



The Southern Association of Orthodontists
The Midwestern Society of Orthodontists
invite you to exhibit at the
2010 Annual Meeting
September 23-25
The Bro^admoor
Colorado Springs, CO

The goal for this meeting is to bring our members to a beautiful destination for education and FUN. The BRO^ADMOOR is a fantastic location and facility to fulfill those goals. We will be joined this year by the members of the Midwestern Society of Orthodontists as our first-ever annual meeting with another Constituent as our guests. The meeting format will be Thursday through Saturday in the convention center, located a 3-7 minute walk from the rooming areas. Lectures will be in the mornings with the afternoons available for tours and free time. We encourage your representative(s) to participate in tours and other group events.

Exhibit Hours

Thursday, September 23, 2010
 Set-up: 7:30 am –4:30 pm
 Exhibit Hall Opening Reception: 5:30 pm–7:00 pm

 Friday, September 24, 2010
 Open: 8:00 am –2:00 pm
 Exhibit Hall Reception: 5:00 pm–6:30 pm

 Saturday, September 25, 2010
 Open: 8:00 am –2:00 pm
 Breakdown: After 2:00 pm

Meeting Schedule (Tentative)

Refreshments and Lunch will be available in the Exhibit Hall Friday and Saturday.

Companies are restricted to two authorized representatives from their company for each 8'x10' booth rented.
Additional representatives (employees) from that company will be charged \$100 each.

2 Drink tickets per person will be provided at no cost for up to two reps per booth for the Thursday and Friday evening receptions in the exhibit hall. 1 lunch ticket per person will be provided at no cost for up to two reps per booth for lunch in the exhibit hall on Friday and Saturday.

The receptions are extremely well attended as food and drink are provided at no charge to registered attendees.

	Thursday	Friday	Saturday
7:00		Opening Breakfast	Meeting: Dept. Chairs w/ Leadership
8:00	7:30-9:00: Dr. Michael McDevitt (D)	Awards/Business Meetings	
9:00	8:00-12:00: Dr. Uche Odiatu (S)	8:30-12:00: Ms. Leil Lowndes (S)	8:30-12:00: Dr. Robit Sachdeva (D)
10:00	9:30-12:00: Dr. Charles Alexander (D)	9:00-12:00: Dr. Brent Larson (D)	8:30-12:00: Mr. Steve McEvoy (S)
11:00			
12:00		Lunch in Exhibit Hall	Lunch in Exhibit Hall
1:00	1:00-5:30:	12:30-5:30:	1:00-5:00: Tour:
2:00	Golf Tournament	Cog Train	Royal Gorge Train
3:00	1:00-5:30: Tour:	to	1:00-6:00:
4:00	Air Force Academy and Garden of the Gods	Pike's Peak	AAO Risk Management Seminar (D)
	5:30-7:00: Reception in Exhibit Hall	5:00-6:30: Reception in Exhibit Hall	

EXPLORE THE ROCKIES

SAO/MSO 2010 Exhibit Space Application

The Broadmoor ** Colorado Springs ** September 23-25

Official Company Name

List the company name as it should appear in the Program and on the booth identification sign.

Company Name _____ Name for Booth/Program if different _____

Address _____ City _____ State _____ Zip/Postal Code _____

Contact Person _____ Title _____ Contact Phone _____ Contact Email _____

(to receive meeting correspondence)

Company Phone (for program) _____ E-Mail Address _____ Website _____

Booth Fees—All booths are 8' X 10' - The hall is fully carpeted.

Purple booths ■ \$2,000 each Green booths: ■ \$1,650 each

Booth Location Preferences: Please refer to attached floorplan

Please indicate 6 booth choices in different areas of the hall. Every effort will be made to accommodate your request, but cannot be guaranteed.

Number of booths requested: _____

Booths assigned on a first come, first served basis. Priority will be given to companies committing to a Partnership.

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

4th Choice: _____ 5th Choice: _____ 6th Choice: _____

Principal Product/Service To Be Exhibited (*Required*) _____

Exhibitors You Prefer Not To Be Near (*Required*) 1. _____ 2. _____ 3. _____

Payment

Please reserve our booth(s) at the SAO/MSO Annual Meeting. Amount of payment is: \$ _____

Payment by Credit Card: ___AMEX ___Visa ___MasterCard Expiration Date _____ V-code # _____

Name on Card _____ Card Number _____

(Please print)

Billing address _____ City _____ State _____ Zip Code _____

Authorized Signature _____

Payment by Check: _____ **Check No.:** _____ **Amount:** \$ _____

Mail Completed Application with check or credit card information to:

Southern Association of Orthodontists ■ 32 Lenox Pointe ■ Atlanta, GA 30324

OR Fax Application : 404-261-6856

Phone: 404-261-5528

Please read the Rules and Regulations for Cancellation, Insurance, Name badge policies and other items of importance.

Certificate of Insurance is due no later than August 27, 2010. Coverage details are named in Item #12 in the Rules.

Authorization

I am an authorized representative of the company with full power to sign and deliver this application. The company listed agrees to comply with all instructions, rules and regulations and agrees to promptly submit all information required by the SAO.

Authorized Officer Name _____ Title _____

(Please print)

Authorized Officer Signature _____ Date _____

Official Contractor

Shepard Exposition Services is The Official Contractor selected for the SAO/MSO Annual Meeting. The contractor acts in their own behalf and are not agents, employees or representatives of the SAO or MSO. The contractor will bill Exhibitors directly for their services. The SAO/MSO does not assume any liability or responsibility for any act performed or omitted by the official contractor.

Exhibitor Service Kit

An official Exhibitor Service Kit will be emailed to registered exhibitors and will be available on the SAO web site (www.saortho.org) to all exhibitors July 2010. The Exhibitor Service Kit will contain information and order forms.

EXHIBITOR RULES AND REGULATIONS

Please review these rules and regulations carefully. Your signature on the application binds you and your company to this contract and the terms expressed herein.

1. Assignment of Booth Space

SAO/MSO reserves the right to make variations in the assignment system and/or relocate previously assigned space.

2. Terms of Payment and Refund Policy

Any space not claimed and occupied may be reassigned by SAO/MSO without refund of rental paid. Exhibit displays cannot be opened unless fee is paid in full.

Refund Policy for Cancellations or Reductions in Space:

Requests for cancellations or reductions in exhibit space must be made in writing. Refunds will be made in accordance with the following schedule less an administrative fee and mailed approximately 30 days after the conclusion of the meeting.

Prior to July 20th: Full refund less \$50.00

By August 1st: Full refund less \$100.00

By August 20th: Full refund less \$150.00

After August 20th: No refunds will be given

3. Exhibit Space

The cost of one 8' x 10' booth includes: Pipe and drape and one identification sign. Exhibit rental does not include electrical use, carpeting or internet connection. The Shepard's online exhibitor service kit will include forms for your additional requirements. **Flooring: The Exhibit Hall is carpeted this year.**

4. Installation and Dismantling

Exhibit installation is Thursday, September 23, 2010 from 7:30 am–4:30 pm. All exhibits must be completely installed by 4:30 pm, Thursday. The SAO/MSO staff reserves the right to reassign space to another exhibitor or to make other use of space, as deemed necessary or appropriate, with no refund being made to the original exhibitor. Booths must be kept intact until the closing of the exhibits (presently scheduled for Saturday, September 25, 2010 at 2:00 pm). All display materials must be fully removed by midnight Saturday, September 25, 2010. If displays are not removed by midnight, management has the right to remove them and charge the expense to the exhibitor.

5. Fire Regulations

No combustible decorations such as crepe paper, cardboard, or corrugated paper shall be used at any time. All packing containers, excelsior, wrapping paper, which must be flameproof, are to be removed from the hall. All muslin, velvet, silken or any other cloth decorations must withstand a flameproof test as prescribed by local fire ordinances. Gasoline, kerosene, acetylene or other flammable or explosive substances will not be permitted in the exhibit area. Exhibits must meet local fire code regulations. An inspection will be conducted prior to the opening of the exhibition; violations must be corrected before the show will be allowed to open.

6. Care of Exhibit Space and Property

The exhibitor must surrender the display space in the same condition as it was when it was first occupied. Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Special care shall be taken to protect the carpet in the exhibit hall from damage. Application of promotional gummed stickers or labels is strictly prohibited. Anything in connection therewith necessary or proper for the protection of the building, equipment, or furniture will be at the expense of the exhibitor.

7. Show Cancellation

In case the facilities shall be destroyed by fire, or the elements, or by any other cause, or in case any other circumstances shall make it impossible for the SAO/MSO to permit the contracted space to be occupied by the exhibitor, this lease shall terminate and the exhibitor shall waive claim for damages or compensation except to request return of the amount paid for the space less \$125 for the initial cost and promotion.

8. Operations/Restrictions.

Exhibitor will keep the exhibit open and staffed at all times during the show hours. Firms are restricted to **two** authorized representatives from their company for each 8'x10' booth rented. Additional representatives (employees) from that company will be charged **\$100** each. All business, contacts and demonstrations shall be confined to the exhibitor's own booth. Any treatment demonstration must be performed by an orthodontic specialist licensed to practice in Colorado. SAO/MSO reserves the right to restrict exhibit to a minimum noise level, and to suitable methods of operation and display of materials. **No loudspeakers, in-house sound systems, tape recorders, sound movies, etc. that interfere with adjoining exhibitors will be permitted.** If for any reason, an exhibit or its contents are deemed objectionable by SAO/MSO, the exhibit will be subject to removal. In the event such an eviction or restriction is enforced, SAO/MSO will not be liable for refunding rental fees or funds for exhibit equipment rental, except at its own discretion. Exhibitor agrees that SAO/MSO may substitute actual space assigned to exhibitor if necessary.

9. Booth Guidelines:

If an exhibitor is using its rental space in a manner that is detrimental to the Association, convention or exposition, or infringes on the rental of space by other exhibitors (including sight observation, soliciting products or services outside of the booths assigned, excessive noise, heat, light or pollution emanating from exhibits), or if an exhibitor's display is not in keeping with the character and purpose of the show, the SAO/MSO, reserves the right to request corrective action. If an exhibitor is unable or refuses to comply with this request, the Association reserves the right to cancel the use for that space, or bar from the Exposition Hall that exhibit or any part of that exhibit, person or thing, and to remove the exhibit from the Exposition Hall. In the event that such action is necessary, the exhibitors shall forfeit all money paid or due the Association for rental of the booth space.

10. Subletting of Space.

The exhibitor shall not assign, sublet, or apportion the whole or any part of the space assigned or have representatives, equipment, or materials from firms other than its own in the exhibit space without written consent of the SAO/MSO.

11. Security.

SAO/MSO will provide overall security guard service for the show period but neither the SAO/MSO, The Broadmoor or their corporate entities will guarantee exhibitors against loss and will not be responsible for loss of any material by or for any cause. Each exhibitor must make provision for the safe-guarding of his/her goods, materials, equipment and display at all times.

12. Liability, Insurance and Indemnification.

A Certificate of Insurance is due at the SAO office by August 27, 2010 for the company name to be included in the program booklet. All Exhibitors and display houses must provide a certificate to be admitted to the hall. Certificates of insurance are to name the SAO/MSO as additional insured and are to include the following:

SAO
32 Lenox Pointe
Atlanta, GA 30324

The Broadmoor
1 Lake Avenue
Colorado Springs, CO

MSO
3260 Upper Bottom Rd.
St. Charles, MO 63303

The SAO/MSO requires the following coverage, with respect to insurance:

1. Comprehensive General Liability insurance, including contractual liability with limits of at least \$1,000,000 per personal injury for each occurrence and \$500,000 for property damage for each occurrence.
2. Workmen's Compensation to full compliance of federal and state laws covering all of the exhibitor's employees for any work done on the exhibitor's behalf. The exhibitor is responsible for all damages to the exhibit premises and for any and all claims and demands on account of any injury or death or damage to property done in or about the premises used by the exhibitor, his employees, agents, licensees occasioned by their negligence. The exhibitor agrees to indemnify and hold harmless the SAO or MSO, its directors, officers, sponsors, Shepard Exposition Services, The Broadmoor, Colorado Springs, CO. and/or their corporate entities from and against any or all liability and claims and demands which may arise from or be asserted in connection with the foregoing undertaking and responsibilities of the exhibitor. The SAO and/or the MSO shall not be liable for any loss or damage resulting from the perils of fire, natural disasters, riot, strike, civil commotion, smoke, and motor vehicle damage and aircraft damage. The exhibitor is required to carry his/her own insurance to cover multiple perils or acts of God. The exhibitor acknowledges that it is responsible for its own property through the appropriate amounts of insurance.

13. Functions.

Educational or Social functions sponsored by exhibitors or other organizations cannot be held during exhibit hours or conflict with any meetings or activities conducted by the SAO/MSO. An exhibitor may not host any function without prior approval of the SAO & MSO Presidents. The SAO/MSO reserves the right to unilaterally terminate the exhibitor's space contract at any time before or during the session for any violation of the Exhibitor's Rules and Regulations. In case of termination, the exhibitor surrenders possession of booth space immediately upon notice and will be prohibited from exhibiting at the SAO or the MSO meetings the following year.

14. In-Booth Hospitality.

SAO/MSO will provide a lounge area with food and drinks available. Exhibitors may NOT bring attendees into the lounge or use the lounge for meetings. The lounge is strictly for registered SAO/MSO exhibitors. Any in-booth hospitality must be provided by The Broadmoor.

15. Booth Height.

Booths have a backwall height of 8' that may be maintained on the sides of the booth or for a distance not to exceed 4'. From this point the maximum height is 40". All displays must be confined in order to avoid blocking the sightline from the aisle to the adjoining booth.

16. Use of Music.

The use of music in an exhibitor's booth requires an appropriate license from BMI, ASCAP and/or other similar licensing agencies. It is the exhibitor's responsibility to obtain these licenses and have such licenses on the show premises for inspection and to pay for all and any related fees. The exhibitor agrees to hold harmless SAO or MSO, its agents and/or employees if such licenses are not obtained.

17. Distribution of Printed/Promotional Material.

Distribution of materials or promotional items by exhibitors or their agents is limited to the area rented by the exhibitor in the exhibit hall. Flyers or other printed material may not be delivered to hotel rooms of SAO/MSO registrants without advance permission from the SAO/MSO Executive Committees and the hotel. Any costs for such authorized distribution shall be the sole responsibility of the exhibitor. Other than the above, advertising circulars, brochures, etc. may only be distributed from exhibit booths, and may not be placed in any other areas of the exhibit hall, convention center or hotel.

18. Solicitation or Admittance by Non Exhibitors or Guests.

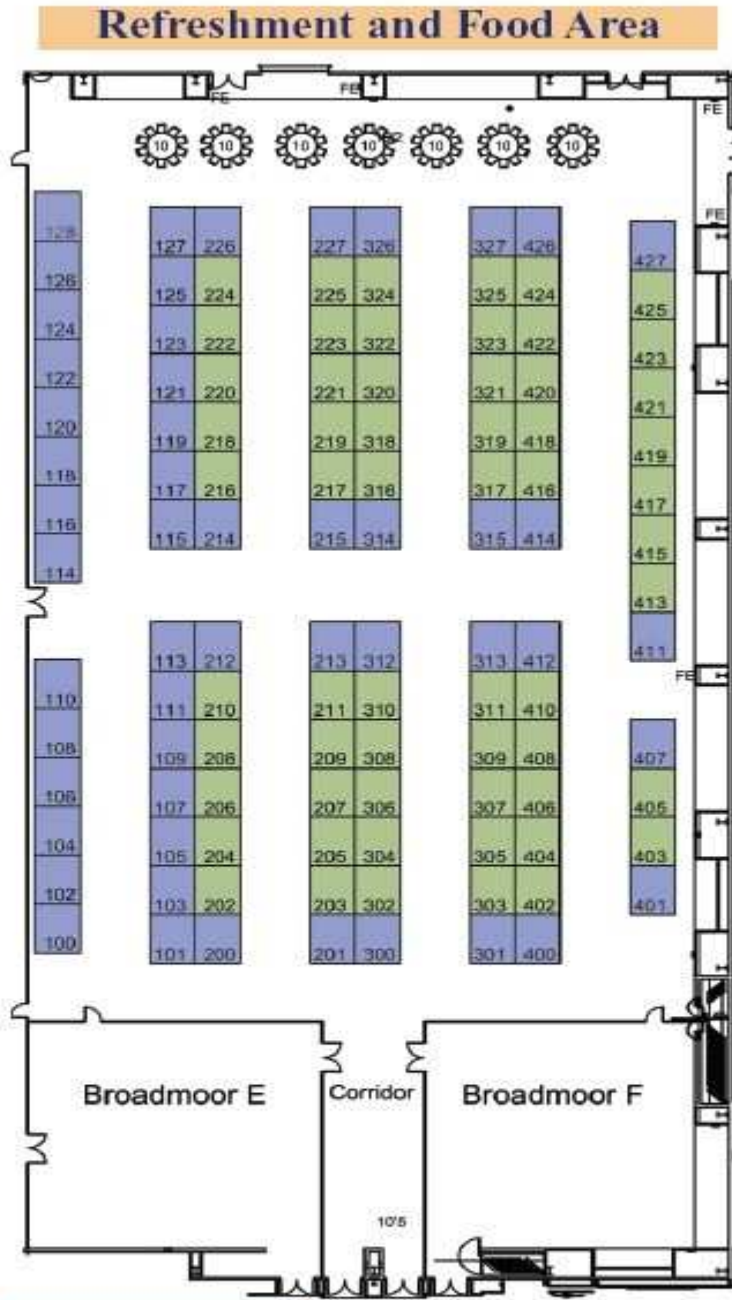
Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business in any form in the exhibition area or elsewhere in the convention facilities. Representatives of firms not exhibiting will be prohibited from admittance to exhibit hall. **Exhibitors may not register orthodontists, dentists, representatives from another company or other individuals as exhibitors unless they are employed by or officially represent the company and will staff the exhibit. Exhibitors who do so will be assessed a fee representative of the on-site fee for non-members and must be paid prior to closing on Saturday, September 25. Firms attempting to register representatives who are not employed by their firm may be prohibited from exhibiting with the SAO or the MSO the following year.**

19. Amendments.

These rules and regulations are to be construed as part of all space contracts. SAO/MSO reserves the right to interpret the rules and regulations as well as to make final decisions on all points the rules and regulations do not cover. These rules and regulations may be amended at any time by the SAO or MSO and will be equally binding to all parties affected. Written notice of any such amendments will be forwarded to exhibiting companies.

SAO/MSO Annual Meeting September 23-25, 2010

Doctor's Lectures



\$2,000
 \$1,650

Registration

Entrance
Broadmoor Hotel
Broadmoor Ballroom
Colorado Springs, Colorado

Inventory as of 01/27/2010			
Dimension	Size	Qty.	Sqft.
8' x 10'	80	105	8,400
Totals:		105	8,400