117th Annual Session

Invitation to Exhibit

April 22-25  | San Diego, California
2017 Annual Session Planning Committee

Dr. DeWayne McCamish
AAO President, 2016-2017

Dr. David R. Musich
General Chair

Dr. Christina Rose Carter
Doctors’ Program Co-Chair

Dr. Olivier Nicolay
Doctors’ Program Co-Chair

Dr. James Vaden
Doctors’ Program Co-Chair

Dr. Salvatore Manente
Orthodontic Staff Program Co-Chair

Dr. Paul McKenna
Orthodontic Staff Program Co-Chair

Marilyn McCamish
Featured Speaker Chair
Contents

Annual Session Attendance  2
History Chart

Previous Annual Session Exhibitors – 2016 Orlando 3-6

Exhibitor Advisory Committee 2016-2017 7

Exhibit Show Hours 8
Exhibit Show Hours
Exhibit Set Up
Exhibit Tear Down
On-Site Registration Hours
Exhibitor Lounge

Hotel Reservation Policy 9
Exhibitor Hotel Services
Hotel Reservation Policy
Shuttle Bus Information

Exhibit Space and Assignment 10-11
Space Assignment Policy
Relocation of Exhibits
Space Rental Fees
Deposit
Balance of Payment
Rejected Applications
Cancellations
Eligibility for Exhibitors

Exhibitor-Sponsored Events 13
Exhibitor-Sponsored Hospitality Events
Exhibitor-Sponsored Courses, Lectures, Study Groups, Clinics
Function Space Request Form

Exhibit Specifications 14-17
General Requirements
Aisle Space/Floorplan
Arrangement of Exhibits
Bonding
Care of Building
Conduct
Conference Rooms
Distribution of Printed Materials
Enclosed/Covered Exhibit Booths
Food and Beverage Samples
Helium Balloons
Island Exhibits
Non-Flammable Materials
Photography and Videotaping
Prize Contests
Product Distribution
Projected Images and Lighting
Security Service
Seminars
Signs and Structures
Smoking Policy
Sound Restrictions
Subletting/Sharing Space
Unanticipated Matters
Violations

Insurance & Sales License 18
Certificate of Insurance
General Insurance/Liability Information
Sales License for San Francisco, California

Certificate of Insurance Sample 19

Exhibit Hall Map 20-21
San Diego Convention Center

Exhibit Services 22
Official Contractor
Exhibitor Service Kit
Electrical Requirements
Equipment and Furnishings
Independent Contractors
Labor
Photography and Videotaping
Shipping/Drayage

Marketing & Advertising 23-24
Distribution of Printed Advertising Material
Exhibitor Program Listing
Mailing Lists/Labels
Use of the AAO Logo
AAOF Industry Case Partners
On-Site Pocket Guide Advertising
Exhibit Guide Advertising
The Bulletin Advertising
American Journal of Orthodontics and Dentofacial Orthopedics Advertising

Future AAO Annual Sessions and Educational Offerings
## Annual Session Attendance History

<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>Total Doctor Attendance</th>
<th>Orthodontic Staff</th>
<th>Spouse/Guest/Exhibitor</th>
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<td>882</td>
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<td>769</td>
<td>4686</td>
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<td>2013</td>
<td>Philadelphia, PA</td>
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<td>2014</td>
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</table>
Previous Annual Session Exhibitors
2016 in Orlando

365 Printing
3dMD
3M Oral Care
3Shape
AAO Endorsed Insurance and AAO Insurance Company
AAO Practice Profitability Resources
Absolute Ortho
AcceleDent by OrthoAccel Technologies
Accutech Orthodontic Lab, Inc
Adenta
Advantage Technologies
Air Force Recruiting Services
Air Techniques, Inc.
AJO/DO
Alger Equipment Co., Inc.
Amazing Animation
AMD Lasers
American Express OPEN
American Orthodontics
Anatomage
Aqualizer by Jumar Corp.
Archtek, Inc.
ARIAS INTERNATIONAL CO.
ART® by Atlanta Orthodontics
ASO International, Inc.
ASTAR ORTHODONTICS INC.
Aurelle/TOOB Brush
AXPM
Bank of America Practice Solutions
BeamReaders
Benco Dental
BENDISTAL PLIERS
Bendistal Pliers
Bentson Clark & Copple, LLC
Best Instrument USA IUnc
BIOGLASE
Biolux Research
BioMaterials Korea, Inc.
BioRay A1 Super Tad
Birdeye
Boyd Industries
bracedlets
Braces Academy
Bracketeers LLC
Brasseler USA
Brush Buddies
Burkhart Dental Supply
Cain, Watters & Associates
Carestream Dental
Cefla Medical Solutions (NewTom)
Century 2001 Inc Promotional Marketing
CIVITAS Architects
Clear Optix
ClearBow
ClearCorrect
CloudOrtho
Coast Dental
Colgate
Comfort Brace LLC
Connect the Doc
ContacEZ, Ultimate Interproximal Solution
CREATIVE DENTAL
Crest + Oral-B
CROWNJUN KONO CORPORATION
Crystal Clear Digital Marketing
Cx Orthodontic Supply
D.I.Wire / Pensa Labs
D.O.S. Massage Station
Danville Materials/Engineering
DANY BMT
DB Orthodontics
DDS MultiMedia
DDS Solution
Demandforce
DenMat
Denovo Dental
Dental Monitoring
Dental Technologies Inc.
Previous Annual Session Exhibitors
2016 in Orlando

Dental Tribune
DentalOne Partners
Dentaurom USA
Denterprise International, Inc
DentLight Inc.
Dentronix
Dentronix Inc
DENTSPLY GAC International
DENTSPLY Raintree Essix
Designs for Vision, Inc.
Dexta Corporation
DIATECH
Digital Dental Storage Solution LLC
DMG America
Dobson Ortho Laboratory
Doctor.com
Doctors Disability Specialists
DoctorsInternet.com
Dolphin Imaging & Management Solutions
DOME, Inc.
Donated Orthodontic Services
Dr. Fresh LLC
DSID - Digital Sign ID
DynaFlex
E.A. Beck & Co.
EasyRx
eCligner
eliteOrtho
Elsevier
Embrace your Practice Consulting Services, LLC
Enovative Technologies
EnvisionTEC
Eversmile, inc.
Fast Digital Signs, Inc
Feel Good, Inc.
First.Dentist
flossfish.com
Focus Software of Alabama
Forestadent
Fox Fales is becoming UP Inc.
G&H Orthodontics
Gaidge
GC Orthodontics America
Gendex/NOMAD/SOREDEX/Instrumentarium - part of KaVo
GLACIER HEAT
Glacier Heat
Glimpse
Global Orthodontics
Great Lakes Orthodontics, Ltd
Greater New York Dental Meeting
Green Curve Studio, inc
Guangzhou Riton Biomaterial Co.,Ltd
HANDBIPEARCE SOLUTIONS, INC.
Hangzhou DTC Medical Apparatus,Co.,ltd
Hangzhou JET Medical Equipment Co., Ltd
Hangzhou Shinye Orthodontic products co.,ltd
HANGZHOU WESTLAKE BIOMATERIAL CO., LTD
Hangzhou Xingchen 3B Dental Instrument & Material
Hangzhou Yahong Medical Apparatus Co., Ltd.
Hawaiian Moon
Heartland Dental
Henry Schein Orthodontics
Highland Metals, Inc.
Honesuckle Creations
Horico
HT Co., Ltd.
HUBIT CO., LTD
Hu-Friedy
Hummingbird Associates
Hunza Dental
IACT
i-CAT
IDEAL Ortho Solutions
ID-Logical Inc.
Impact360
Infalab - Division of Higgs Medical Products, Inc.
INFINITE THERAPEUTICS
Infinite Trading Inc
InfiniteAloe
Inman Orthodontic Laboratories, Inc.
Innovative Material and Devices, Inc. (IMD)
Instrument Manufacturing Specialists
Invisalign iTero
IOS, PC
IROK DIGITAL DENTISTRY STUDIO, LLC
iSonic Inc. (ultrasonic cleaners)
JCO, Inc.
JES Orthodontics
JETPIK Inc.
Jill Allen & Associates
JISCOP
JLC Dental Products- Harp
Orthodontic Flosser
JoeArchitect
Previous Annual Session Exhibitors 2016 in Orlando

JOELTECH.CO
Kaleidoscope
KARV
Kate Bauer Design
Kidzpace Interactive, Inc
Kilgore International Inc
Kolibree
Komet USA
Lancer Orthodontics
Lares Research
LED Dental
Lending Club Patient Solutions
Leone s.p.a.
Lester A. Dine Inc.
Lighthouse 360
Lips Inc.
Live Oak Bank
Mach One Orthodontics
Made-U-Smile, LLC
Magnum Ortho
Main Street Hub
Mari’s List
Matlack Van Every Design, Inc
McGill & Hill Group
Medidenta
MEM MEIMEN ENGINEERING AB
MIAMI DENTAL DEALER
MICRO ART TECHNOLOGY CO., LTD
MidAtlantic Ortho
MidLyné
MME Consulting, Inc.
Modern Arch LLC
MODERN ORTHODONTICS
Modular and Custom Cabinets
MONDEAL | ARNO FRITZ GmbH
Moss, Luse & Womble, LLC
Myofunctional Research Co.
MyProViewer
Myungsung OMS
N2 Biomedical
NAC Architecture
nadav elkalay inc
Nature’s Wonder
NEOLab
New Horizons Software, Inc.
Newton’s A, Inc
NEXADENTAL
NorthStar Orthodontics, Inc.
Nu Radiance, Inc.
nVisaremind
Oasys Practice, LLC
ODL Orthodontic Lab
O’Neil & Associates Practice Resources
Opal Orthodontics by Ultradent
Oral Essentials, Inc.
Oral4D Systems Ltd.
Orascopic
Orchestrated Orthodontic Technologies
ORJ USA
ORMCO
OrthAzone
Ortho Arch Company
ORTHO BYTE
Ortho Classic
Ortho Engagement
Ortho Specialties
Ortho Tees
Ortho Traction Pads
Ortho2
OrthoBanc
OrthoChats
ORTHO-CYCLE CO., INC.
OrthoDento Labs
ORTHODENTALUSA CORP.
Orthodontext
Orthodontic Practice US
Orthodontic Products
OrthodonticMarketing.net
OrthoEssentials
OrthoExtent
OrthoFi
OrthoLync
Orthopli Corporation
Orthopreneur Internet Marketing
OrthoQuest
Orthoreal Inc.
OrthoSelect
OrthoSynetics
Ortho-Tain, Inc
Orhotown
OrVance LLC
OSE Company, Inc (Orthodontic Supply and Equipment)
Otto Trading nc
P&G Professional Oral Health
Pacific Dental Services
Panadent Corp
Panoramic Corporation
Parklund Labs, Inc.
Patterson Dental Supply Inc.
Philips Sonicare & Zoom Whitening
Previous Annual Session Exhibitors
2016 in Orlando

PHOTOMED INTERNATIONAL
Plak Smacker
PLANMECA USA, Inc.
Plaque HD
PLYDENTCO, INC
Practice Retriever
PracticeGenius/Patient Rewards hub
Precision Plier Service
Prime Dental Manufacturing, Inc.
Propel Orthodontics
Prophy Magic
Prophy Perfect /PHB
ProSites
Protect Orthodontics
Protected Trust
PSM North America, Inc.
Pyramid Orthodontics
Q-Optics & Quality Aspirators Inc.
Quick Ceph Systems, Inc.
Quintessence Publishing
QwikStrips
Referral Diagnostics, Inc.
Reliance Orthodontic Products
Renew Digital
Review Trigger
RGP Dental
RK Strategies
RM0, Inc.
Robert Bergman, DDS, MS
Rooster Grin Media
Rose Micro Solutions
Ross Orthodontic
Royal Dental Manufacturing, Inc.
Sales Genesis
SciCan, Inc.
Second Story Promotions
Sesame Communications
SHADER PRODUCTIONS
ShelterBlue
Shock Doctor
Shofu Dental Corporation
SIDO - Italian Society of Orthodontics
Sirona Dental, Inc.
Smart Arch Orthodontics
Smile for a Lifetime Foundation
SmileCareClub
Smiles Change Lives
Smiles For Life Network
Sobytek Instruments CO.
Social Dental
Soloria
Solutionreach
Solutions by Design
Spark, Inc
Speak Creative
Specialty Appliances
SPECTRUM LASERS INC
Speed Dental Co., Ltd.
SPEED System Orthodontics
SteriSolution
STOP WHITE SPOTS NOW!!
Stratasys
Strauss Diamond Instruments
Summit Dental Systems
Summit Orthodontic Services, Inc
Supercrew Superspring Co.
suresmile | elemetrix
SurgiTel
TASK by HDC/JDS
TeleVox
Tess Oral Health
The Bio-Engineering Co.
Tomy International Inc.
tops Software
Totalgard Corp.
TP Orthodontics, Inc
TPC
Trapezio, LLC
Treloar & Heisel
Trieste Communications
TruDenta
U. S. JACLEAN, INC.
US Orthodontic Products
Vaniman Manufacturing
Vatech America
VisionTrust Communications
Vitamix
Water Pik Inc.
Wave Ortho
Weave
Wells Fargo Health Advantage
Wells Fargo Practice Finance
Westar Medical Products, Inc.
Whiddon Group Marketing
Whip Mix Corporation
White Oak Orthodontic Products
WildSmiles Braces
World Bio Tech Co., Ltd.
Xingxing Medical Instrument Co., LLC
YDM Corporation
Yodle
Ziegler Practice Transitions, Ltd.
Exhibitor Advisory Committee 2016 - 2017

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 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

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fax 336.333.0015
Laura@BentsonClark.com

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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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fax +1 920.457.1485
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President

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800.424.2841
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cvranas@aaortho.org

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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
Saturday, April 22  9:30am - 5:30pm
Sunday, April 23  9:30am - 5:30pm
Monday, April 24  9:30am - 5:30pm
Tuesday, April 25  9:30am - 1:30pm

Doctors’ dedicated exhibit hours
April 22-25  11:15am - 1:15pm

Orthodontic staff dedicated exhibit hours
April 22-25  11:30am - 1:30pm

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 20  8:00am - 5:00pm
Friday, April 21  8:00am - 5:00pm
Saturday, April 22  8:00am - 9:00am

All exhibits must be completely set up by 9:00am on Saturday, April 22, 2017.

Children under the age of 16 are not permitted in the Exhibit Hall during set up and tear down.

Exhibit Tear Down
Tuesday, April 25  1:30pm - 10:00pm
Wednesday, April 26  8:00am - 10:00pm

Exhibitors may NOT tear down prior to 1:30pm on Tuesday, April 25, in accordance to the rules and policies stated in the Invitation to Exhibit.

On-Site Registration Hours
Thursday, April 20  11:00am - 6:00pm
Friday, April 21  7:00am - 6:00pm
Saturday, April 22  7:00am - 5:00pm
Sunday, April 23  7:00am - 5:00pm
Monday, April 24  7:00am - 5:00pm
Tuesday, April 25  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.
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 Kevin.Talley@onpeak.com, phone 212.468.5272.

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 2017 Annual Session between AAO-designated hotels and the convention center.
Exhibit Space and Assignment

Space Assignment Policy

Initial space assignments are made in January 2017 for all applications received with deposits by December 1, 2016. After the initial assignment of space based on the criteria listed below, 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.

* Based on criteria listed below

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.

**Space Rental Fees**

<table>
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<tr>
<th>Square Feet</th>
<th>Fee</th>
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<tbody>
<tr>
<td>100 - 500 sq. ft.</td>
<td>$30.00/sq. ft.</td>
</tr>
<tr>
<td>600 - 1,400 sq. ft.</td>
<td>$29.00/sq. ft.</td>
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<tr>
<td>1,500 - 2,400 sq. ft.</td>
<td>$28.00/sq. ft.</td>
</tr>
<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 24, 2017.

The AAO reserves the right to cancel any unpaid space after February 24, 2017, 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 24, 2017, 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 24, 2017.

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 $2,150 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 25, 2017.

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 in March 2017 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 San Diego, California, 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 A at the San Diego 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 2017.
Exhibitor-Sponsored Events

Exhibitor-Sponsored Hospitality Events

Friday, April 21 is the evening that has been set aside for exhibitor-sponsored hospitality events. Events must not start before 7:00pm. Events cannot be held on any other day/evening.

Exhibitor-Sponsored Courses, Lectures, Study Groups, Clinics and Hospitality Events

Exhibitors and other persons are required to complete the Function Space Request form 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 at aaoinfo.org by clicking on the Exhibitor link on the Annual Session page or 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 San Diego, CA 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 Wednesday, March 1, 2017.

Non-Flammable Materials

All materials used in the exhibit must be nonflammable in conformance with San Diego, CA 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 San Diego, CA 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 24, 2017.

15
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 24, 2017.

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 San Diego 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 and Structures

Hanging signs/structures 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 24, 2017.

Hanging signs and structures 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 6, 2017, in order to be allowed in the Exhibit Hall. Should a Certificate of Insurance not be received by January 6, 2017, 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:

San Diego Convention Center
111 West Harbor Drive
San Diego, California 92101

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 San Diego 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 San Diego, California

San Diego, California requires tax to be collected on products and services sold on site at the San Diego Convention Center. Tax forms will be included in the Exhibitor Service Kit, which will be available online in February 2017.
Certificate of Insurance Sample

## Certificate of Liability Insurance

<table>
<thead>
<tr>
<th>Date</th>
<th>JANUARY 2016</th>
</tr>
</thead>
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**This certificate is issued as a matter of information only and confers 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**

### Coverages

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<th>Number</th>
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<td>UMBRELLA LIABILITY</td>
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### Description of Operations / Locations / Vehicles
- **Re: 2017 AAO Annual Session (April 22-April 25, 2017)**

AAO and San Diego Convention Center, 111 West Harbor Drive, San Diego, CA 92101 are named as Additional Insured for the 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.**

**ACORD 25 (2010/05)**

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Exhibit Hall Map
San Diego Convention Center — Exhibit Halls B-F

Building Legend
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
901 E South St
Anaheim, CA 92805
Phone: 714.254.3410
Fax: 469.621.5606
Email: freemananaheimes@freemanco.com

Exhibitor Service Kit

An official Exhibitor Service Kit will be available online to all confirmed exhibitors in February 2017. The Exhibitor Service Kit will contain information and order forms for the following services:

Carpeting
The floor of the San Diego 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 21, 2017. Should an exhibitor not pre-order carpet from FDC or install their own carpet by 3:00pm on Friday, April 21, carpet will be installed by FDC on-site at 4:00pm on Friday, April 21 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 San Diego 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 San Diego, CA ordinances. All electrical requirements must be ordered through the Service Kit and provided by the San Diego 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 including audio visual. The individual’s name must be submitted in writing to the AAO for approval prior to February 24, 2017, 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, coordinated with Convention Communication. Contact Bob Clayton at bob@doordrop.com or call 321.939.0171.

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.

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 6, 2017, 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 6, 2017, for inclusion in the Exhibit Guide.

The Exhibit Guide will be inside the conference bag.

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

Shipping/Drayage
Complete shipping and drayage instructions for exhibitors 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.
Marketing and Advertising

**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.

**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.

**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 Shavel at 215.369.8640, cell 215.499.7342 or e-mail to jim@ssmediasol.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 Shavel at 215.369.8640, cell 215.499.7342 or e-mail jim@ssmediasol.com.

**American Journal of Orthodontics and Dentofacial Orthopedics (AJO-DO) 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 Shavel at 215.369.8640, cell 215.499.7342, e-mail jim@ssmediasol.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 Meetings

### Annual Sessions

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Dates</th>
<th>Venue</th>
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<tbody>
<tr>
<td>2018</td>
<td>Washington DC, USA</td>
<td>May 4-8</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>
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<tr>
<td>2020</td>
<td>Atlanta, Georgia, USA</td>
<td>May 1-5</td>
<td>Georgia World Congress Center</td>
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<tr>
<td>2021</td>
<td>Boston, Massachusetts, USA</td>
<td>April 23-27</td>
<td>Boston Convention &amp; Exhibition Center</td>
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<tr>
<td>2022</td>
<td>Honolulu, Hawaii, USA</td>
<td>April 29 - May 3</td>
<td>Hawaii Convention Center</td>
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### Winter Conferences

<table>
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<tr>
<th>Year</th>
<th>Location</th>
<th>Dates</th>
<th>Venue</th>
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<tbody>
<tr>
<td>2017</td>
<td>Fort Lauderdale, Florida, USA</td>
<td>February 10-11</td>
<td>Marriott Harbor Beach Resort &amp; Spa</td>
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<tr>
<td>2018</td>
<td>AAO/AAPD Joint Winter Conference</td>
<td>February 9-11</td>
<td>The Westin Kierland Resort</td>
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### One-Day Meeting

<table>
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<th>Topic</th>
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<tr>
<td>2017</td>
<td>“The Successful Orthodontist – Begin to Maximize Your Profitability Now!”</td>
<td>Chicago, Illinois, USA</td>
<td>May 13</td>
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