Invitation to Exhibit
116th Annual Session
April 30 - May 3, 2016   I   Orlando, Florida
2016 Annual Session Planning Committee

Dr. Morris N. Poole
AAO President, 2015-2016

Dr. Gregory Jorgensen
General Chair

Dr. Steven Lindauer
Doctors’ Program Co-Chair

Dr. Bhavna Shroff
Doctors’ Program Co-Chair

Dr. Donald Gardner
Orthodontic Staff Program Co-Chair

Mrs. Cyndi Gardner
Orthodontic Staff Program Co-Chair

Mrs. Dixie Lou Poole
Featured Speaker Series Chair

Mrs. Cheryl Jorgensen
Local Arrangements Chair
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Exhibit Guide Advertising
The Bulletin Advertising
American Journal of Orthodontics and Dentofacial Orthopedics Advertising

Future AAO Annual Sessions and Educational Offerings
<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Member Doctors</th>
<th>International Member Doctors</th>
<th>Non-member Doctors</th>
<th>Student Members</th>
<th>Orthodontic Staff</th>
<th>Spouse/Guest/Exhibitor</th>
<th>Total Doctor Attendance</th>
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<td>3853</td>
<td>1184</td>
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<td>2008</td>
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<td>6222</td>
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<td>2013</td>
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<td>2014</td>
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<td>1261</td>
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<td>1493</td>
<td></td>
<td></td>
<td>6556</td>
<td>16684</td>
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Previous Annual Session Exhibitors 2015 in San Francisco

3M Unitek
3Shape
AAO Profitability Center
Absolute Ortho
Accutech Orthodontic Lab, Inc.
AD2 (Advanced Dental Designs, Inc.)
ADENTA GMBH
Aditek Orthodontics
AICO Arias International co.
Alger Equipment Co., Inc.
All Star Orthodontics
American Dental Partners
American Orthodontics
Anatomage
Aqualizer by Jumar Corp.
ArcadLab
Arminco, Inc.
ART® by Atlanta Orthodontics
ASO International, Inc.
ASTAR ORTHODONTICS INC.
ATW Ortho
Aurelle
Azure Ortho
Bank of America Practice Solutions
Beck Instruments
Benco Dental
Benevis
Bentson Clark & Copple, LLC
BEST INSTRUMENTS USA INC
BIOLASE
Biolux Research
BioMaterials Korea, Inc.
Boyd Industries, Inc.
Bracket Ears, LLC
Brasseler USA
Cain, Watters & Associates
Carestream Dental
Cefla Dental (NewTom)
CIVITAS Architects
ClearBow
ClearCorrect
CliniPix, Inc.
Cloud9ortho
Colgate
Comfort Brace LLC
ContacEZ, Ultimate Interproximal Solution
CREATIVE DENTAL
Crest Oral-B
Crystal Clear Digital Marketing
Cx Orthodontic Supply, LLC
DAESEUNG MEDICAL CO.
DANSEREAU HEALTH PRODUCTS
Danville Materials and Engineering
DANY BMT
DB Orthodontics
Demandforce
Previous Annual Session Exhibitors
2015 in San Francisco

DenMat
Denovo Dental, Inc.
DENTAL MONITORING
Dentalfone
Dentaurum USA
DentLight Inc
Dentronix Inc.
DENTSPLY GAC International
DENTSPLY Raintree Essix
Designs for Vision, Inc.
Dexta Corporation
Diatech
Digital Sign ID
DoctorsInternet.com
Dolphin Imaging & management Solutions
DOME, Inc.
Dr. Fresh LLC
DynaFlex
e-Clear International Co., Ltd.
Elsevier
ENGAGE
EnvisionTEC
Eversmile, Inc.
Exhibitor Lounge
flossfish.com
Focus Software
Forestadent
FoxFales, Inc.
G&H Orthodontics
Gaidge
GC Orthodontics America
Gendex NOMAD SoreDEX and Instrumentarium
Great Lakes Orthodontics, Ltd
Green Curve Studio
Guangzhou Riton Biomaterial Co. Ltd
GumChucks
HANDPIECE SOLUTIONS, INC.
Hangzhou JET Medical Equipment Co., Ltd
Hangzhou Xingchen 3B Dental Instrument & Material
Hangzhou Yahong Medical Apparatus Co., LTD
Hawaiian Moon
Henry Schein Ortho, Ortho Organizers, Ortho Tech
HIGHLAND METALS, INC.
Honesuckle Creations
HT Co., Ltd.
Hubit Co., Ltd.
Hu-Friedy
Hummingbird Associates
IACT
IAmThinking
i-CAT
ID-Logical Inc.
Impact360
IMS Specialty Services, Inc.
Infalab division of Higgs Medical Products Inc.
Infinite Therapeutics
Innovative Material and Devices, Inc
Inproma, LLC
Instrument Manufacturing Specialists
Invisalign iTero
IOS - International Orthodontic Services -
IROK DDS LLC
JCO, Inc.
JES Orthodontics
Jill Allen & Associates
JISCOP Co., Ltd.
JJ ORTHODONTICS - INDIA
JoeArchitect
Kaleidoscope
Kate Bauer Design
Kilgore International Inc.
Lancer Orthodontics
LED Dental
Previous Annual Session Exhibitors 2015 in San Francisco

Lending Club Patient Solutions  
LEONE S.P.A.  
Les IDees, LLC  
LESTER A DINE INC  
Lips Inc.  
Live Oak Bank  
Mach One Orthodontics  
Magnum Ortho  
Matlack VAn Every Design, Inc  
McGill & Hill Group, LLC  
Medidenta  
MEM MEIMEN ENGINEERING AB  
Merrill Lynch  
MICRO ART TECHNOLOGY CO., LTD  
MidAtlantic Ortho  
MME Consulting, Inc.  
Modern Arch LLC  
Moss, Luse & Womble, LLC  
Myofunctional Research Co  
MyProViewer  
MyungSung OMS  
NAC Architecture / 4orm  
New England Orthodontic Laboratory  
New Horizons Software, Inc.  
NEXADENTAL  
NorthStar Orthodontics, Inc.  
Oasys Practice  
Office Easel  
Office Pilot LLC  
Omni Orthodontics  
Opal Orthodontics by Ultradent  
Oral4D Systems Ltd.  
Orascoptic  
ORJ USA  
ORMCO  
Ortho Arch Co  
Ortho Byte  
Ortho Classic  
Ortho Real  
Ortho Specialties, Inc.  
Ortho Tees  
Ortho2  
OrthoAccel Technologies, Inc.  
OrthoBanc  
ORTHOCYCLE CO., INC.  
Ortho-Direct  
Orthodontext  
Orthodontic Practice US  
Orthodontic Products  
OrthodonticMarketing.net  
Orthoease  
OrthoEssentials  
Orthopli Corporation  
Orthopreneur Internet Marketing  
Orthoquest, Inc.  
OrthoSynetics  
Ortho-Tain  
Orthotown  
OrthoVouge  
OrVance  
OSE Company, Inc.  
Pacific Dental Services  
PANADENT CORP.  
Panoramic Corp.  
PAR Orthodontic Laboratory, Inc.  
Patterson Dental  
Pearl Companies (AAO Endorsed Insurance and AAO Insurance)  
Philips Sonicare and Zoom Whitening  
PHOTOMED INTERNATIONAL  
PLANMECA USA, Inc.  
Plaque HD  
PLYDENTCO, INC  
PracticeGenius/Patient Rewards Hub
Previous Annual Session Exhibitors
2015 in San Francisco

Precision Plier Service
Professional Promotions Inc.
 Propel Orthodontics
 Prophy Magic
 Prophy Perfect /PHB
 ProSites
 Protect Orthodontics
 PSM North America
 Pyramid Orthodontics Centric Orthodontics
 Q-Optics & Quality Aspirators
 Quick Ceph Systems, Inc
 Quintessence Publishing Company
 Reliance Orthodontic Products, Inc.
 Renew Digital
 RGP Dental
 RMO, Inc.
 Rooster Grin
 Rose micro Solutions
 Ross Orthodontic
 Royal Dental Manufacturing, Inc.
 SciCan, Inc.
 Sesame Communications
 Shader production
 Shinye Orthodontics
 Shock Doctor Sports
 Shofu Dental Corporation
 SIA ORTHODONTIC MANUFACTURER
 Sirona Dental, Inc.
 Smarter Alloys
 SmileCareClub
 SOBYTEK INSTRUMENTS CO.
 Solomon Orthodontic Systems
 Solutions by Design
 Specialty Appliances
 Spectrum Lasers Inc
 SPEED DENTAL CO., LTD.
 SPEED System Orthodontics
 Stratasys
 SUMMIT DENTAL SYSTEMS
 Summit Orthodontic Services, Inc
 suresmile
 SurgiTel/General Scientific Corporation
 TASK/HEAD DENTAL CORPORATION
 TeleVox
 Tess Oral Health
 The Bio-Engineering Co.
 Tomy International Inc.
 tops Software
 Totalgard Corp.
 TP Orthodontics, Inc
 Trapezo
 Treloar & Heisel, Inc.
 Tru-Tain Orthodontic & Dental Supply
 UFIT IMPLANT
 Ultimate Creations Inc
 Universal Orthodontic Laboratory Inc.
 US Orthodontic Products
 Vatech America
 VisionTrust Communications
 Water Pik Inc.
 Wells Fargo Practice Finance
 Whip Mix Corporation
 WildSmiles Braces
 World Bio Tech Co., Ltd.
 Yodle
 yogg
 Ziegler Practice Transitions, Ltd.
Exhibitor Advisory Committee
2015 - 2016

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 comments or suggestions.

100 - 1,000 sq.ft

Laura Overcash
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397 South Swing Road
Greensboro, NC 27409
phone  336.379.8822 x 103
fax  336.333.0015
Laura@BentsonClark.com

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Cloud9Ortho
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Kennesaw, GA 30144
phone  800.394.6050
sales@cloud9ortho.com

1,000 - 2,000 sq.ft

Lori Munoz
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Saint Ann, MO 63074
phone  314.426.4020
fax  314.429.7575
lorim@dynaflex.com

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Roselle, IL  60172
phone  630.523.7848
Robin.Gathman@planmecausa.com

2,000+ sq.ft

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Event Coordinator
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Sheboygan, WI 53081
phone  +1 920.457.5051 x 4193
fax  +1 920.457.1485
mkerscher@americanortho.com

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Monrovia, CA 91016
phone  626.574.4441
cmsmith@mmm.com

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Dr. Morris N. Poole
President

AAO Staff
Chris Vranas, CAE
Executive Director
American Association of Orthodontists
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St. Louis, MO 63141-7816
phone  314.993.1700
800.424.2841
fax  314.997.1745
cvranas@aaortho.org

D.J. Haman, CMP
Senior Meetings and Exhibits Manager
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St. Louis, MO 63141-7816
phone  314.993.1700
800.424.2841
fax  314.692.8178
dhaman@aaortho.org

Freeman Decorating Company
Rob Venus
General Manager
4493 Florence Street
Denver, CO  80238
phone  303.320.5121
fax  303.307.0529
rob.venus@freemanco.com
Exhibitor Show Hours

**Exhibit Show Hours**

<table>
<thead>
<tr>
<th>Date</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Saturday, April 30</td>
<td>9:00am - 5:00pm</td>
</tr>
<tr>
<td>Sunday, May 1</td>
<td>9:00am - 3:00pm</td>
</tr>
<tr>
<td>Monday, May 2</td>
<td>9:00am - 3:00pm</td>
</tr>
<tr>
<td>Tuesday, May 3</td>
<td>9:00am - 1:00pm</td>
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</table>

**Doctors’ dedicated exhibit hours**

<table>
<thead>
<tr>
<th>Date</th>
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<tbody>
<tr>
<td>April 30 - May 3</td>
<td>11:00am - 12:30pm</td>
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**Orthodontic Staff dedicated exhibit hours**

<table>
<thead>
<tr>
<th>Date</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 30 - May 3</td>
<td>11:15am - 1:00pm</td>
</tr>
</tbody>
</table>

The AAO reserves the right to modify the official exhibit hours based on the final program of the Annual Session.

**Exhibit Set Up**

<table>
<thead>
<tr>
<th>Date</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Thursday, April 28</td>
<td>8:00am - 5:00pm</td>
</tr>
<tr>
<td>Friday, April 29</td>
<td>8:00am - 5:00pm</td>
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<tr>
<td>Saturday, April 30</td>
<td>8:00am - 8:30am</td>
</tr>
</tbody>
</table>

Exhibitors may NOT tear down prior to 1:00pm on Tuesday, May 19, in accordance to the rules and policies stated in the Invitation to Exhibit.

**Exhibit Tear Down**

<table>
<thead>
<tr>
<th>Date</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Tuesday, May 3</td>
<td>1:00pm - 10:00pm</td>
</tr>
<tr>
<td>Wednesday, May 4</td>
<td>8:00am - 10:00pm</td>
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**On-Site Registration Hours**

<table>
<thead>
<tr>
<th>Date</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Thursday, April 28</td>
<td>11:00am - 6:00pm</td>
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<td>Friday, April 29</td>
<td>9:30am - 7:30pm</td>
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<td>Saturday, April 30</td>
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<td>Sunday, May 1</td>
<td>7:00am - 4:30pm</td>
</tr>
<tr>
<td>Monday, May 2</td>
<td>7:00am - 4:30pm</td>
</tr>
<tr>
<td>Tuesday, May 3</td>
<td>7:00am - 12:00pm</td>
</tr>
</tbody>
</table>

**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.

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*All exhibits must be completely set up by 8:30am on Saturday, April 30, 2016.*

*Children under the age of 16 are not permitted in the Exhibit Hall during set up and tear down.*
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 Account Manager via e-mail to Niki.Babarskas@onpeak.com, phone 312.527.7381.

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 2016 Annual Session between AAO-designated hotels and the convention center.
Exhibit Space and Assignment

Space Assignment Policy

Initial space assignments are made in January 2016 for all applications received with deposits by December 2, 2015. 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>
<th></th>
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<tbody>
<tr>
<td>100 - 500 sq. ft.</td>
<td>$ 30.00/sq. ft.</td>
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<tr>
<td>600 - 1,400 sq. ft.</td>
<td>$ 29.00/sq. ft.</td>
</tr>
<tr>
<td>1,500 - 2,400 sq. ft.</td>
<td>$ 28.00/sq. ft.</td>
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<tr>
<td>2,500 - 3,400 sq. ft.</td>
<td>$ 27.00/sq. ft.</td>
</tr>
<tr>
<td>3,500+ sq. ft.</td>
<td>$ 26.00/sq. ft.</td>
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Exhibit Space and Assignment

Deposit
A fifty percent (50%) deposit must be submitted with the completed online 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 February 29, 2016.

The AAO reserves the right to cancel any unpaid space after February 29, 2016, 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 February 29, 2016, 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 February 29, 2016.

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 May 3, 2016.

Name Badges

Exhibitors may register for name badges beginning February 19, 2016 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 Orlando, Florida, 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 Lobby A at the Orange County 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 2016.

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.
Exhibitor-Sponsored Events

Exhibitor-Sponsored Hospitality Events

Friday, April 29 is the evening that has 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’.

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 Orlando, FL 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 in the exhibit hall will be available for a fee of $3000/per room and will include:

- 1 draped table
- 2 chairs
- 1 wastebasket
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 5 miles of the convention center or 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.

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.

Island exhibit plans must be submitted for approval to the AAO Exhibit Manager at dhaman@aaortho.org no later than Tuesday, March 1, 2016.

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 19, 2016.

Non-Flammable Materials

All materials used in the exhibit must be nonflammable in conformance with Orlando, FL 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 Orlando, FL Fire Department. Material not conforming to fire codes will be removed at the exhibitor’s expense.
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 February 19, 2016.

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 AAO hotels’ 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 Orange County 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, lighting trusses 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 February 19, 2016.

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.
Insurance and Sales License

Certificate of Insurance

All exhibitors must provide proof of insurance by January 8, 2016, in order to be allowed in the Exhibit Hall. Should a Certificate of Insurance not be received by January 8, 2016, 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:

Orange County Convention Center
9800 International Drive
Orlando, Florida 32819

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 Orange County 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 Orlando, Florida

Orlando, Florida requires tax to be collected on products and services sold on site at the Orange County Convention Center. Tax forms will be included in the Exhibitor Service Kit, which will be available online in February 2016.
Certificate of Insurance Sample

CERTIFICATE OF LIABILITY INSURANCE

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFER NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER
Insurance Agent
Company Name and Address

INSURED
Insured's Name & Address

COVERAGE

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DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

Re: 2016 AAO Annual Session (April 29 - May 3, 2016)

AAO and Orange County Convention Center, 9800 International Drive, Orlando, FL 32819 are named as Additional Insured for General Liability to the extent required by contract.

CERTIFICATE HOLDER
AAO (American Association of Orthodontists)
401 N. Lindbergh Blvd.
St. Louis, MO 63141

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE
of Marsh USA Inc.
Agent Signature

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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
10088 General Drive
Orlando, FL 32824
phone 303.320.5121
rob.venus@freemanco.com

Exhibitor Service Kit

An official Exhibitor Service Kit will be available online to all confirmed exhibitors in February 2016. The Exhibitor Service Kit will contain information and order forms for the following services:

Carpeting

The floor of the Orange County 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 29, 2016. Should an exhibitor not pre-order carpet from FDC or install their own carpet by 3:00pm on Friday, April 29, carpet will be installed by FDC on-site at 4:00pm on Friday, April 29 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 Orange County 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 Orlando, FL ordinances. All electrical requirements must be ordered through the Service Kit and provided by the Orange County Convention Center.

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.
Marketing and Advertising

**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 19, 2016, and such supervisor shall have agreed to abide by all of these rules.

**Distribution of Printed Advertising Material**

Fliers or printed material delivered to hotel rooms must be approved by the AAO prior to February 19, 2016.

**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.

**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 5, 2016, 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 5, 2016, for inclusion in the Exhibit Guide.

The Exhibit Guide will be delivered to exhibitors on Saturday morning, April 30, 2016. 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.

**Photography and Videography**

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

**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 name badge link to request these files.

**Shipping/Drayage**

Complete shipping and drayage instructions for exhibitors will be included in the Exhibitor Service Kit.
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 19, 2016.

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 Secretario at 212.633.3976 or e-mail to j.secretario@elsevier.com.

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.

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 2016 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 at the Orange County Convention Center.

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 Secretario at 212.633.3976 or e-mail to j.secretario@elsevier.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 Secretario at 212.633.3976, e-mail j.secretario@elsevier.com.

The AJO-DO produces special issues 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

2017
San Diego, California, USA
April 21-25
San Diego Convention Center

2018
Washington DC, USA
May 4-8
Walter E. Washington Convention Center

2019
Los Angeles, California, USA
May 3-7
Los Angeles Convention Center

2020
Atlanta, Georgia, USA
May 1-5
Georgia World Congress Center

2021
Boston, Massachusetts, USA
April 23-27
Boston Convention & Exhibition Center

Winter Conferences

2016
Indian Wells (Palm Springs), California, USA
January 22-24
Hyatt Regency Indian Wells Resort & Spa

2017
Fort Lauderdale, Florida, USA
February 10-12
Marriott Harbor Beach Resort & Spa

2018
AAO/AAPD Joint Winter Conference
Scottsdale, Arizona, USA
February 9-11
The Westin Kierland Resort