



Celebrating the
contributions of the past
to innovate the future

Annual Meeting Exhibitor Contract

October 7-9, 2021

Sheraton Charlotte Hotel

Charlotte, NC

THE SAO IS THE SECOND LARGEST CONSTITUENT OF THE AAO

With 11 Component states in the Southeastern United States and more than 2,600 members.

SHOW HOURS:

Thursday, October 7: 4:30PM-7:30PM

Includes free Opening Reception for all attendees in the Exhibit Hall

Friday, October 8: 9:00AM-5:00PM

Includes free Coffee Break and Happy Hour for all attendees.

Note 11:00AM-12:30PM DEDICATED Exhibit Hall time in addition to Happy Hour and Coffee Break.

Saturday, October 9: 7:00AM-12:30PM

Note 11:00AM – 12:30PM DEDICATED Exhibit Hall time.

Booths will be traditional tabletop spaces. Traditional 8x10 booths with 3 ft pipe and drape will be available to partners only. All exhibit spaces will be in ballroom foyer in front of speaker session ballroom. We're placing extreme limitations on space due to COVID. We recommend registering as soon as possible.

Exhibit booth add-ons in 2021 include registration packet inserts (\$750, 700 inserts must be received by SAO by September 1, 2021) and the ability to bring additional reps (\$250).

Each booth receives the following free representatives:

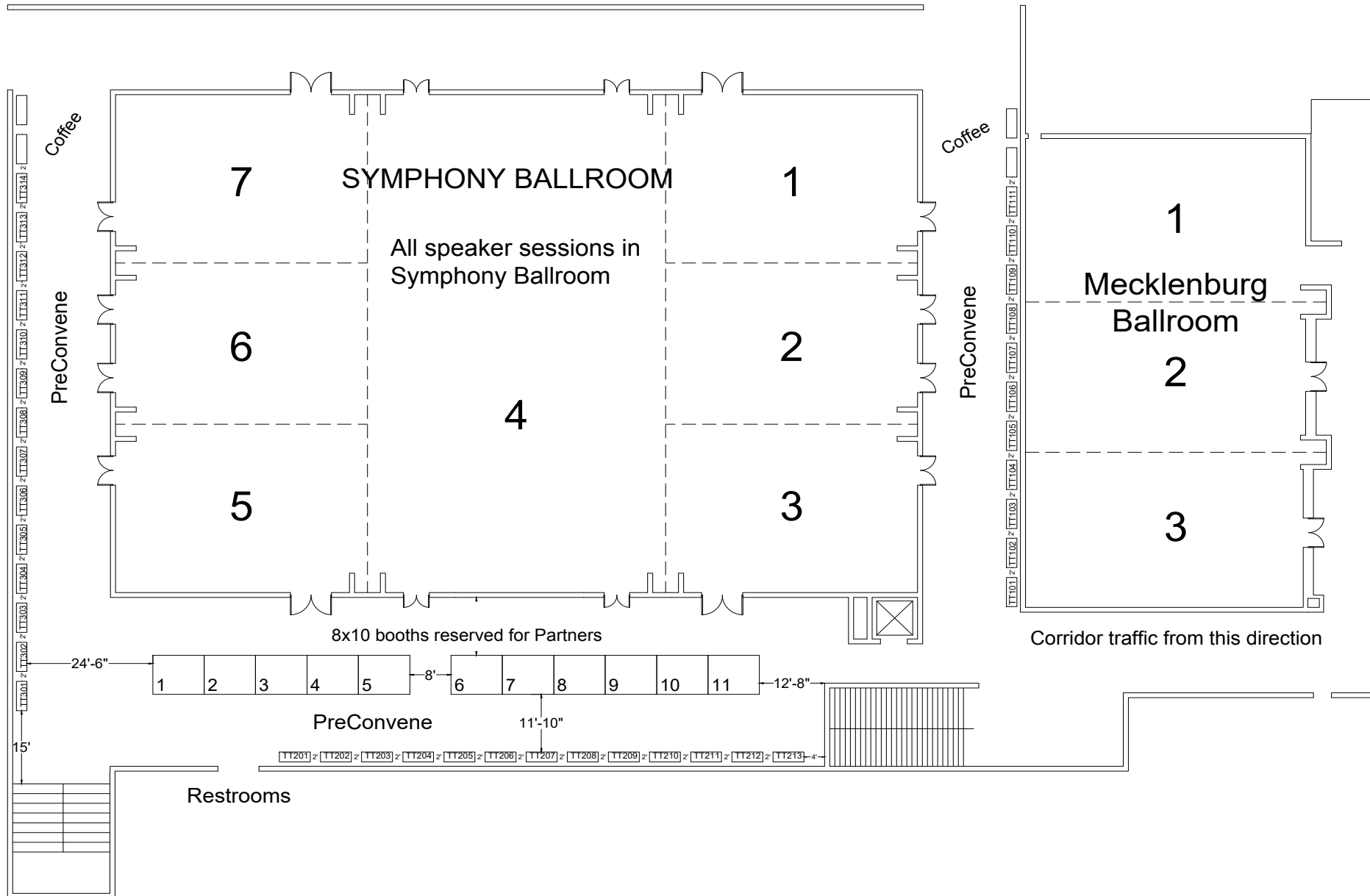
- **Tabletop – 1 rep**
- **8x10 booth – 2 reps**

SAO Annual Meeting

October 7 - 9, 2021

Le Meridien Charlotte - Symphony Foyer - Level 1

Charlotte, NC



Southern Association of Orthodontists

Exhibit Contract

List the company name as it should appear in the Program, SAO app and booth sign:

Brief Product/Service Description: _____

Contact Name and Title: _____

E-Mail (for meeting correspondence) _____

Contact Phone: _____ Website: _____

Business Address: _____ City, State, Zip: _____

Exhibitor Badge Name(s): _____

BOOTH INVESTMENT PREFERENCE

- _____ \$2,500 Tabletop
- _____ \$3,000 Tabletop along ballroom wall
- _____ \$3,500 8'x10' booth - if available after partners are placed
- _____ \$750 Registration packet insert (8x11 max, 700 received by SAO by 9/01/2021) - Please mail inserts to: **Jennifer Baker, 32 Lenox Pointe, Atlanta, GA 30324**
- _____ \$250 Additional reps (\$250 each) – Tabletops receive 1 rep, Partners receive 2 reps – Maximum capacity for tabletop space is 2 reps and 4 reps for 8x10 partner booth; Badge Name(s) _____
- _____ GRAND TOTAL

Top EIGHT Booth Preferences, PLEASE CHECK THAT THE NUMBERS MATCH INVESTMENT PREFERENCE:

Exhibitors you prefer not to be located near or next to: _____

PAYMENT

Payment must be made in full. Note that booth assignment occurs after the AAO Annual Session in June. Preference is given to sponsors and companies who pay in full earliest. Nospace is held until payment is received in full.

Payment Method: Visa MasterCard AMEX Check: *payable to Southern Association of Orthodontists*

Credit Card No. _____ Exp. Date: _____ CVV Code: _____

Name on Card: _____ Billing Address: _____

Payment Amount: \$ _____ Signature: _____

Check Number: _____ Check Amount: _____ Date Sent: _____

Name of Company on Check: _____

Completed contract can be mailed, faxed or emailed to:
Southern Association of Orthodontists • 32 Lenox Pointe • Atlanta, GA 30324
(404) 261-5528 ■ FAX (844) 214-1224
jbaker@saortho.org

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, terms and conditions and agrees to promptly submit all information required by the SAO.

Authorized Officer Name: _____ Officer Title: _____

Authorized Officer Signature: _____ Date: _____

EXHIBITOR TERMS AND CONDITIONS

I HAVE REVIEWED THE TERMS AND CONDITIONS IN FULL AND SIGN TO ACKNOWLEDGE MY UNDERSTANDING AND ACCEPTANCE OF THEM:

Signature _____ Date _____

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

Official Contractor & Service Kit

Shepard Exposition Services is The Official Contractor selected for the SAO Annual Meeting. The contractor acts in their own behalf and are not agents, employees or representatives of the SAO. The contractor will bill Exhibitors directly for their services. The SAO does not assume any liability or responsibility for any act performed or omitted by the official contractor. 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 by August 2021. The Exhibitor Service Kit will include information and order forms for electricity.

1. Assignment of Booth Space: SAO reserves the right to make variations in the assignment system and/or relocate previously assigned space. The SAO reserves the right to determine island configuration availability.

2. Terms of Payment and Refund Policy: Any space not claimed and occupied may be reassigned by SAO 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 provided within 30 days.

Prior to August 1: Full refund less \$250.00

After August 1: No refund will be available

3. Exhibit Space: Booth cost includes identification signage. It does not include electrical use. Shepard’s online exhibitor service kit will include forms for your additional requirements. Flooring: **The Exhibit Hall is carpeted.**

4. Installation and Dismantling: Exhibit installation is Thursday, October 7, 2021, between 8:00AM and 4:00PM. All exhibits must be completely installed by 4:00PM. The SAO 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 (Saturday, October 9, 2021 at 12:30PM). All display materials must be fully removed by 2:00PM Saturday, October 9, 2021. If displays are not removed by 2:00PM, 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 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 \$100 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' partner booth rented, 1 rep for each tabletop space. Additional representatives (employees) from that company will be

charged **\$250.00** each. Maximum capacity for tabletop space is 2 reps and 4 reps for 8x10 partner booth. All business, contacts and exhibitor's own booth. Any treatment demonstration must be performed by an orthodontic specialist licensed to practice in North Carolina. SAO 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, the exhibit will be subject to removal. In the event such an eviction or restriction is enforced, SAO will not be liable for refunding rental fees or funds for exhibit equipment rental, except at its own discretion. Exhibitor agrees that SAO 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, 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 Exhibit Hall that exhibit or any part of that exhibit, person or thing, and to remove the exhibit from the 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/Sharing Space: Exhibitors cannot sublet, assign or share any portion of the assigned exhibit space to any other person or company. Nor can there be a display of any product or service in the assigned exhibit space other than the product or service normally distributed in the regular course of business **without written consent of the SAO.** Violations can result in immediate closure and removal of the exhibit from the Exhibit Hall without refund of space rental fees.

11. Security: SAO will provide overall security guard service for the show period but neither the SAO, the Sheraton Charlotte 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. Hold Harmless Clause: The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

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. An exhibitor may not host any function without prior approval of the SAO President. The SAO 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 meeting the following year.

14. In-Booth Hospitality: SAO 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 exhibitors. Any in-booth hospitality must be provided by the Sheraton Charlotte.

15. Arrangement of Exhibits: All displays must be confined in order to avoid blocking the sightline from the aisle to the adjoining booth. **The SAO reserves the right to reconfigure the floor plan as necessary according to final space assignment, facility restrictions and fire codes. Exhibitors must arrange their displays so as not to obstruct the general view of other exhibits.**

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, 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 registrants without advance permission from the SAO Executive Committee 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, October 9, 2021. Firms attempting to register representatives who are not employed by their firm may be prohibited from exhibiting with the SAO the following year.**

19. Amendments: These rules and regulations are to be construed as part of all space contracts. SAO 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 and will be equally binding to all parties affected. Written notice of any such amendments will be forwarded to exhibiting companies.

20. COVID-19: We reserve the right to enforce sanitation and PPE requirements. Those who fail to follow stated requirements will be removed from the exhibit area with no refund. **Any person entering the event waives all civil liability against the SAO for any injuries caused by the inherent risk associated with contracting COVID-19.**