



105TH ANNUAL MEETING

November 2-5, 2019 | Chicago

American Academy of Periodontology

McCORMICK PLACE – LAKESIDE CENTER
CHICAGO, ILLINOIS

INVITATION TO EXHIBIT



perio.org/meetings

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Exhibitor Advisory Council

The American Academy of Periodontology (AAP) Exhibitor Advisory Council promotes the involvement and support of exhibiting companies in maintaining open communication and providing guidance about exhibit policies.

Corporate Representatives

- Den-Mat Holdings, LLC
- Dentsply Sirona
- Geistlich Biomaterials
- Nobel Biocare
- Salvin Dental Specialties, Inc.
- Straumann

“Over 45% of the AAP attendees come to ‘learn more about new products and/or technologies to help their practice.’”

– PAST ATTENDEE

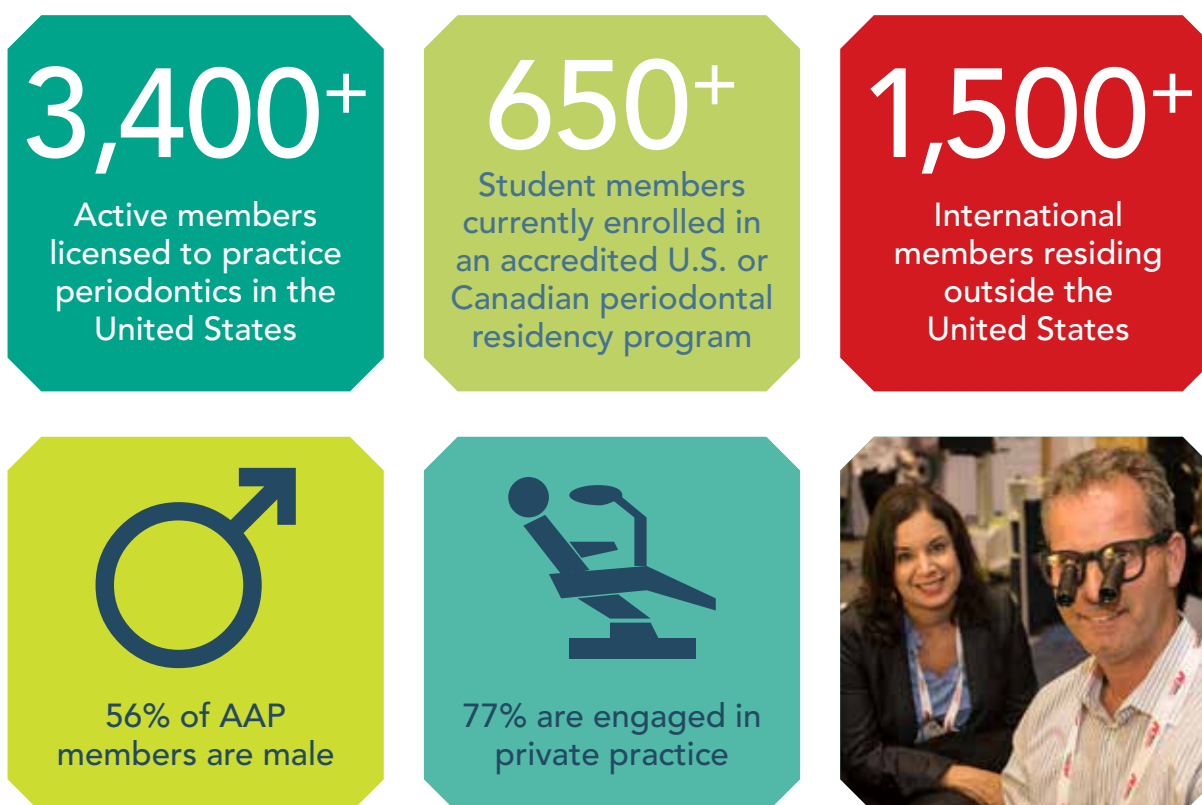
EXHIBIT AT THE PREMIER LIVE-LEARNING EVENT IN PERIODONTICS

For 105 years, the American Academy of Periodontology Annual Meeting has been the premier live-learning and networking event in periodontics. In 2019, the Annual Meeting heads to the AAP's hometown—Chicago, IL! Over 2,500 attendees are expected to make their way to the Windy City to experience innovative continuing education sessions led by world-class speakers, mingle with periodontal professionals from around the world, and take in the sights of one of most diverse and vibrant cities in the U.S.

About the AAP

The AAP is an 8,000-member professional association for periodontists—specialists in the prevention, diagnosis, and treatment of diseases affecting the gums and supporting structures of the teeth, and in the placement of dental implants. Periodontists are also dentistry's experts in the treatment of oral inflammation and receive three additional years of specialized training following dental school. Periodontics is one of the nine dental specialties recognized by the American Dental Association.

AAP by the numbers



AAP Annual Meeting Attendee Profiles

The following chart shows Annual Meeting registrants from 2015–2018.

2015 (Orlando, FL)		2016 (San Diego, CA)		2017 (Boston, MA)		*2018 (Vancouver, Canada)	
Doctors	2,077	Doctors	2,148	Doctors	2,365	Doctors	TBD
Hygienists	121	Hygienists	122	Hygienists	192	Hygienists	TBD
Office Staff	161	Office Staff	150	Office Staff	137	Office Staff	TBD
Dental Students	686	Dental Students	528	Dental Students	644	Dental Students	TBD

*Not available at time of printing. Expected professional attendance at the 2019 Annual Meeting is approximately 2,500 periodontists.

AAP Exhibit Hall Attractions

- **Dedicated time with attendees** – Enjoy unopposed exhibit time that ensures traffic flow to your booth.
- **Networking Reception** – To be held Sunday, November 3 from 5:00–6:30 p.m. in the Exhibit Hall, this always popular event will provide valuable in-person networking with attendees in a collegial setting.
- **Complimentary lunches** – Meeting attendees will receive complimentary daily lunch in the Exhibit Hall.
- **Complimentary coffee breaks** - A morning coffee break will be offered each day in the Exhibit Hall.
- **AAP Member Resource Center (MRC) and International Lounge** – The MRC serves as the member hub of the Annual Meeting while the International Lounge attracts attendees from all over the globe.
- **CE Pavilion** – Attendees can record their CE credits at the CE Pavilion Area exclusively located in the Exhibit Hall.
- **Perio Park** – Attendees can relax and unwind in-between CE sessions in the AAP’s Exhibit Hall “greenspace.”

- **Graffiti Wall** – Attendees will be encouraged to leave their mark on the AAP’s new Exhibit Hall graffiti wall located near Perio Park.
- **Perio Perks Row** – Companies who participate in the AAP’s Perio Perks exclusive member discount program will have a dedicated row within the Exhibit Hall.
- **Career Fair and Job Information Exchange** – Attendees looking to make a career move, whether it’s selling a practice, hiring an associate, or seeking a new position, can discuss potential opportunities and network with others at the Career Fair and Job Information Exchange area.

Exhibitor Eligibility

Companies that market periodontal or dental products, equipment, or services are eligible to exhibit at the 105th Annual Meeting of the American Academy of Periodontology.

For the most up-to-date information about the 2019 AAP Annual Meeting, visit perio.org/meetings.

“One of the highlights of the year is exhibiting at the AAP Annual Meeting. It is a tremendous opportunity to thank our existing customers, meet new prospective customers and introduce new products to the marketplace.

I would advise any company whose target audience are periodontists to make sure they did not miss the opportunity to exhibit at the AAP meeting.”

– SALVIN DENTAL SPECIALTIES, INC. / SALVIN REGENERATIVE



Exhibition Venue

McCormick Place – Lakeside Center
2301 S. Martin Luther King Drive
Chicago, IL 60616
Lakeside Center – Hall D



Exhibition Dates and Hours

Sunday, Nov. 3, 2019	10:00 a.m. – 6:30 p.m.
Monday, Nov. 4, 2019	10:00 a.m. – 6:00 p.m.
Tuesday, Nov. 5, 2019	10:00 a.m. – 3:00 p.m.

Installation/Exhibitor Move-In

TARGETS MOVE-IN (FREIGHT ONLY):

Wednesday, Oct. 30 2:00 p.m. – 5:00 p.m.

TARGETS MOVE-IN (400 SQ. FT. OR LARGER):

Thursday, Oct. 31 8:00 a.m. – 5:00 p.m.

GENERAL EXHIBITOR MOVE-IN:

Friday, Nov. 1 8:00 a.m. – 5:00 p.m.

Saturday, Nov. 2 8:00 a.m. – 5:00 p.m.

The service contractor will contact companies that will be targeted for move-in.

Dismantle/Exhibitor Move-out

Tuesday, Nov. 5 3:00 p.m. – 9:00 p.m.

Wednesday, Nov. 6 8:00 a.m. – 2:00 p.m.

Outside carriers should be checked in by noon on Wednesday, Nov. 6.

Exhibitor Registration

Badges can be picked up on site at McCormick Place – Lakeside Center.

2019 Annual Meeting Hotels

Headquarters hotels:

- Palmer House Hilton
- Hilton Chicago

Shuttle Services will be provided to the AAP contracted hotels.

Housing reservation information will be emailed in February 2019 from the official Academy's housing and registration vendor, Experient.

On-site exhibitor registration hours are as follows:

On-site Exhibitor Registration Hours

Friday, November 1	8:00 a.m. – 5:00 p.m.
Saturday, November 2	8:00 a.m. – 5:00 p.m.
Sunday, November 3	8:00 a.m. – 5:00 p.m.
Monday, November 4	8:00 a.m. – 5:00 p.m.
Tuesday, November 5	9:00 a.m. – noon

Please note: All dates and times are subject to change.

AAP Badge Allotment Policy

Each exhibiting company is allowed four complimentary badges per 100 square feet of exhibit space. Additional representatives may register for additional fees. Badge information will be emailed to the main contact when registration for exhibitors opens. Registration fees must be paid prior to or at the time of registration. No badges will be issued for anyone under 18 years of age.

Exhibitor Service Manual

A comprehensive service manual will be available online only beginning sometime in July 2019.

Social and Educational Functions

Exhibiting companies who wish to hold a social or educational function must submit a written request to the AAP Director, Meeting Services, no later than September 16, 2019. A form will be included in the Exhibitor Service Manual.

For the most up-to-date information about the 2019 AAP Annual Meeting, please visit perio.org/meetings.

Booth Costs

Booth space will be charged at the following rates:

- \$38 per square foot
- \$250 for each corner

Booth units are sized in increments of 100 square feet, with the smallest booth being a 10' x 10' unit.

Floor covering is mandatory. Since Exhibit Hall D in McCormick Place is not carpeted, it is the sole responsibility of the exhibitor to provide booth floor covering.

A deposit of \$1,000 per 100 square feet of space is required with all contracts including those signed and submitted during on-site booth selections at the AAP's 2018 Annual Meeting in Vancouver. All contracted booths must be paid in full by May 3, 2019.

Telephone requests for specific booth space must be followed with a completed contract and deposit or full payment within five working days of the request. Otherwise, space will be offered to another exhibitor and/or not held.

Cancellation/Reduction Costs

All cancellations or reductions must be made in writing. Booths cancelled or reduced by January 2, 2019, are subject to a \$250 cancellation fee. Cancellations or reductions made between January 3 and May 3, 2019, are eligible to receive a 50 percent refund of the **total booth rental fee**. Cancellations or reductions made after May 3, 2019, are not eligible to receive a refund.

The exhibit booth fee includes:

- Rental of booth space
- Standard 8' draped back wall and 3' draped side rails
- Aisle carpeting
- Booth identification sign (if applicable per booth size and design)
- 24-hour hall security
- General cleaning of hall aisles and lounge areas
- Four complimentary registration badges per 100 square feet of exhibit space
- One company listing* (including company name, phone, fax, website, and booth number) in the Annual Meeting On-Site Program
- Company name listed in the Exhibitor Product Category section* with up to six categories
- Use of Exhibitor Lounge
- Three complimentary Exhibit Hall guest passes
- **NEW!** Complimentary pre-show mailing list.
- **NEW!** Admission to all three 8:00 a.m. General Sessions



**Contract must be received by July 31, 2019, for company listing to be included in On-Site Program*



Booth Assignment Procedures

The first round of booth assignments for exhibit space is based on a priority point system. Exhibiting companies can earn priority points according to the following:

- One point for Annual Meeting Exhibition participation
- One point for each 10' x 10' booth unit rented at the Annual Meeting
- One point for every \$50,000 pledged to the AAP Foundation Endowment Fund
- One point for each year of payment to the AAP Foundation Endowment Fund
- One point for \$10,000–\$19,999 spent on advertising in an AAP publication
- Two points for \$20,000 and over spent on advertising in an AAP publication
- One point for every \$10,000 spent on Annual Meeting sponsorships
- Housing Points*:
 - 15 points for 11 and above rooms reserved
 - 10 points for six to 10 rooms reserved
 - 5 points for one to five rooms reserved

**Housing Points will be awarded to each exhibiting company record after the conclusion of the Annual Meeting.*

Contracts will be assigned under the priority point system for booths selected during the on-site booth draw in Vancouver, October 29–30, 2018. After this date, space is assigned on a first-come, first-served basis and will continue until show dates.

Future Booth Assignment Information

The first round of booth space assignments for the 2019 AAP Annual Meeting Exhibition in Chicago will be conducted on Monday, October 29, 2018 and Tuesday, October 30, 2018 near the Show Managers Office inside Hall A of the Vancouver Convention Centre during the 2018 Annual Meeting. The appointment schedule (day and time) will be emailed to all 2018 exhibitors along with the 2019 Annual Meeting Invitation to Exhibit, Exhibit Contract, and Exhibition Floor Plan in September 2018.



QUESTIONS? CONTACT:

Marge Palonis, CEM
 Exhibits Manager
 American Academy of Periodontology
 737 N. Michigan Avenue, Suite 800
 Chicago, Illinois 60611-6660
 Phone: 312-573-3210
 Fax: 312-573-3225
 Email: margery@perio.org

LINEAR BOOTH

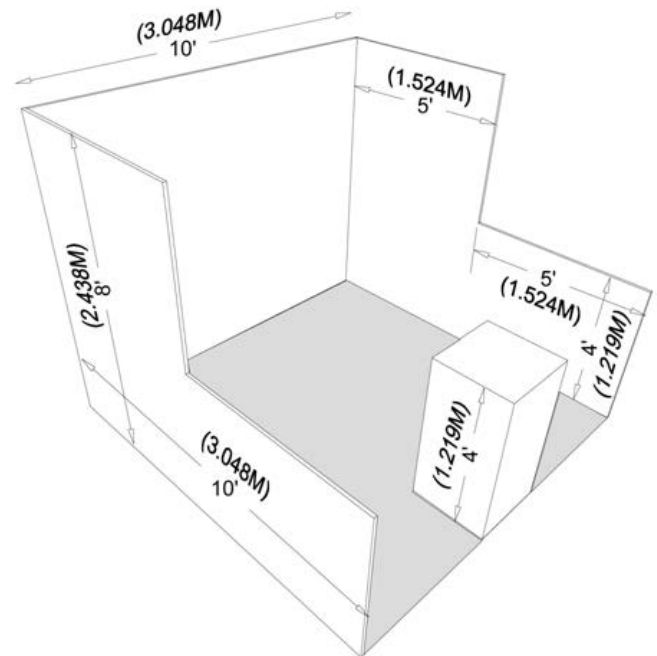
Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10 ft (3.05 m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10 ft (3.05 m) wide and 10 ft (3.05 m) deep, i.e. 10 ft by 10 ft (3.05 m by 3.05 m). A maximum back wall height limitation of 8 ft (2.44 m) is generally specified.

Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10 ft by 20 ft (3.05 m by 6.10 m), 10 ft by 30 ft (3.05 m by 9.14 m), 10 ft by 40 ft (3.05 m by 12.19 m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8 ft (2.44 m) is allowed only in the rear half of the booth space, with a 4 ft (1.22 m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4 ft (1.22 m) height limitation is applied only to that portion of exhibit space which is within 10 ft (3.05 m) of an adjoining booth.



CORNER BOOTH

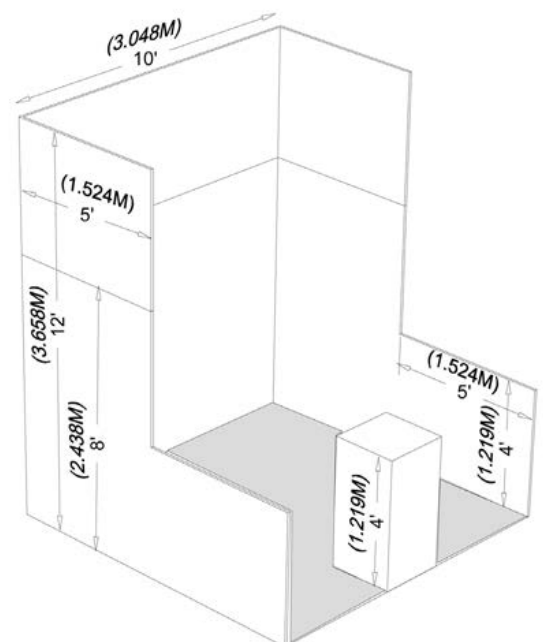
A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

PERIMETER BOOTH

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12 ft (3.66 m).

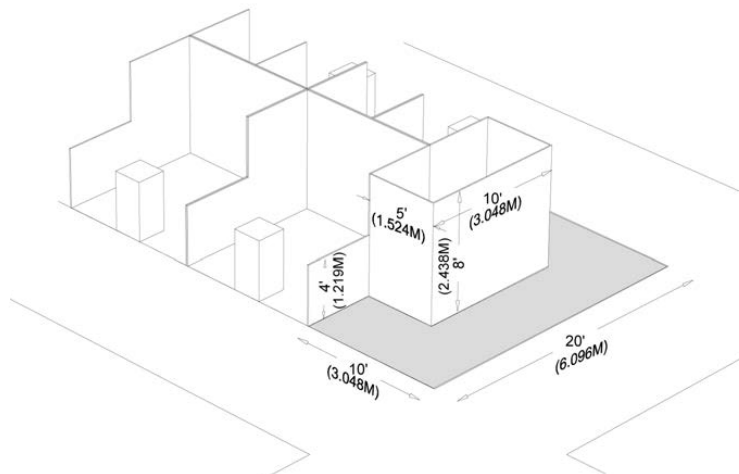


END-CAP BOOTH

An End-cap Booth is exposed to aisles on three sides and composed of two booths.

Dimensions

End-cap Booths are generally 10 ft (3.048 m) deep by 20 ft (6.096 m) wide. The maximum backwall height of 8 ft (2.438 m) is allowed only in the rear half of the booth space, and within 5 ft (1.524 m) of the two side aisles, with a 4 ft (1.219 m) height restriction imposed on all materials in the remaining space forward to the aisle.

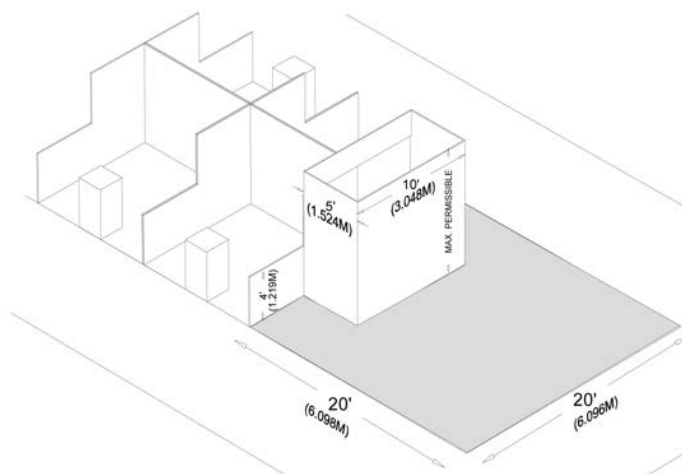


PENINSULA BOOTH

A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth."

Dimensions

A Peninsula Booth is usually 20 ft x 20 ft or larger. When a Peninsula Booth backs up to two Linear Booths, the backwall is restricted to 4 ft (1.219 m) high within 5 ft (1.524 m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. 16 ft (4.876 m) is a typical maximum height allowance, including signage for the center portion of the backwall.



ISLAND BOOTH

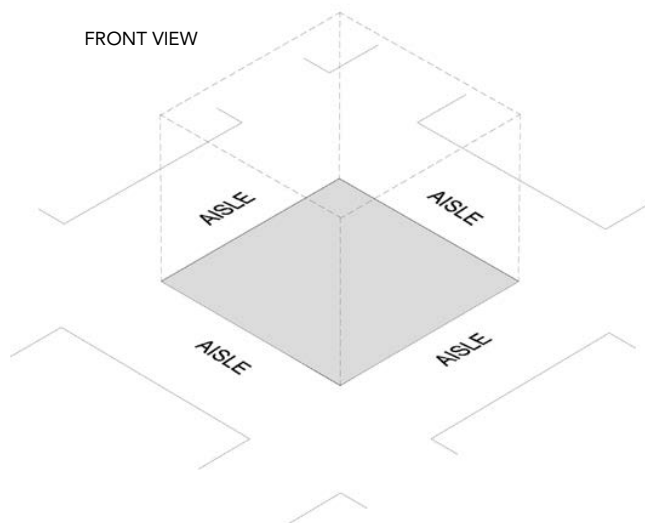
An Island Booth is any size booth exposed to aisles on all four sides.

Dimensions

An Island Booth is typically 20 ft x 20 ft or larger, although it may be configured differently.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is usually 16 ft (4.876 m), including signage. In addition, Academy rules and regulations mandate that the booth design/configuration must maintain 50% see-through visibility from all four aisles. Line-of-site visibility elements must not be greater than 4 ft (1.22 m) high.



No portion of the booth, or its related parts, contents, or signage may be suspended from the ceiling of the Exhibit Hall.

Recognition in the Advance and *On-Site Programs

Secure your booth early to ensure your company is listed with your company name, booth number, and other important information in the 2019 AAP Annual Meeting Advance and On-Site Programs.

**Contract must be received by July 31, 2019, for company listing to be included in the On-Site Program.*

Sponsorship

Gain additional recognition and exposure and earn priority points through numerous opportunities to support the functions, services, sessions, and events at the AAP Annual Meeting.

FOR SPONSORSHIP INFORMATION, CONTACT:

Bryn Reese
Director of Corporate Relations
Phone: 312-573-3206
Email: bryn@perio.org

Advertising in AAP Publications

Place an ad in the Annual Meeting issue of the *Journal of Periodontology* or *Periospectives*, the AAP member magazine, or on Open Forum, the AAP online member community, to direct potential customers to your booth before they even step into the exhibit floor. Get a jump on the competition by reserving your ad space today!

FOR ADVERTISING INFORMATION, CONTACT:

Dan Simone
Pharmaceutical Media, Inc.
Phone: 212.904.0360
Email: dsimone@pmi.com

Attendee Mailing List

A post-show attendee mailing list option will be available exclusively to 2019 Annual Meeting exhibiting companies. Further information and an order form will be provided in the online Exhibitor Service Manual.

Cost: \$350; companies that have exhibited at the AAP Annual Meeting for five or more consecutive years will receive a 50 percent discount

Exhibitor Coupon Booklet

This low-cost marketing opportunity allows exhibitors to directly reach attendees with an advertisement or the promotion of a show special. Booklets will be made available to all attendees in their registration bag. More information will be included in the online Exhibitor Service Manual.

Cost: \$299/coupon

Hotel Room Drop

Have information about your product, services, or show specials placed outside attendee hotel rooms on both Friday and Saturday nights at all official Annual Meeting hotels. More information will be included in the online Exhibitor Service Manual.

Cost: Varies

Lead Retrieval

Scan the badges of attendees who stop by your booth and take names and contact information home with you! More information and order forms will be included in the online Exhibitor Service Manual.

Cost: Varies

Guest Passes

Invite your customers to your booth in the AAP Exhibit Hall. Each exhibiting company will be provided a maximum of three complimentary exhibit-only guest passes per each 10' x 10' booth space contracted. A guest pass order form will be included in the online Exhibitor Service Manual as the passes must be requested in advance of the Annual Meeting. Guest passes will be mailed directly to the main contact for each contracted exhibiting company in September/October 2019. Guest passes will only be processed on site.

Cost: Complimentary (maximum of three guest passes per 10x10 space)

October 2018	First round of booth assignments conducted by priority points and appointments (\$1,000 per (100 square feet of space) deposit required with all contracts submitted)
January 2, 2019	Deadline for booth cancellation with a \$250 cancellation fee
February 2019	Housing and registration information sent via email
May 3, 2019	Remaining balance on booth space due Deadline for cancellations with a 50 percent refund.
July/August 2019	Exhibitor Service Manual available online
October 30, 2019	Targeted freight only move-in begins
November 1–2, 2019	General exhibitor move-in
November 3, 2019	Exhibit Hall opens at 10:00 am
November 5, 2019	Exhibit Hall closes at 3:00 pm
November 6, 2019	Outside carriers must be checked in by noon

Note: All dates and times are subject to change.

 The American Academy of Periodontology recognizes the need to comply with the Americans with Disabilities Act. Please contact the Exhibits Manager for additional information.

CERTIFICATES OF INSURANCE

Exhibiting companies must submit a copy of their Certificate of Insurance to the American Academy of Periodontology. Certificates must include the following information:

INSURED: Full Company Name and Mailing Address

DATE OF THE MEETING: November 2–5, 2019

COVERAGE DATES: October 30–November 6, 2019
(This includes exhibitor move-in, show dates, and move-out.)

ADDITIONAL INSURED: American Academy of Periodontology, McCormick Place/ SMG, Metropolitan Pier and Exposition Authority, its facilities, Chicago Park District, and their respective members, officers, trustees, directors, agents, employees, contractors and assigns. Use of facilities for convention being held through November 6, 2019. Inclusive coverage includes Hold Harmless and Waiver of Subrogation.

LIABILITY AMOUNTS: Minimum amounts of \$1,000,000 combined single limit bodily injury and broad form property damage coverage, including broad form contract liability and business interruption insurance.

The American Academy of Periodontology reserves the right, in its sole discretion, to cancel the Application and Contract for Exhibit Space of any Exhibitor failing to meet these insurance requirements.

To assist you in planning your participation in the AAP Chicago meeting, we are certain you will appreciate knowing in advance that union labor will be required for certain aspects of your exhibit handling.

Exhibitor Bill of Rights

An exhibitor employee may perform work in a booth of any size. They can work within the booth using their own ladders or hand tools, cordless tools, power tools and other tools designated by McCormick Place/SMG.

All registered companies and contractors operating at McCormick Place must be in compliance with the new State of Illinois Legislation regarding display installation/dismantling. One of the significant changes of the new legislation is that it allows "Full Time Exhibitor Personnel" to perform work on their display without any size limitation. This work includes the use of tools both hand and power tools and electrical work.

It is important to note that the new legislation does not allow exhibitors to transfer their rights to contractor personnel.

An exhibitor and exhibitor employees are prohibited at all times from using scooters, forklifts, genie lifts, pallet jacks, condors, scaffolding, scissor lifts, motorized dollies, or similar motorized or hydraulic equipment on Authority premises.

In addition to the work currently performed, exhibitors and exhibitor employees may also perform the following work within their booth:

- Setting-up and dismantling exhibits
- Assembling and disassembling materials, machinery, or equipment
- Installing all signs, graphics, props, other decorative items, and drapery, including the skirting of tables.
- Delivering, setting-up, plugging-in, interconnecting and operating electrical equipment, compute audio-visual devices and other equipment.
- Skidding, positioning and re-skidding all exhibitor materials, machinery and equipment using their own non-motorized hand trucks, non-hydraulic hand trucks and dollies.

Exhibitors can load/unload materials from automobiles and small utility vehicles (ASUV) at designated McCormick Place docks using their own non-motorized, non-hydraulic hand trucks and dollies. More information on the ASUV program will be provided in the exhibitor service manual.

Display Installation/Dismantle

The Expo Group (TEG) will have union labor available for installation and dismantling. Full time employees of the exhibiting company, may however set their own exhibits. Labor can be ordered in advance by returning the display Labor order form or can be ordered at show site at The Expo Group service desk.

Material Handling/Freight

The Expo Group will control access to the loading docks to provide a safe and orderly move-in/out. The unloading and delivery of all display related materials, machinery and equipment from the convention site docks to the exhibitors' booth and loading out from the exhibitor's booths to trucks at the docks will be performed by the Official Service contractor. Exhibitors may 'hand carry' their own materials into the exhibit facility, however the use of dollies, flat trucks and other mechanical equipment is not permitted. Current union jurisdictions also preclude hotel personnel from delivering materials to exhibit booths.

Gratuities/Breaks

Tipping is expressly prohibited. This includes such practices as giving money, merchandise, or other special consideration for services rendered. Any attempt to solicit a gratuity by an employee for any service should be reported immediately to official Service Contractor, The Expo Group.

In General

Exhibitors do not have to respond to grievances or complaints from union and trade personnel with respect to work jurisdictions. Please refer all such disputes and/or questions to the official Service Contractor, The Expo Group personnel immediately.

Safety

Safety of everyone working in the hall is of the utmost concern. Standing on chairs, tables and other rental furniture is prohibited. This furniture is not engineered to support your standing weight. The official Service Contractor, The Expo Group, cannot be held responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, please order labor on the Labor Order Form included in online exhibitor manual and the necessary ladders and tools will be provided.

1. SPONSOR – The word “Sponsor” means the American Academy of Periodontology (AAP) acting through its respective officers, trustees, directors, members, committees, contractors, agents, or employees acting for it in the management of the Exhibition.

2. EXHIBITION DATES AND HOURS – The Exhibit Hall will be open to attendees during designated hours on November 3–5, 2019. No Exhibitor, nor any employee, agent, or servant of an Exhibitor, shall be permitted to enter the Exhibition Hall until 90 minutes before the official opening hour, nor allowed to remain later than 90 minutes after the official closing hour, except on the last day of the Exhibition.

3. EXHIBITION STANDARDS – The AAP welcomes Exhibitors at the American Academy of Periodontology 2019 Annual Meeting, as exhibits constitute an important means of keeping members informed of new and improved products and services for the provision of periodontal care. Exhibits and promotional materials should be dignified, and truthful and not misleading, and designed to provide useful and reliable information. Participating firms will be limited to those which have periodontal/dental directed products, equipment, or services, except that consumer items may be accepted for display where the Sponsor considers it necessary for individuals to know of their availability and labeling in connection with education of the public. The exhibition of a product or service at the AAP Annual Meeting does not constitute an AAP endorsement of the product or service, or of the claims made.

4. PERMISSIBLE EXHIBITS/PRODUCT AND MATERIAL DISTRIBUTION – All business activities of the Exhibitor at the 2019 AAP Annual Meeting must be within the Exhibitor’s allotted exhibit space. Product samples in Exhibitor’s booth(s) must be distributed at least two feet inside of the booth. The serving of alcohol within the contracted booth space is prohibited except during the AAP Networking Reception. The use of propane, butane or other combustible bottled gas is prohibited. Helium balloons are prohibited; unless permission is granted by facility.

At any time or times before or during the Exhibition, the Exhibitor must promptly furnish the Sponsor with sample products, packages, labels, advertising and promotional literature that would be or is being distributed before Exhibitor will be eligible to participate or continue in the Exhibit Hall. The Sponsor reserves the sole and absolute right to determine which firms and products are appropriate in its judgment for inclusion in the Exhibit Hall and to refuse, cancel or restrict any applicant or exhibit which the Sponsor considers undesirable for any reason. This provision applies to Exhibitor’s conduct, articles, printed matter, samples, questionnaires or any other actions or items that the Sponsor deems objectionable. If the Sponsor decides that any of the above do not meet its standards or is not suitable, the Exhibitor must at once comply with the Sponsor’s request and withdraw from the Exhibition. If appropriate, the Exhibitor may be eligible to be reimbursed for the rental fee paid, prorated for unused time.

5. SPACE ASSIGNMENT – The AAP uses a priority system for assigning booth space, as outlined under “Booth Assignment Procedures and Deposits.” The first round of booths will be assigned under the priority point system on Monday, October 29, 2018, and Tuesday, October 30, 2019 while in Vancouver. All other space is reserved on a first-come, first-served basis. A \$1,000 (per 100 square feet of space) deposit is required with all contracts at time of submission. The balance is due by May 3, 2019. All contracts submitted after May 3, 2019 must include full payment.

Telephone requests for specific space must be followed with a completed contract and required deposit or full payment within five working days of the request. Otherwise, space will be offered to another Exhibitor and/or not held.

6. RATES, DEPOSITS, CANCELLATION, REFUNDS – Booth space rates will be charged at \$38.00 per square foot with a \$250 charge for each corner assigned.

A deposit of \$1,000 per 10’ x 10’ (100 square feet) of space is required when the application/contract is submitted. The balance is due by May 3, 2019.

All cancellations or reductions must be made in writing. Booths cancelled or reduced by January 2, 2019, are subject to a \$250 cancellation fee.

Cancellations received between January 3, 2019 and May 3, 2019, are eligible to receive a 50 percent refund of the total booth rental fee. Cancellations/reductions after May 3, 2019, are not eligible to receive a refund.

All cancellation fees are payable immediately upon cancellation. These cancellation fee terms will apply regardless of the execution date of the application.

7. SPACE REASSIGNMENT – All or any part of the designated space is subject to reassignment and rearrangement at the sole discretion of the Sponsor for the purpose of consolidation of display space or for any reason. The Sponsor may also assign or reassign space to Exhibitor as required by the need of Exhibitor for water, drain, gas, electricity, air, steam, or other services and the availability, capacity and locations of these services. The judgment of the Sponsor with respect to such reassignment or rearrangement of space shall be final, although the total square footage occupied by Exhibitor resulting there from shall not be reduced or increased substantially without the consent of Exhibitor. If space is so reduced or increased, the amount payable shall be appropriately adjusted.

8. SUBLETTING OF SPACE – No Exhibitor shall assign, sublet, or apportion the whole or any portion of space allotted to any other Exhibitor or person except to a parent, subsidiary, or affiliated corporation or business that also meets all the requirements set forth in these regulations. Exhibitor remains fully responsible and liable under its contract for all activities of any person to occupy or use its space.

9. LIABILITY – The Exhibitor agrees that neither the Sponsor, McCormick Place – Lakeside Center, SMG, Metropolitan Pier and Exposition Authority, its facilities, Chicago Park District, nor any of their officers, directors, members, agents, and employees, shall be held liable for any damage, loss, harm, or injury to the person or property of the Exhibitor or any of its officers, directors, agents, or employees, resulting from theft, fire, water, accident, or any other cause. The Exhibitor shall indemnify, defend and hold harmless the Sponsor, McCormick Place – Lakeside Center, SMG, Metropolitan Pier and Exposition Authority, its facilities, Chicago Park District and their officers, directors, members, agents and employees, from and against any and all claims, demands, suits, liability, damages, losses, costs, attorney’s fees, and expenses of whatever kind or nature, which might result from or arise out of any action or failure to act on the part of the Exhibitor or any of its officers, directors, agents, contractors, or employees.

10. USE OF CERTAIN PROPERTY – Exhibitor will assume all costs arising from the use of patented, trademarked, franchised, or copyrighted music; materials, devices, processes, or dramatic rights used on or incorporated in the Exhibitor’s space. Exhibitor shall indemnify, defend, and hold harmless the Sponsor, McCormick Place – Lakeside Center, SMG, Metropolitan Pier and Exposition Authority, its facilities, Chicago Park District and their officers, directors, members, agents, and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorney’s fees, and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

11. INSURANCE – All property of the Exhibitor is to remain under its custody and control in transit to or from or within the confines of the Exhibit Hall. Exhibitors shall carry their own insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others. Exhibitors are required to submit to Show Management a copy of the Exhibitor’s Certificate of Insurance. The certificate must show that the Exhibitor carries no less than \$1,000,000 combined single limit bodily injury and broad form property damage coverage, including broad form contract liability and business interruption insurance. The Sponsor shall not be obligated to carry any insurance for the benefit of Exhibitors.

12. EXHIBITION CANCELLATION – If the Exhibit Hall is damaged by fire or the elements, or by any cause, or if circumstances, in the opinion of the Sponsor, make the holding of the Exhibit Hall impractical, the Sponsor may at its sole discretion cancel the Exhibition, but shall return the unused prorata portion of the rental fee. The Sponsor is released from any and all claims for damages which may arise in consequence thereof.

13. ORDER-TAKING – Exhibitors will be allowed to take orders on the Exhibit floor and exchange payment for products. Exhibitors are responsible for all taxes to the City of Chicago, if applicable.

14. PROHIBITIONS – Distribution of promotional gummed labels or badge stick-ons is prohibited. No promotional device may obstruct badges in any way. The serving or consumption of alcohol will be permitted on Sunday during the AAP-hosted Networking Reception. On other show days’ alcohol will be prohibited. Exhibitors may not bring in outside food. All food and beverage must be ordered through the Savor Catering as they are the exclusive in-house food and beverage provider.

15. DRAWINGS, RAFFLES, LOTTERIES, and CONTESTS – The Exhibitor is responsible for keeping aisles near its exhibit space free of congestion caused by its demonstration and other promotional activities. All activities must be conducted within the Exhibitor’s contracted booth space. All activities must be conducted in a professional manner to maintain the dignity and appearance of the meeting. Failure to comply with this rule may result in Sponsor stopping/cancelling all such activity.

16. VIOLATIONS – In the event of a violation, the Sponsor has the right without written notice to terminate its contract with the Exhibitor and to evict the Exhibitor at the Exhibitor’s own risk and expense.

17. SERVICES – Each Exhibitor, as part of the contract with the Sponsor, will be provided the following services free of additional charge: erection of necessary flame-proofed draped back walls and side rails of uniform style, an identification sign (upon request), aisle carpeting, program listing, general hall cleaning, and hall security guard services. No allowance will be made for facilities not utilized.

In addition to all other payments described in this contract, Exhibitor agrees to pay for the following services at rates approved by the Sponsor: handling of incoming or outgoing freight; labor and material to assist in setup; dismantling and maintenance of exhibit; electrical service including outlets; cleaning service; internet or communication service and furniture/accessories.

Independent contractors must conform to IAEE guidelines. ALL INDEPENDENT CONTRACTORS MUST SUBMIT A CERTIFICATE OF INSURANCE TO THE SPONSOR THIRTY

(30) DAYS PRIOR TO THE EXHIBITION. All exhibit labor must comply with established labor jurisdictions.

18. INSTALLING OF EXHIBITS – Persons under 18 years of age are not permitted on the Exhibit Hall floor during installation or under any circumstances. Guests of the exhibitor are not permitted on the Exhibit Hall floor under any circumstances.

Targets move-in (freight only): Wednesday, October 30

Targets move-in: Thursday, October 31, 8:00 a.m. – 5:00 p.m. (by appointment)

General Move-in: Friday, November 1, 8:00 a.m. – 5:00 p.m. and Saturday, November 2, 8:00 a.m. – 5:00 p.m.

Note: All dates and times are subject to change.

19. DISMANTLING OF EXHIBITS – Exhibitors will complete arrangements for prompt pickup of all outbound shipments and remove the exhibit at the time specified by the Sponsor for removal of exhibits. All freight not called for within the Sponsor-designated move-out time may be shipped by a carrier selected by the Official Service Contractor and billed to the Exhibitor. Children under 18 years of age are not permitted on the Exhibit Hall floor during dismantle or under any circumstances. Guests of the exhibitor are not permitted on the Exhibit Hall floor under any circumstances.

All exhibits must remain intact until the official closing of the Exhibit Hall at 3:00 p.m. on Tuesday, November 5, 2019. Exhibitors expressly agree not to begin packing or dismantling until such time. All booths must be staffed by an authorized company representative during all show hours. Any Exhibitor who violates this regulation may be ineligible to participate in future Sponsor exhibitions.

20. BOOTH CONSTRUCTION AND ARRANGEMENT – All exhibits must be confined to the spatial limits of their respective booths as indicated on the floor plan. (Note regulation #4 regarding sampling.) The back wall of booth is 8'0" high; side dividers are 3'0" high. Materials above four feet in height and placed within ten lineal feet of an adjoining exhibit may not be placed within five feet from the numbered aisle. Materials placed more than five feet from the back wall must be no higher than four feet from the floor. The back wall on an end-cap booth is 8' and allowed only in the rear half of the booth space and within 5' of the two side aisles, with a 4' height restriction imposed on all materials in the remaining space forward to the aisle. No special signs, booth construction apparatus, equipment, lighting fixtures, etc. will be permitted to extend above 8'0" with the exception of island or peninsula spaces where height limitation is 16'0", and perimeter spaces where height limitation is 12'0".

However, cubic content of island booths must be approved in advance by the Sponsor as ceiling heights throughout the Exhibit Hall may vary. The design of the booth must allow 50% see-through visibility and accessibility from all four aisles. Exhibits shall be so installed that they will in no case project beyond the space allotted and floor covering must be confined to booth space and not project into the aisle. Exhibits shall not obstruct the light, view or space of others. Open or unfinished visible sides of exhibits must be covered so as not to be unsightly or objectionable to other exhibitors. Signs must be made professionally. Exhibitor shall be responsible for damage to property. **No portion of the booth, or its related parts, contents or signage may be suspended from the ceiling of the Exhibit Hall.**

Floor covering is mandatory. Therefore, it is the sole responsibility of the exhibitor to provide booth floor covering.

21. CARE OF EXHIBIT SPACE – The Exhibitor must, at its expense, maintain and keep in good order the exhibit space contracted. The Exhibitor shall maintain and conduct the exhibit in a neat, clean, orderly and safe manner, and shall not do or allow anything to be done in, on or about the Exhibitor's space that might adversely reflect on the Sponsor. The Exhibitor shall keep an attendant in its display during all hours the Exhibition is open, and the Exhibitor must surrender the space occupied by it to the Sponsor in the same condition as it was at the commencement of occupation, ordinary wear excepted.

No signs or other articles may be affixed, nailed, or otherwise attached to walls, doors, drapery, etc. to deface or destroy them; likewise, no attachments may be made to floors by nails, screws, or other devices that may damage or mar them. Floors must be protected against all damaging substances, including tape, which leave residue.

Exhibitors may not store packing crates and boxes in their booths during the show. Containers must be marked properly and will be stored and returned to the booth after the show by the Official Service Contractor. Exhibitors may not store literature, cartons, or other supplies behind their booth. Crates, boxes, and other exhibit materials unclaimed by the Exhibitor after the show will be removed at the Exhibitor's expense.

If the space occupied by the Exhibitor shall be damaged by the Exhibitor or the Exhibitor's agents, employees, patrons or guests, the Exhibitor on demand shall pay such sum as shall be necessary to restore that space to the same condition it was when first occupied by the Exhibitor.

22. FLAMMABLE MATERIALS – Flammable or other dangerous fluids, substances, materials, equipment or other items, the use of which is in violation of the City of Chicago laws or regulations, shall not be used in any booth. Exhibitor must use flame-resistant decorative materials.

23. INSPECTIONS AND COMPLIANCE WITH LAWS – All materials, installations and operations of Exhibitor must comply with the requirements of all inspection and other governmental authorities having jurisdiction and with all applicable laws, ordinances, and regulations.

24. CANVASSING AND OTHER ACTIVITIES – No person, firm or organization not having contracted with the Sponsor for the occupancy of space in the Exhibit Hall will be permitted to display or demonstrate its products, processes, or services, or distribute promotional materials in or on the premises of the Exhibit Hall, McCormick Place – Lakeside Center, or any official hotels of the 2019 AAP Annual Meeting. Any infringement of this rule will result in the removal of the offending person.

Circulars or other promotional material may be distributed only from the Exhibitor's assigned space. Distribution of large paper and plastic envelopes and small plastic shopping bags is permissible. The Sponsor reserves the right to discontinue distribution of materials which may be hazardous to the exhibit participants, offensive to the Sponsor, or not contributing to the educational nature of the exhibition. Canes, yardsticks, noisemakers, etc. or other materials considered by the Sponsor to be objectionable will not be permitted.

The Sponsor reserves the right to reject, cancel, remove, or restrict Exhibitors who, because of noise or any other reason, interfere with the best interests of the Exhibit Hall as a whole, in which case its liability shall be limited to a prorated refund of the rental fee.

25. SPECIAL SOUND AND OTHER EFFECTS – Operational equipment being demonstrated may not create noise levels objectionable to neighboring Exhibitors. The decibel level must not exceed 85 as stated in Section 29 of Federal OSHA Regulation 1910.95, applicable to trade shows. Decibel readers may be used to monitor all sound projection equipment. If the level exceeds the maximum level allowed, the Exhibitor will be required to adjust the decibel level accordingly. If this is not complied with immediately, the noisemaking device will be removed. Any Exhibitor who intends to use such devices must notify the Sponsor in writing no less than sixty (60) days prior to the opening of the Exhibit Hall. Devices not approved in writing by the Sponsor will not be permitted. Any expense incurred in the rental or removal of such equipment will be paid by the Exhibitor. Live and/or recorded music are prohibited in the Exhibit Hall.

Public address, sound producing, or amplifying devices must be tuned to conversational level and will be monitored by the AAP Exhibits Manager. The operation of any equipment or apparatus that produces odors, vapors, or liquids annoying to neighboring exhibitors or guest will not be permitted.

26. EXHIBITOR PERSONNEL – The Exhibition is limited to individuals, business firms, agencies, manufacturers, and dealers who have contracted and paid for space assignments. Each Exhibitor shall furnish the Sponsor with the names of its representatives. A periodontist or other dentist may not be registered as an Exhibitor unless he or she is an officer of the company or a full time (non-practicing) employee. Furthermore, dentists, hygienists, dental assistants, or laboratory technicians may not be registered as booth personnel. Exhibiting companies may not register any representative of their company as a dental professional if that individual is not a dental professional or if they do not meet the guidelines stated above. The booth must be staffed with personnel during official open Exhibit Hall hours. In keeping with the professional nature of the exhibition, no costumes may be worn. Exhibiting companies who do not follow these guidelines will forfeit their rights to Exhibit and will be charged the applicable registration fees for all personnel who obtain entry in violation of the rules of admission. Exhibitor and its representatives are required to wear identification badges at all times throughout the Exhibit Hall. The badges are the property of Show Management and are not transferable, and the Sponsor reserves the right to withdraw the use of any badge used to gain admission to the Exhibit Hall by any person other than the one for whom it was issued. Badges must be worn at all times by any person in the Exhibit Hall during set-up, exhibit hours and dismantling. All temporary labor must wear a badge or a wristband identification. Employees of independent contractors must wear their assigned badges or wristband identification at all times. These badges or wristband identifications can be obtained at the security/EAC check-in table located in the rear of the Exhibit Hall. Any company circumventing the rules of admission will be expelled from the Exhibit Hall immediately without refund and will be excluded from future invitation to exhibit indefinitely.

27. EXHIBITION ATTENDEES – The Exhibition is open to any person registered for the 2019 AAP Annual Meeting. No children under 18 years of age will be admitted. The Sponsor reserves the right to refuse to admit and to eject from the Exhibit Hall or from any space therein, any person or persons engaged in objectionable or undesirable behavior. On the exercise of this authority the Exhibitor, for itself, its officers, directors,

employees, and agents, hereby waives any right and all claim for damages against the Sponsor, its officers, directors, members, agents, and employees.

Representatives of non-exhibiting firms must register for the meeting and will not be granted a complimentary pass to the Exhibit Hall. No persons, including those persons otherwise eligible to attend the Exhibit Hall and be on the Exhibit hall floor, will be permitted to attend the Exhibit Hall for the purpose of demonstrating their products or distributing advertising materials in the Exhibit Hall.

28. FUNCTION REQUEST – Any function must be approved by the Sponsor. Exhibitors must submit a written request for any function that they wish to hold during the 2019 Annual Meeting to the AAP Director of Meetings no later than sixty (60) days prior to the meeting. Any Exhibitor who violates the above agreement may be ineligible to participate in any future Sponsor Exhibitions.

29. GOVERNING LAW AND JURISDICTION – The Exhibitor's contract shall be construed, interpreted, and governed according to the laws of the State of Illinois and the parties agree that in any action or proceeding arising under or related to this agreement, they shall be subject to the exclusive jurisdiction of the United States District Court for the Northern District of Illinois, Eastern division, or of the courts of the State of Illinois.

30. SPONSORSHIP – Upon written request, the AAP will consider an exhibiting company's offer to sponsor or partially sponsor an official AAP function or service at the 2019 AAP Annual Meeting. AAP reserves the right to determine which proposals will be accepted.

31. NO SMOKING POLICY – Smoking in any Exhibit Hall of McCormick Place – Lakeside Center, including lounge areas, is prohibited at all times.

32. EXHIBITION ADVERTISEMENTS – Exhibition at the 2019 AAP Annual Meeting does not constitute an endorsement of a company's product or service, or its promotional materials. As a condition of exhibiting at the 2019 AAP Annual Meeting, the Exhibitor agrees not to include in any promotional materials the claim that it has exhibited at an AAP Annual Meeting or Conference. The Exhibitor may not list, advertise, or promote the Academy's programs or speakers. Such claims may imply endorsement or may otherwise be misleading and deceptive. When referring to this Exhibition in any printed context, such as advertising or direct mail promotions, the Exhibitor shall specify the event name as "American Academy of Periodontology Annual Meeting Exhibition." Uses of the words "convention" or "trade show" as titles are inaccurate and inappropriate. Exhibitors are responsible for notifying their advertising and public relations staff. Advertisements outside of the exhibitor's booth are prohibited. Advertising materials may not be circulated in the meeting rooms, registration area or lounges of the Exhibit Hall. Failure to comply with this regulation will result in a loss of priority points and an invitation to exhibit may be withheld for future exhibitions.

33. ROOM DROPS – Conducting a room drop at any of the official hotels of the 2019 AAP Annual Meeting will be allowed only for Exhibitors that utilize the official AAP room drop vendor. Exhibitors who violate this rule will be ineligible to participate in any future Sponsor Exhibitions. Further information regarding room drops and fees will be available in the Exhibitor Service Manual.

34. ACCEPTANCE OF EXHIBITORS – The American Academy of Periodontology is under no obligation to extend application privileges to any company regardless of whether or not said company has exhibited at past Annual Meeting Exhibitions. Products and services exhibited must, in the judgment of the Sponsor, be related to the dental industry. The Sponsor shall be the sole judge as to acceptability of exhibits. An Exhibit may not display any product or distribute advertisements for any product that infringes on the registered trademark, copyright, or patent of another company, or that is false or misleading or otherwise does not comply with applicable law.

35. EXHIBITOR CODE OF CONDUCT – No Exhibitor or member of an exhibit staff shall behave in a manner offensive to decency or good taste in the sole judgment of the Sponsor. Exhibitors must conduct themselves in a professional manner and must maintain a professional appearance and demeanor. All Exhibitors and their representatives must be properly and modestly clothed. Scantily or excessively revealing attire is not permitted. Exhibitors may not circulate in public spaces, aisles, meeting rooms or in the registration areas. Exhibitor personnel may not enter, photograph, or videotape the exhibit space of another Exhibitor without written permission from the latter. Furthermore, Exhibitors are expressly prohibited from discussing brand names, products, or other Exhibitors with attendees. No smoking is permitted anywhere in the convention center at any time. The serving or consumption of alcohol will be permitted on Sunday during the AAP-hosted Networking Reception. On other show days alcohol will be prohibited. Exhibitors may not perform experimental procedures, demonstrate intraoral techniques, or otherwise practice dentistry upon patients in the Exhibit Hall. Any company/exhibitor circumventing the rules and caught in violation will be expelled from the Exhibit Hall immediately without refund and will be excluded from future invitations to exhibit at a Sponsor meeting indefinitely. The AAP reserves the right to refuse any Exhibitor, guest, or attendee admission to the educational sessions.

36. SECURITY – Reliable security individuals will be provided to guard the Exhibit Hall on a 24-hour basis. The American Academy of Periodontology assumes no responsibility for the loss or damage of exhibit material or merchandise and urges the Exhibitor to take every security precaution and coverage to prevent loss or damage.

37. FDA CLEARANCE – Practitioners look to the evaluation and acceptance programs of the American Dental Association (ADA) and approval by the Food and Drug Administration (FDA). Drugs or devices which require pre-market clearance, or approval from the FDA, or which must comply with established product standards, will not be eligible for exhibiting unless FDA clearance or approval has been obtained or the appropriate product standard is met. Exhibitors understand and agree that permission from the FDA to exhibit devices that are not cleared or approved must be obtained prior to the exhibition of the product. If the FDA denies or withdraws its permission to exhibit any device that is not approved or cleared, the Sponsor reserves the right to either (a) restrict the display in the Exhibitor's booth to products and services meeting all exhibition requirements, standards, and procedures; or (b) cancel the Exhibitor's contract if the FDA has denied or withdrawn its permission on the only product(s) that the Exhibitor planned to display. In no event shall AAP's liability, if any, exceed the rental payment made to AAP by the Exhibitor.

Exhibitors (both domestic and foreign) may display devices that have not obtained pre-market clearance or approval from the FDA under the following limited conditions:

1. The FDA has given permission to show the device for Exhibition purposes only.
2. Documentation of FDA permission must be submitted to the AAP with the Application/Contract for exhibit space, if applicable.
3. No orders can be taken nor, can any prices be quoted for these devices.
4. The Exhibitor shall prepare and conspicuously display at the exhibit booth an appropriate sign indicating the lack of pre-market clearance or approval. In the case of an uncleared device with a pending 510(k) submissions, the sign must state "Pending 510(k) clearance, not available for sale within the United States." In the case of an unapproved device without pending 510(k) notice, the sign must read "Not available in the United States."
5. Devices that are under investigational study may be exhibited if the device is appropriately and conspicuously displayed with the following statement "CAUTION: Investigational device. Limited by Federal law to investigational use only."

An Exhibitor who violates the above standards may be ineligible to participate in any future Sponsor Exhibitions.

38. ENFORCEMENT OF RULES AND REGULATIONS/VIOLATIONS POLICY

- 1st Violation – Loss of current year priority points
- 2nd Violation – Loss of one half of accrued priority points
- 3rd Violation – Loss of remainder of priority points
- 4th Violation – One-year suspension of exhibiting privileges

39. GENERAL – These regulations are to be construed as a part of the agreement between the Exhibitor and the Sponsor. The Sponsor reserves the right to interpret all matters and questions not covered by these Regulations. These Regulations may be amended at any time by the Sponsor and all amendments shall be equally binding on all parties affected by them as the original Regulations. In the event of any amendments or additions to these Regulations, written notice will be given by the Sponsor to those Exhibitors affected by them.

QUESTIONS? CONTACT:

Marge Palonis, CEM
Exhibits Manager
American Academy of Periodontology
737 N. Michigan Avenue, Suite 800
Chicago, Illinois 60611-6660
Phone: 312-573-3210
Fax: 312-573-3225
Email: margery@perio.org



105TH ANNUAL MEETING

November 2-5, 2019 | Chicago

American Academy
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FUTURE AAP ANNUAL MEETING

October 28–November 3, 2020

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"We stand aligned with the periodontal community to exceed the expectations of our mutual patients and to preserve and/or restore their periodontal health. Exhibiting at the AAP Annual Meeting is an essential forum for collaboration, connection, and taking next steps together."

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