Invitation to Exhibit

114th Annual Session

April 25-29, 2014 | New Orleans, Louisiana
2014 Annual Session Planning Committee

Dr. Gayle Glenn
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Doctors’ Program Co-Chair

Dr. Peter Sinclair
Doctors’ Program Co-Chair

Dr. J. Dean Jensen
Orthodontic Staff Program Co-Chair

Dr. Sarah Pollan
Orthodontic Staff Program Co-Chair

Dr. J. Mark Felton
Featured Speaker Series Chair

Dr. Carol Ann Stuckey
Local Arrangements Chair
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<th>Location</th>
<th>Member Doctors</th>
<th>International Member Doctors</th>
<th>Non-member Doctors</th>
<th>Student Members</th>
<th>Total Doctor Attendance</th>
<th>Orthodontic Staff</th>
<th>Spouse/Guest/Exhibitor</th>
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Previous Annual Session Exhibitors—2013 in Philadelphia

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Previous Annual Session Exhibitors—2013 in Philadelphia

Lips Inc.
Magnum Ortho
Matlack/Van Every Design, Inc.
McGill & Hill Group
Medidenta
MEM Meimein Engineering Manufacturer
Micro Art Technology Co., Ltd.
MidAtlantic Ortho
MME Consulting
Modern Arch
Modern Orthodontics
Motion Picture Licensing Corporation
Motion View Software
Myofunctional Research Company
MyOrthoRewards
MyProViewer
Myung Sung OMS
NAC Architecture/4orm Studio
National Precision Instruments
Netsertive, Inc.
New England Orthodontic Laboratory
New Horizons Software, Inc.
Newton’s A, Inc.
NEXADENTAL
NORTHSTAR Orthodontic Laboratory
Oasys Practice. LLC
O’Neil & Associates
Opal Orthodontics by Ultradent
OralEnlight™
Orascope
Orchestrate Orthodontic Technologies
OREC
Oreck Vacuum
ORJ USA
Ormco
Ortho Arch Co.
Ortho Byte
Ortho Classic
Ortho Organizers,Ortho Technology, ClassOne, Masel
Ortho Specialties, Inc.
Ortho Tees
Ortho2
Ortho2
OrthoAccel Technologies, Inc
OrthoBanc
Ortho-Cycle Co., Inc.
OrthoDentalUSA Corp.
Ortho-Direct
Orthodontic Practice US
Orthodontic Products
OrthoEase
OrthoEssentials
OrthoMedia
OrthoPli Corporation
Orthopreneur Internet Marketing
OrthoPro Software
OrthoQuest
Orthosynetics
Ortho-Tain
Orthotown
OSE Co., Inc. (Orthodontic Supply & Equipment)
Oswell Group Limited
Panadent
Panoramic Corp.
Parklund Labs, Inc.
Parkway Dental Services
Patterson Dental Supply, Inc.
Philips-The Makers of Sonicare and Zoom! Whitening
PhoneTree
Photomed International
Plak Smacker
Planmeca, Inc.
Platypus Co.
Plydentco, Inc.
PracticeGenius - Patient Rewards Hub
PREAT Corporation
Precision Plier Service
Progeny "A Midmark Corporation"
Propel Orthodontics
Prophy Magic
Prophy Perfect, Inc.
Previous Annual Session Exhibitors—2013 in Philadelphia

ProSites, Inc.
Protect Orthodontic
PSM - Mondeal
Pyramid Orthodontics
Q-Optics & Quality Aspirators
Quick Ceph Systems, Inc.
Quintessence Publishing Co., Inc.
Reliance Orthodontic Products, Inc.
Renew Digital
RGP, Inc.
RM0, Inc.
Rose Micro Solutions
Ross Orthodontic
Royal Dental Manufacturing, Inc.
Saga Dental Supply A/S
SciCan, Inc.
Second Story Promotions
Securus
Select Dental Mfg.
Sesame Communications
Shader Productions
Shinwon Dental Co., Ltd.
Shinye Orthodontic Products Co., Ltd
Shock Doctor Sports
SIA Orthodontics
Sirona Dental Systems
Smile Assist
Smile for a Lifetime Foundation
Smiles Change Lives
Solomon Orthodontic Systems
Solutions by Design/ScreenPlay Technologies
Sorriso Ortho
Specialty Appliances, Inc.
Spectrum Lasers, Inc
SPEED System Orthodontics
Spire Biomedical, Inc.
Springstone Patient Financing
Steri Source Inc.
Stratasys, Inc.
Strong Dental
Summit Dental Systems
Summit Orthodontic Services, Inc.
Sunstar Americas, Inc.
Superscrew-Superspring Co.
SureSmile
Surf CT
SurgiTel/General Scientific Corporation
TeleVox
Tess Oral Health
Tomy International Inc.
TOOC Inc.
tops Software
Total Gard Corp
TP Orthodontics, Inc.
TPC
Trapezio
Treloar & Heisel, Inc.
Tri-State Dental Supplies and Equipment
TruDenta
Tru-Tain Orthodontics
U.S. Bank Practice Finance
Ultimate Creations Inc.
Universal Orthodontic Laboratory, Inc.
US Orthodontic Products
Vatech
Villa Radiology Systems
Vision Trust Communications
Viva-Concepts
Water Pik Inc.
Wehmer Corporation
Wells Fargo Practice Finance
Whip Mix Corporation
WildSmiles Braces
World Bio Tech
Yasunaga Computer Systems Co., Inc.
Yodle
Zenman
Ziegler Practice Transitions, Ltd
Zuelke & Associates, Inc.
Exhibitor Advisory Committee
2013 - 2014

The AAO Exhibitor Advisory Committee (EAC) provides a communication link between the AAO and its exhibitors. Each committee member represents exhibits of similar size requirements. The function of the EAC is as follows:

- Advise the AAO on current and proposed exhibit guidelines
- Provide the AAO with input on ways to improve the Exhibit Hall, both from the exhibitor’s view and the attendee’s view
- Provide a forum for discussion of issues of mutual concern. The EAC meets twice annually with the AAO Executive Director and the AAO Senior Meetings and Exhibits Manager.

Exhibitors are encouraged to contact committee members to share their comments or suggestions.

100 - 1,000 sq.ft

**Mr. Davin Bickford**
VP Marketing & Practice Development
*WildSmiles Braces*
phone 402.677.3311
dbickford@wildsmiles4you.com
Term expires: June 2014

1,000 - 2,000 sq.ft

**Ms. Kim Barker**
*Ortho2*
phone 800.678.4644 opt. 2
fax 515.233.1454
Kbarker@ortho2.com
Term expires: June 2014

2,000+ sq.ft

**Ms. Kimberly Damrow**
Event Manager
*American Orthodontics*
1714 Cambridge Avenue
Sheboygan, WI 53082
phone 800.558.7687 ext. 193
fax 920.457.1485
Term expires: June 2014

**Ms. Cindy Smith**
*3M Unitek*
2724 S. Peck Road
Monrovia, CA 91016
phone 626.574.4441
cmsmith@mmm.com
Term expires: June 2017

**Freeman Decorating Company**
**Mr. Rob Venus**
General Manager
4493 Florence Street
Denver, CO 80238
phone 303.320.5121
fax 303.307.0529
robin.venus@freemanco.com

**AAO Trustee Representative**
**Dr. Gayle Glenn**
President

**AAO Staff**
**Mr. Chris Vranas, CAE**
Executive Director
*American Association of Orthodontists*
401 North Lindbergh Blvd.
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phone 314.993.1700
800.424.2841
cvranas@aaortho.org

**Ms. D.J. Haman, CMP**
Senior Meetings and Exhibits Manager
*American Association of Orthodontists*
401 North Lindbergh Blvd.
St. Louis, MO 63141-7816
phone 314.993.1700
800.424.2841
dhaman@aaortho.org
Exhibitor Show Hours

**Exhibit Show Hours**
- Saturday, April 26: 9:30am - 5:00pm
- Sunday, April 27: 9:30am - 5:00pm
- Monday, April 28: 9:30am - 5:00pm
- Tuesday, April 29: 9:30am - 1:00pm

**Doctors’ dedicated exhibit hours**
- April 26 - 29: 11:00am - 1:00pm

**Orthodontic Staff dedicated exhibit hours**
- April 26 - 29: 11:00am - 1:00pm
The AAO reserves the right to modify the official exhibit hours based on the final program of the Annual Session.

**Exhibit Set Up**
- Thursday, April 24: 8:00am - 5:00pm
- Friday, April 25: 8:00am - 5:00pm
- Saturday, April 26: 8:00am - 9:00am

All exhibits must be completely set up by 9:00am on Saturday, May 4, 2013.
Children under the age of 16 are not permitted in the Exhibit Hall during set up and tear down.

**Exhibit Tear Down**
- Tuesday, April 29: 2:30pm - 10:00pm
- Wednesday, April 30: 8:00am - 10:00pm
Exhibitors may NOT tear down prior to 1:00pm on Tuesday, April 29, in accordance to the rules and policies stated in the Invitation to Exhibit.

**On-Site Registration Hours**
- Thursday, April 24: 11:00am - 6:00pm
- Friday, April 25: 9:30am - 7:30pm
- Saturday, April 26: 7:00am - 6:00pm
- Sunday, April 27: 7:00am - 4:30pm
- Monday, April 28: 7:00am - 4:30pm
- Tuesday, April 29: 7:00am - 12:00pm

**Exhibitor Lounge**
Exhibitor Lounge will be located in the Exhibit Hall.
Exhibitors may NOT bring attendees into the lounge or use the lounge for meetings. The lounge is strictly for registered AAO exhibitors.

Exhibitor Lounge
Hotel Reservation Policy

Exhibitor Hotel Services

The following policy was developed to assist AAO Annual Session exhibitors in securing appropriate hotel accommodations.

All exhibiting companies at the American Association of Orthodontists’ Annual Session are expected to use the AAO official housing company to secure room reservations for all employees registered for the Annual Session.

Accommodations for the Annual Session can be secured through OnPeak (AAO Hotel Services) after exhibit contract and deposit have been received.

If your company requires a block of 10 or more rooms, please send arrival/departure dates and hotel preference to OnPeak via e-mail to brittoni.garner@onpeak.com, Event manager, Brittoni Garner, phone (678) 553 7217.

Hotel Reservation Policy

Exhibitors are allowed to hold a block of rooms equal to the actual pick up for the previous year plus a maximum increase of 10%, unless they have increased their amount of exhibit space.

Shuttle Bus Information

There will be shuttle buses for the AAO’s 2014 Annual Session between AAO-designated hotels and the convention center.
Exhibit Space and Assignment

Space Assignment Policy

Initial space assignments are made in January 2014 for all applications received with deposits by December 6, 2013. After the initial assignment of space, exhibitors are accepted and space is assigned on a first-come, first-served basis within the other overall policies contained in the Invitation to Exhibit.

The assignment of space is determined by these general criteria:

- Amount of square feet purchased
- The number of previous meetings attended
- The date of receipt of the completed contract and deposit
- The nature of the company
- The products to be displayed

The AAO reserves the right to limit the amount of square feet purchased by any single exhibitor in order to preserve the diversity of the Exhibit Hall. The AAO also has the right to limit the number of exhibitors of similar products or services.

The AAO reserves the right to assign exhibitors within the Exhibit Hall according to the type of products or services exhibited. Other factors involved in the space assignment are the configuration of the Exhibit Hall and the theme of the Annual Session.

The AAO provides exhibits and displays outside of the Exhibit Hall for AAO-endorsed companies, not-for-profit organizations, and AAO services.

Relocation of Exhibits

The AAO may alter the location of any exhibit at any time, if in the best interest of the exhibition. The AAO also has the right to prohibit or remove any exhibit, or part of any exhibit, that violates policy, local ordinance, or is judged inappropriate by the AAO.

Exhibitors requesting additional available space on-site will be allowed to move upon approval by the AAO Senior Meetings and Exhibits Manager. The AAO Senior Meetings and Exhibit Manager reserves the right to deny additional space requests should the request cause undue hardship to the exhibition.

Space Rental Fees

The AAO space rental fees are based on the total square feet utilized. Space in the Exhibit Hall is rented on a square foot basis, with minimum rental being 100 square feet in a 10’x10’ configuration. When appropriate, the exhibit areas are provided with an 8’-high backdrape and a 3’-high side rail. The AAO reserves the right to determine island configuration availability.

<table>
<thead>
<tr>
<th>Space Rental Fees</th>
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<tr>
<td>100 - 500 sq. ft.</td>
<td>$29.00/sq. ft.</td>
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<tr>
<td>600 - 1,400 sq. ft.</td>
<td>$28.00/sq. ft.</td>
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<tr>
<td>1,500 - 2,400 sq. ft.</td>
<td>$27.00/sq. ft.</td>
</tr>
<tr>
<td>2,500 - 3,400 sq. ft.</td>
<td>$26.00/sq. ft.</td>
</tr>
<tr>
<td>3,500+ sq. ft.</td>
<td>$25.00/sq. ft.</td>
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</tbody>
</table>
Exhibit Space and Assignment

Deposit
A fifty percent (50%) deposit must be submitted with the completed application form. Applications WILL NOT be accepted or processed without the deposit.

Balance of Payment
Payment in full must be received in the AAO Central Office no later than March 3, 2014.

The AAO reserves the right to cancel any unpaid space after March 3, 2014, and resell the space without any liability or refund of deposit.

Rejected Applications
In the event an exhibit application is not accepted by the AAO, the deposit for the exhibit space will be refunded to the applicant.

Cancellations
Exhibitors must notify the AAO Meetings Department in writing prior to March 3, 2014, to qualify for a refund of any deposit for canceled exhibit space. The date the exhibitor’s written notice of cancellation is received in the AAO Meetings Department will be the official cancellation date.

No refunds will be made for cancellations received after March 3, 2014.

All cancellations will be assessed a minimum processing fee of $150.

Eligibility for Exhibitors
The AAO will consider all exhibit contracts based on the following criteria in the order they are listed:

1. Manufacturers, suppliers and distributors of orthodontic products and services.
2. Manufacturers, suppliers and distributors of products and services that benefit orthodontics.
3. Manufacturers, suppliers and distributors of products and services that are considered by the AAO to be of general interest to Annual Session attendees.
4. Providers of professional, financial, consulting and miscellaneous services that are considered by the AAO to be of general interest to Annual Session attendees.
5. Existing AAO policies and procedures.
On-Site Information

Exhibitor Staffing

It is the policy of the AAO that all exhibits be staffed throughout the official open hours of the Exhibit Hall. Exhibitors are required to open and close their exhibits according to the official exhibit hours.

Each exhibiting company may register three (3) representatives at no cost per each 100 square feet purchased. Exhibitors may register additional representatives at the cost of $50.00 per badge.

Admission of Guests

Admission of exhibitor guests is strictly prohibited. Badges will not be issued to representatives of non-exhibiting companies.

Exhibitors may not register orthodontists, dentists or other individuals as exhibitors unless they are employed by or officially represent the company and will staff the exhibit.

An exhibiting company who registers a representative from another company, or an orthodontist, dentist or other individual that is not an employee or official representative of the exhibiting company, will be assessed a $1,400 fee per non-authorized registrant. This fee represents the on-site registration fee for non-members, and it must be paid prior to the end of the show on April 29, 2014.

Solicitations by Non-Exhibitors

Only registered AAO exhibitors are allowed in the Exhibit Hall or other programs related to the AAO Annual Session. Violators of this policy will be promptly dismissed from the Annual Session and will not be eligible to participate in future AAO exhibits.

Name Badges

Exhibitors may register for name badges beginning March 3, 2014 online through the AAO website at aaoinfo.org. Access the information by clicking on the "Exhibitor Name Badges" link for instructions. Exhibit name badges will be printed on-site. Once on-site in New Orleans, LA, exhibitors can visit the exhibitor registration counter to purchase additional name badges or to make name badge changes or corrections. The exhibitor registration counter is located in Hall E at the Ernest N. Morial Convention Center.

Security personnel will be located at all entrances to the Exhibit Hall to ensure that only properly registered persons enter. Any transfer or unauthorized use of the official name badge is prohibited. Name badges may not be altered in any way.

Stickers, ribbons and/or emblems, designed for the purpose of being affixed to the official Annual Session identification badge are strictly prohibited.

Exhibit Hall Admission

Exhibitors are allowed to enter the Exhibit Hall 2 hours before the opening and are allowed to stay one hour after the closing of the Exhibit Hall.

Messages and Paging

Messages may be left at the AAO message center located in the Cyber Café. Messages will not be delivered.

Paging will only be allowed for documented emergencies. Exhibitors are encouraged to make arrangements through the Exhibitor Service Kit should they require telephone service in their exhibit. The Exhibitor Service Kit will be available online to exhibitors in February 2014.
Exhibitor-Sponsored Events

Exhibitor-Sponsored Hospitality Events

Friday, April 25 and Sunday, April 27, 2014 are the evenings that have been set aside for exhibitor-sponsored hospitality events. Events must not start before 7:00pm.

Exhibitor-Sponsored Courses, Lectures, Study Groups, Clinics

Exhibitors and other persons are required to complete the Function Space Request form in the back of this book to conduct a course, lecture, study group, clinic or other such event. Once the event is approved, appropriate available space will be assigned to the group, and the group will work directly with the venue assigned.

Exhibitors in violation of this policy may be penalized in any manner deemed appropriate by the AAO, including having contracted space canceled without refund and removal from the Exhibit Hall without refund of space rental fees.

The American Association of Orthodontists will allow the presentation of meetings, programs, events, and courses by individuals, organizations or business entities in conjunction with the Annual Session if they comply with the criteria listed below.

1. Permission must be requested by the host from the AAO no later than six months prior to the Annual Session to which the event relates, which shall include a description of the event, location, proposed promotional materials and anticipated audience size and makeup. All requests must be approved in writing by the AAO, and the AAO reserves the right to approve or disapprove any presentation or event in its sole and absolute discretion.

2. Orthodontic manufacturers and dental supply companies requesting permission must be exhibiting at the Annual Session or conference related to the request.

3. Events must be held within forty-eight (48) hours prior to the Annual Session scientific sessions or following the conclusion of the Annual Session exhibition, with the exception of events sponsored and planned by entities related to the AAO, and then only with the prior approval of the Board of Trustees, in its sole and absolute discretion.

4. All event participants must be registered for the Annual Session to which the event relates.

5. Event organizers must utilize the AAO to secure official housing and meeting space. Events must be held in official AAO Annual Session facilities.

6. Approved event sponsors will not be allowed to use the AAO logo, Annual Session logo or refer in any way as being part of the Annual Session, unless previously authorized under an existing written agreement with the AAO.

7. Upon written approval, exhibitors may arrange for Annual Session attendees to visit/tour the exhibitor’s facility. Visits/tours may only take place during the date(s) designated by that year’s planning committee for Exhibitor-Sponsored Hospitality Events.

Any individual representing an organization or business entity found in violation of this policy may be subject to sanctions, as determined by the AAO Board of Trustees in its sole and absolute discretion, including, but not limited to, prohibition of exhibition or making presentations (scientific or otherwise) at any AAO Annual Session conference or meeting.

Function Space Request Form

The Function Space Request Form is required for all exhibitor-sponsored events. The form can be obtained by contacting the AAO Meetings Department at dhaman@aaortho.org or 314.292.6530 to reach DJ Haman.
Exhibit Specifications

General Requirements

All exhibiting companies must adhere to the following requirements for displaying or promoting products and services at AAO sponsored meetings:

1. All claims regarding products and services should be truthful and accurate and 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(s) made.

2. All products and services should be relevant, effective and useful in the practice of orthodontics and/or the dental profession unless given prior approval by the AAO.

3. Comparative advertising claims for competing products and services must be substantiated adequately. Unwarranted disparagements or unfair comparisons of a competitor's products or services will not be allowed.

4. Guarantees may be used in product/service promotion provided the statements that are "guaranteed" are truthful and can be substantiated. However, no guarantee should be used without disclosing its conditions and limitations.

5. Products and services and claims regarding such producers and services may not be in conflict with or appear to violate AAO policy, the AAO Principles of Ethics and Code of Professional Conduct or its Bylaws.

6. The AAO may, in its sole and absolute discretion, prohibit any exhibitor from promoting any product or service that conflicts with this policy or is the subject of any governmental restriction or action.

7. Complete scientific and technical data, whether published or unpublished, concerning product safety, operation and usefulness may be required by the AAO. This data must be acceptable to the AAO, in its sole discretion.

Arrangement of Exhibits

Exhibitors must arrange their displays so as not to obstruct the general view of other exhibits. All displays or solid construction in excess of 3' high must be a minimum of 3' behind the front line of the exhibit. Maximum exhibit height 8'.

NEW: Special requirements apply for island booth configurations. See details under ISLAND EXHIBITS on the next page.

Bonding

The American Association of Orthodontists reserves the right to require exhibiting companies to be bonded through an approved bonding company, in an amount determined by the AAO to be satisfactory, in its sole discretion.

Care of Building

Any damage to the building by the exhibitor or the exhibitor's agent will be charged to the exhibitor. Walls, woodwork and flooring must not be defaced or altered in any manner whatsoever. Tacking, taping or nailing of signs, banners, etc., to any permanent wall, post, woodwork, or floor is prohibited. No nails may be attached in any way to the building.

Conduct

Exhibitors and their agents are expected to act at all times in a professional manner. Any disruptions or unacceptable conduct may result in ejection from the Exhibit Hall with no refund of space rental fees.

Aisle Space/Floorplan

Ten-foot aisles have been predetermined in the floorplan included in this book. The AAO will submit the final reconfigured floorplan to the New Orleans, LA Fire Marshal for approval.

The AAO reserves the right to reconfigure the floorplan as necessary according to final space assignment, facility restrictions and fire codes.

Conference Rooms

Conference rooms are available in the exhibit hall for $2,900/each. Please indicate on the exhibit contract if you would like to reserve one.
Exhibit Specifications

Distribution of Printed Material
Distribution of material printed by exhibitors or its agents is limited to their contracted exhibit space. Material may not be distributed in any other area inside or outside the convention center or within the AAO’s contracted hotels.

Enclosed/Covered Exhibit Booths
The National Fire Protection Association has revised guidelines for the display of covered exhibit space. Exhibits that are covered must meet the following minimum life safety requirements:

1. Enclosed or covered areas must be protected by an audible smoke detector. This includes storage closets built into the exhibit.
2. Each enclosed or covered area must display a charged fire extinguisher with a minimum rating of 2A, 20BC.
3. There should be no less than two exits from each occupied covered area.
4. A fire prevention attendant shall be provided by the exhibitor and will be on duty at all times the exhibit is unoccupied.

Helium Balloons
Helium balloons or other lighter-than-air items are strictly prohibited in the Exhibit Hall.

Island Exhibits
An island exhibit is a display detached from other displays with aisles on all sides. The height restriction is 20’ which includes ground supported structures. Exhibits may extend to the perimeter of the assigned space. Two-story displays are permitted if pre-approved by the AAO and within Ernest N. Morial Convention Center regulations.

NEW: Island booths configured with solid walls exceeding 4’ in height on the perimeter will be required to allow at least 50% visibility. Exhibitors may use Plexiglas or similar see-through material to create walls exceeding 4’ in height.

Non-Flammable Materials
All materials used in the exhibit must be nonflammable in conformance with New Orleans, LA Fire Codes. No combustible decorations such as crepe paper, tissue paper, cardboard, or corrugated paper can be used at any time. All packing containers, excelsior and wrapping paper are to be removed from the floor and cannot be stored in the exhibit area. All cloth decorations must stand a flameproof test as prescribed by the New Orleans, LA Fire Department. Material not conforming to fire codes will be removed at the exhibitor’s expense.

Food and Beverage Samples
Distribution of food or beverage samples may be permitted in the Exhibit Hall with prior authorization by the AAO. Requests must be received in writing by February 28, 2014.
Exhibit Specifications

Photography and Videotaping

Videotaping is strictly prohibited. The AAO does not allow photographs to be taken in the Exhibit Hall except by the official AAO photographer. Anyone violating this policy, will be ejected from the Exhibit Hall.

Prize Contests

Prize contests, giveaway contests, games of chance, raffles and drawings are permitted with approval by the AAO in order to generate traffic to your exhibit.

Requests for any type of traffic generator must be submitted in writing via fax to the attention of the AAO Senior Meetings and Exhibits Manager at 314.692.8178 by March 3, 2014.

Product Distribution

The following guidelines should be used in taking orders and distributing products:

1. Order taking may occur any time the Exhibit Hall is officially open.
2. Attendees may take delivery of their order in the Exhibit Hall at any time the Exhibit Hall is open.

All convention center and headquarters hotel(s) function space is prohibited for the distribution of product orders.

Projected Images and Lighting

Projected images and lighting must be contained within the exhibitor’s contracted space.

Security Service

The AAO will furnish 24-hour general security for the Exhibit Hall during the show. The AAO, Freeman Decorating Company (FDC) and the Ernest N. Morial Convention Center will not be responsible for any theft or damage to persons or property related to the exhibitors, and do not guarantee the safety of any exhibitor or its products. The exhibitor is urged to take maximum precautions in securing their own exhibit area prior, during and after the show.

Seminars

Seminars and demonstrations held by any company must be configured within the contracted exhibit space and cannot overflow into the public aisles. Monitors or demonstrations of any kind must not be placed on the perimeter of the exhibit space encouraging congestion in the aisles or exhibitors will be asked to reconfigure their exhibit.

Signs

No signs or banners may be placed outside of the Exhibit Hall or outside of the assigned exhibit space except as previously authorized by the AAO. Two-sided signs are allowed in island configurations only.

Illuminated signs must be contained in and be a part of the total display and are to be professional in appearance. Lighting truss may be hung with prior AAO written authorization. Lighting truss must be hung inside the assigned exhibit space and can not extend over the aisle. Strobe or flashing signs are not permitted.

Non-illuminated signs are permitted on extensions if they are no less than 12’ from the bottom of the sign to the floor to permit vehicular traffic.

The AAO will provide signage to identify aisles and Exhibitor Locator Boards to assist the attendees.

Hanging Signs

Hanging signs will be permitted for island booths only. Requests for hanging signs must be submitted in writing to the AAO’s Senior Meetings/Exhibit Manager by March 3, 2014.

Hanging signs may not exceed 50% of the assigned space. The top of the hanging sign must not exceed 20’.

If a company has requested and been assigned multiple island displays, the sign can not exceed 50% of each island display.
Exhibit Specifications

Smoking Policy
The AAO has a no smoking policy for all AAO events. This includes the Exhibit Hall (including set up and tear down time), all seminars and lectures, all food and beverage functions and all areas of the convention center.

Sound Restrictions
Sound amplification must be kept at a level that does not disturb other exhibiting companies or attendees. Audiovisual is permitted provided that screens and monitors are placed as to not cause congestion in the aisles and the sound is not excessive. The AAO reserves the right to determine at what point the sound level constitutes interference with others.

Live performance of music by an exhibitor is not permitted in the Exhibit Hall. Exhibitors must obtain their own licensing agreements with the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music, Inc. (BMI) should the exhibitor choose to play music licensed by those two organizations.

Subletting/Sharing Space
Exhibitors cannot sublet, assign or share any portion of the assigned exhibit space to any other person or company.
Exhibitors cannot display any product or service in the assigned exhibit space other than the product or service normally distributed in the regular course of business. Violations can result in immediate closure and removal of the exhibit from the Exhibit Hall without refund of space rental fees.

Unanticipated Matters
If any action or event occurs in relation to any exhibitor, either before, during or after the Annual Session, that is not set forth by this Invitation to Exhibit or related materials, and which jeopardizes or otherwise interferes with the Annual Session, as determined by the AAO in its discretion, the AAO may address such action or event and the exhibitors involved in the manner deemed appropriate by the AAO.

Violations
Action may be taken by the AAO against exhibitors who violate any of the rules or policies of the Invitation to Exhibit. The action taken will be determined based on the AAO’s policies and procedures and the particular circumstance of the violation. The action may, in the AAO’s sole discretion, entail immediate closure and removal of the exhibitor from the Exhibit Hall without refund of space rental fees or penalty to the AAO. The exhibitor may also be prohibited from participating in future AAO exhibits.
Certificate of Insurance

All exhibitors must provide proof of insurance by January 17, 2014, in order to be allowed in the Exhibit Hall. Should a Certificate of Insurance not be received by January 17, 2014, the exhibit space may be canceled without refund of monies. The AAO 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 occurrence and $2,000,000 aggregate for bodily injury and/or property damage arising from the premises/operations and/or products and completed operations. Also, providing coverage at the same limits for personal and advertising injury.

2. Worker’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 with limits for employer’s liability of at least $500,000 for bodily injury to each employee by accident, $500,000 for bodily injury to each employee by disease, $500,000 policy limit for bodily injury by disease.

Certificates of insurance are to name the AAO as additional insured and are to include the name and address of the exhibit facility, which is:

Ernest N. Morial Convention Center
900 Convention Center Boulevard
New Orleans, LA 70130

General Insurance/Liability Information

Each party involved in the Annual Session is responsible for any claims arising out of its own negligence and intentional acts, and those of its employees or agents.

Each party agrees to be responsible for its own property through insurance.

It is understood that the AAO, the Ernest N. Morial Convention Center, Freeman Decorating Company (FDC), and their agents will have no liability of any kind for injury to any person or for any loss or damage to property of exhibitors prior, during or after the Annual Session.

The AAO will not be liable for damages caused by failure to provide, or delays in providing, exhibit areas due to natural disasters, strikes, riots, or any other circumstance beyond the control of the AAO, or for any negligent or intentional acts of any exhibitor or any third party.

By signing the exhibit contract, you agree to indemnify, save, defend and hold the AAO harmless from any and all damages, liabilities, actions and demands, including reasonable attorney’s fees arising out of, or related to, your negligent and/or intentional actions in exhibiting at the Annual Session, and any breach of these rules and policies.

Sales License for New Orleans, Louisiana

New Orleans, LA requires tax to be collected on products and services sold on site at the Ernest N. Morial Convention Center. Tax forms will be included in the Exhibitor Service Kit, which will be available online in February 2014.
Exhibit Services

Official Contractor

The Official Contractor listed below and those contractors listed in the Exhibitor Service Kit have been selected as official exhibitor service contractors for the Annual Session. These contractors act in their own behalf and are not agents, employees or representatives of the AAO. All contractors will bill the exhibitor directly for their services. The AAO does not assume any liability or responsibility for any act performed or omitted by the official contractors.

Freeman Exhibitor Services
1000 Elmwood Park Blvd.
New Orleans, LA 70123
Phone: 504.731.6137    Fax: 469.621.5612
FreemanNewOrleansES@freemanco.com

Exhibitor Service Kit

An official Exhibitor Service Kit will be available online to all confirmed exhibitors in February 2014. The Exhibitor Service Kit will contain information and order forms for the following services:

Carpentry

The floor of the Ernest N. Morial Convention Center is concrete. The AAO will carpet the aisles and special areas of the Exhibit Hall. It is mandatory that exhibitors carpet their own exhibit areas, flush to the aisle carpet, no later than 3:00pm on Friday, April 25, 2014. Should an exhibitor not pre-order carpet from FDC or install their own carpet by 3:00pm on Friday, April 25, carpet will be installed by FDC on-site at 4:00pm on Friday, April 25 and the costs thereof will be included in the exhibitor’s bill at the on-site installation rate. This includes any necessary fill-in carpet per AAO policy. Carpet must be fully installed prior to exhibit set up.

Cleaning Services

The AAO will vacuum the Exhibit Hall aisles once each evening during the closed hours. This service does not include any portion of the exhibits. Exhibitors are responsible for the cleanliness of their own exhibit area. Cleaning information will be included in the Exhibitor Service Kit.

Delivery of Freight Materials

All freight and display materials must be delivered through the loading dock of the Ernest N. Morial Convention Center and are subject to material handling fees. This includes hand-carried items, boxed or crated equipment of any kind.

Electrical Requirements

Electrical wiring and equipment installation must comply with applicable New Orleans, LA ordinances. All electrical requirements must be ordered through Freeman Decorating.

Equipment and Furnishings

Exhibit furnishings will consist of a background drape 8’ high and side rail drape 3’ high as appropriate. A 7” x 44” identification sign with the exhibitor’s company name will be supplied. Freeman Decorating Company will be responsible for providing all additional equipment, furnishings and labor required by the exhibitor.

Independent Contractors

The AAO prohibits the use of independent contractors. However, the AAO will allow an exhibitor the opportunity to hire an individual to supervise the set up and tear down of the exhibitor’s display. The individual’s name must be submitted in writing to the AAO for approval prior to February 28, 2014, and such supervisor shall have agreed to abide by all of these rules.

Labor

All labor must be obtained from the official decorator, Freeman Decorating Company, at the prevailing rates. Straight time will be charged between the hours of 8:00am and 4:30pm Monday through Friday, except for holidays, when applicable rates will be assessed. Overtime will be charged at all other times. No alcoholic beverages may be consumed in the Exhibit Hall during set up or tear down. Violators will be ejected immediately from the Exhibit Hall.

Photography and Videography

Order forms for the official AAO photographer will be included in the Exhibitor Service Kit.

Shipping/Drayage

Complete shipping and drayage instructions for exhibitors will be included in the Exhibitor Service Kit.
Marketing and Advertising

Distribution of Printed Advertising Material

Fliers or printed material delivered to hotel rooms must be approved by the AAO prior to February 28, 2014.

Exhibitor Program Listing

The Exhibit Guide includes two listings of the exhibitors. One list is alphabetical and includes the exhibitor’s assigned space, address, telephone and fax number, and a description. The second list is by product or service. The Exhibit Contract and description must be received by the AAO no later than January 3, 2014, to be included in the Exhibit Guide. The AAO reserves the right to edit descriptions.

Please note that any changes or additions to previously submitted applications must be received by the AAO no later than January 3, 2014, for inclusion in the Exhibit Guide.

The Exhibit Guide will be delivered to exhibitors on Saturday morning, April 26, 2014. One program per 100 square feet will be distributed.

Exhibitor Locator Boards will be strategically placed throughout the Exhibit Hall to assist attendees in locating the exhibiting companies.

Mailing Lists/Labels

AAO membership lists and/or Annual Session attendee pre-registration lists are available in electronic format to official AAO exhibitors for a fee. Visit aaoinfo.org on the Exhibitors page to request these files.

Use of the AAO Logo

The AAO reserves the right to prohibit the use of the AAO logo and the Annual Session logo in any advertising, promotional piece and incentive items. Requests for use of the Annual Session logo must be reviewed and approved in advance by the AAO Central Office no later than February 28, 2014.

AAOF Industry Case Partners

AAOF Industry Case Partners/Exhibitors that have contributed to the American Association of Orthodontists Foundation (AAOF) will receive a plaque for display in their exhibit and AAOF stickers on their name badges. Contributors will be designated in the Exhibit Guide exhibitor listing.
Marketing and Advertising

**On-Site Pocket Guide Advertising**

The On-Site Pocket Guide contains a list of all of the Doctors’ Lectures and a list of all of the Orthodontic Staff Lectures offered at the 2014 Annual Session. It includes Speaker names and times for each lecture. This Pocket Guide will be distributed to all attendees of the Annual Session in their tote bags upon checking in New Orleans at the Convention Center.

**Exhibit Guide Advertising**

The Exhibit Guide will be distributed to all attendees of the Annual Session. The Exhibit Guide will contain a complete exhibitor listing for the Annual Session, and includes an Exhibit Hall floorplan.

For advertising information, please contact Jim Nagle at 203-801-0055 or e-mail to jimm@bna1.com.

**The Bulletin Advertising**

The AAO’s magazine, The Bulletin, reaches members before and after the Annual Session. Pre-Annual Session editions allow advertisers to promote not only their products and services but also their exhibit space location as well. For more information, please contact Jim Nagle at 203-801-0055 or e-mail to jimm@bna1.com.

**American Journal of Orthodontics and Dentofacial Orthopedics Advertising**

The AJO-DO is the official journal of the AAO. The publication includes articles about diagnostic and clinical advances in orthodontics. With over 16,000 subscribers worldwide, the AJO-DO is an invaluable tool to reach the orthodontic community. For advertising rate information, please contact Jim Nagle at 203-801-0055, e-mail jimm@bna1.com.

The AJO-DO produces special issues in February and April highlighting the Annual Session activities. Exhibitors that advertise in the April issue will receive a laminated copy of their advertisement to display in their exhibit space.
## Future AAO Annual Sessions and Educational Offerings

### Annual Sessions

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Dates</th>
<th>Venue</th>
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<tr>
<td>2014</td>
<td>New Orleans, Louisiana, USA</td>
<td>April 25-29</td>
<td>Ernest N. Morial Convention Center</td>
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<tr>
<td>2015</td>
<td>San Francisco, California, USA</td>
<td>May 15-19</td>
<td>Moscone Center</td>
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<td>2016</td>
<td>Orlando, Florida, USA</td>
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<td>2017</td>
<td>San Diego, California, USA</td>
<td>April 21-25</td>
<td>San Diego Convention Center</td>
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<td>2018</td>
<td>Washington DC, USA</td>
<td>May 3-8</td>
<td>Walter E. Washington Convention Center</td>
</tr>
<tr>
<td>2019</td>
<td>Los Angeles, California, USA</td>
<td>May 3-7</td>
<td>Los Angeles Convention Center</td>
</tr>
</tbody>
</table>

### Winter Conferences

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Dates</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>Las Vegas, Nevada, USA</td>
<td>February 7-9</td>
<td>Caesars Palace Las Vegas Hotel &amp; Casino</td>
</tr>
<tr>
<td>2015</td>
<td>Miami Beach, Florida, USA</td>
<td>February 6-8</td>
<td>Loews Miami Beach Hotel</td>
</tr>
<tr>
<td>2016</td>
<td>Indian Wells (Palm Springs), California, USA</td>
<td>January 22-24</td>
<td>Hyatt Grand Champions Resort, Villas &amp; Spa</td>
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</tbody>
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