day during move-in and dismantling. One representative for each exhibitor appointed contractor may pick up all wristbands for the day. An official exhibitor badge is required during exhibit hours for your own management personnel.

Independent contractors must abide by all provisions, rules and regulations as published by the ADA.

In addition, your selected contractor must furnish an original Certificate of Insurance issued by an insurance company authorized to do business in the State of Florida, rated as A V in the current A.M. Bests Manual and showing minimum coverages as set forth in the accompanying Certificate of Insurance. The certificate must name American Dental Association, Chicago, IL, and Freeman; and all directors, members, officers, agents, employees, affiliates and subsidiaries of each of the above. These requirements will be strictly enforced.

Clean Floor Policy

In order to ensure the timely installation of aisle carpet and to ensure that the Marketplace opens on time, the ADA has instituted a "clean floor policy". All empty containers must be removed and all exhibit properties must be set by 4:00pm on Friday, October 8, 2010. Exceptions must be communicated in writing prior to move-in.

*See related form in Exhibitor Service Manual.

Indemnification and Liability Insurance

Indemnification

By submitting an Application and Contract for Exhibit Space ("Application"), Exhibitor agrees to indemnify, hold harmless and defend the American Dental Association, the Orange County Convention Center, and each of their affiliates and subsidiaries, and each of their directors, members, officers, agents, employees, and representatives (each an "Indemnified Party"), from all claims, losses, liabilities, damages, actions, judgments, penalties, costs, and expenses (including attorney fees and costs) arising in, at, out of or in connection with the Exhibitor's exhibit or the installation, maintenance, conduct, use, operation or removal of such exhibit or any part thereof, by Exhibitor or its officers, directors, employees, agents, representatives, invitees, agents or contractors. Such indemnification shall be effective regardless of any claim of negligence on the part of any Indemnified Party. This provision shall be construed to be incorporated into the Application.

Liability Insurance

As part of the Application, Exhibitor shall provide the ADA with an original Certificate of Insurance showing the applicable insurance coverage in effect through October 14, 2010, evidencing all of the coverages, with minimum limits, additional insureds and hold harmless and waiver of subrogation language, and other provisions as prescribed by the ADA in the ADA's sole discretion. For more information about required insurance and a sample Certificate of Insurance go to www.ada.org/goto/session and click on Exhibitor Resources. The ADA reserves the right, in its sole discretion, to terminate the Application of any exhibitor failing to meet in any respect the insurance requirements set forth in this Liability Insurance section. The ADA further reserves the right, in its sole discretion, to require higher minimum limits of coverage for any exhibitor. Any exhibitor that is not required to maintain workers' compensation and employer's liability coverage under state law should contact the ADA.

The ADA and the Orange County Convention Center will not be responsible for damage or loss to any property belonging to the exhibitor or used in connection with its exhibit, including the shipping containers brought into or used in or about the convention center, nor for any acts or omissions of the exhibitor, its employees, agents or representatives.

ADA Seal of Acceptance for Over-The-Counter Products

Value of the Seal

The ADA Seal of Acceptance is designed to help the public and dental professionals make informed decisions about safe and effective over-the-counter dental products. While having the Seal is not a requirement to exhibit, we recommend the Seal Program as a proven mechanism for you to demonstrate to the public and to the profession that your over-the-counter products have met ADA criteria for safety and effectiveness.

The ADA Seal is awarded for a five-year period. Manufacturers must then reapply to continue using the Seal. Whenever the composition of an accepted product changes, the manufacturer must resubmit the product for review and approval before it can continue to be marked with the Seal.

Before a product can be awarded the Seal, it is subjected to rigorous peer review to ensure that only those products that meet specified criteria are accepted. Indeed, as many as 40% of the submitted products fail to satisfy these criteria upon initial review. ADA staff scientists will then work with the manufacturer to identify and rectify potential problem areas that eventually lead to a product that is marketed better overall.

The Seal has stood as a symbol of safety and effectiveness for over 75 years; make it work for you. It has recognition with both consumers and dental professionals. Market research by manufacturers has shown that the ADA Seal on an over-the-counter product directly affects the purchasing decisions of these groups.

Qualifying for the Seal

In order to qualify for the Seal, certain requirements must be met. For example, a manufacturer who applies for the Seal must:

1. Supply objective data from clinical and/or laboratory studies that support the product's safety, effectiveness and promotional claims.
2. Provide evidence that manufacturing and laboratory facilities are properly supervised and adequate to assure purity and uniformity of the product.
3. Be in compliance with ADA's standards for accuracy and truthfulness in advertising.

If you would like to learn more about how your company can benefit from participation in the ADA Seal Program for Over-the-Counter Products, please write or call:

Mr. Tim O'Shea
Manager, Product Evaluations
Council on Scientific Affairs
American Dental Association
211 East Chicago Avenue
Chicago, Illinois 60611-2678
Tel: 312-440-2534
E-mail: osheat@ada.org



Booth Construction Guidelines

Standard exhibit rules and regulations as published in the Guidelines for Display Rules and Regulations by the International Association for Exhibitions and Events (IAEE) will be in effect for the ADA Marketplace Exhibition. Deviation from the established booth space parameters may be allowed in certain areas, provided that such deviation is deemed practical after review by the ADA. Deadline for receipt of blueprints, drawings, etc., from exhibitors wishing to deviate from the floor plan is August 16, 2010. The ADA Exhibit Management reserves the right to change the floor plan, site or character of the exhibition at any time. The following booth configurations are acceptable:

1. Open top exhibition booths
2. Platforms not exceeding 500 square feet in area (46.45 square meters)

Security

Security will be provided to guard the perimeter of the exhibit hall on a 24-hour basis. Exhibitors are urged to take every security precaution and coverage to prevent loss. Safety containers can be rented through the general services contractor.

Fire Marshal Review

When installing a display with a ceiling or second level, approval from the fire marshal is required to ensure that the display meets with the necessary fire and safety regulations involving smoke alarms, fire extinguishers, sprinkler systems, etc. A copy of the fire marshal approval must be submitted with the booth plan to the ADA Exhibit Management by August 16, 2010.

Aisles

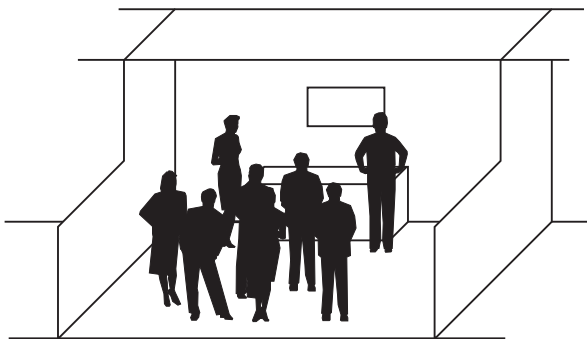
The aisles are the property of the entire exhibition, and each exhibitor has the responsibility to assure proper flow of traffic through the entire show. When large crowds gather for sampling or to watch a demonstration and interfere with the flow of traffic or create excessive crowds in neighboring booths, it is an infringement on the rights of other exhibitors. Aisles must not be obstructed at any time. Nails, tacks, tape, stickers and other materials must not be used on columns or floors. **See demonstration example below.**

Variance Requests*

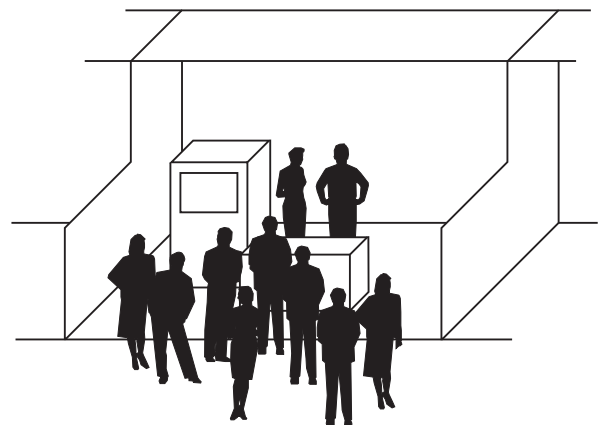
IMPORTANT! All requests for booth design or hanging sign variances must be submitted by August 16, 2010. Submit hard copies by mail or courier including:

- Written explanation of design and variance being requested; and
- Scaled floor plan to include dimensions, clearly identifying the area in which the variance is being requested.
- The ADA may request a presentation to review the scope and nature of a variance request.
- No variance will be granted at showsite.

*See related form in Exhibitor Service Manual.



DEMONSTRATIONS: CORRECT



DEMONSTRATIONS: INCORRECT

Booth drawings are provided for scale and may not reflect complete rules.

Booth Construction Guidelines *continued*

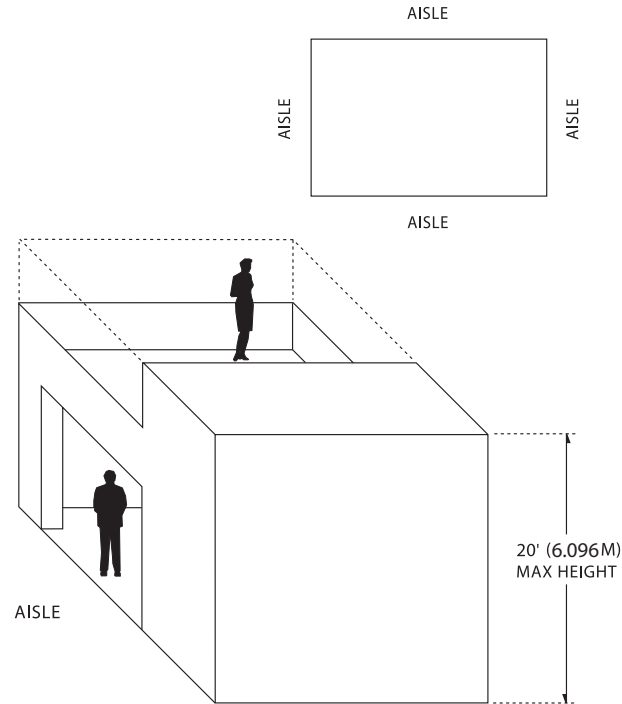
Island Booths

An island exhibit is an open area of exhibit space with aisles on all four sides. Freeform exhibits may extend to all outer edges of the booth space, but the design of the booth must allow for see-through visibility and accessibility from all four sides.

An exhibitor who wants to create an island booth smaller than those shown on the floor plan must purchase the two booths that connect the proposed island to the remainder of the booths in the block of space purchased for the island booth. This space then becomes the aisle on the fourth side of the block of booths.

Approval by ADA Exhibit Management is required if any exhibitor with island space plans to exceed 20 feet in height.

Approval is also required if an exhibit is designed to have a solid wall higher than 4 feet spanning the length or width of the space, or booth construction with an unusual or nonstandard configuration.

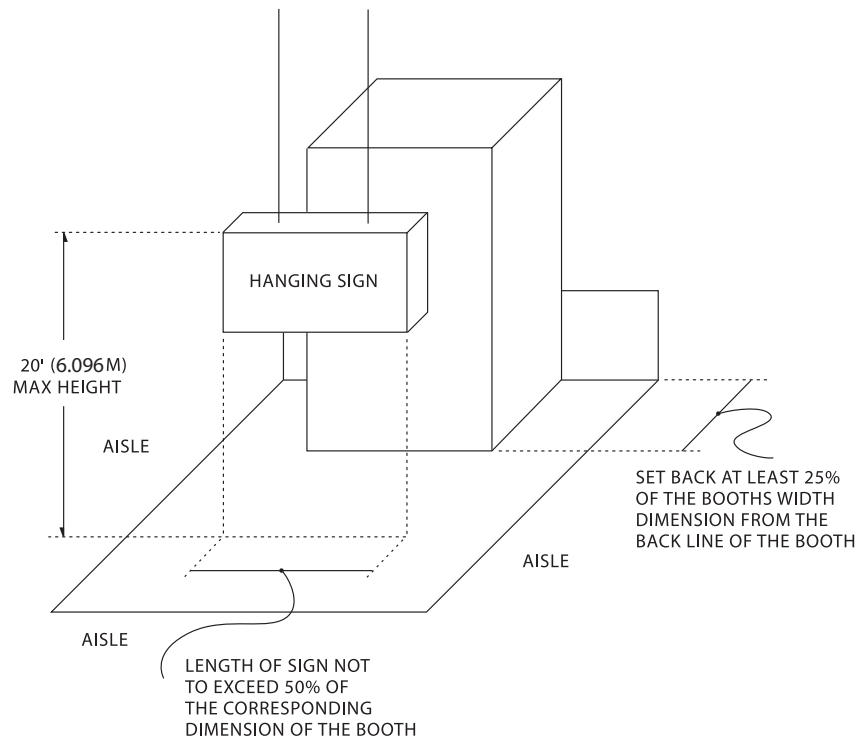


Hanging Signs*

There are limited points in the exhibit hall from which to hang signs, banners, etc. Exhibit booth signs, banners, booth ceilings or canopies, lighting grids or other exhibit-related equipment should be freestanding and floor supported where possible.

All rigging will be installed by the General Contractor. Requests for approval of hanging signs and banners must be submitted for approval to ADA Exhibit Management by August 16, 2010 and to general services contractor 45 days prior to installation. The request must include a description and drawing of the sign or banner, proposed method of installation, location of hanging points and total weight. Forms will be included in the Exhibitor Service Manual.

Hanging signs will only be permitted for island, peninsula, and standard booths against a wall. Hanging signs will not be allowed for in-line booths, no exceptions. Hanging signs or banners may not exceed 50% of the outermost space assigned to the exhibiting company or a height of 20 feet unless approved in writing by ADA Exhibit Management.



Booth drawings are provided for scale and may not reflect complete rules.

*See related form in Exhibitor Service Manual.



Expand Your Reach

Use the ADA's Annual Session Sponsorship and Advertising Opportunities kit to draw more qualified buyers to your booth.

Visit www.ada.org/goto/session and click "Exhibitor Resources"

ADA American Dental Association®

America's leading advocate for oral health