



MSO ANNUAL SESSION **OCTOBER 2-3** RADISSON BLU AQUA CHICAGO

2020 Exhibitor Application

Midwestern Society of Orthodontists

Oct 2 - 3 • Radisson Blu Aqua • Chicago

Investment per 8' x 10' Booth OR Table Top Exhibit

- \$2,500 each

Exhibit Space Includes:

Booth 8' deep x 10' wide: 8' high back, 3' side drape provided (may bring or rent table, chairs, etc. from decorator)

Table Top: (materials ON table) one 6' table, two chairs provided

- One booth identification sign with name provided on application
- Exhibitor listing distributed onsite and advance email to attendees
- Pre-show attendee list of name/city-state (e-mails not released)
- Two free exhibitor badges for company personnel per booth. Additional personnel may register at a fee to cover registration costs of complimentary 2 continental breakfasts, 2 lunches, 3 beverage breaks and 1 exhibit hall reception.

Note: Ballroom is carpeted. Electrical, internet, AV may be ordered.

Cancellation & Certificate of Insurance

- All cancellations must be received in writing to the MSO office by July 31, 2020 for a refund. If space is cancelled after this date, said payment will be forfeited.
- All exhibitors and display houses must provide a certificate of insurance to be admitted to hall. Certificates, due September 1, 2020, are to name the Midwestern Society of Orthodontists as additional insured with policy date through October 3, 2020. Coverage should include comprehensive general liability of at least \$1,000,000 per personal injury for each occurrence and \$500,000 for property damage for each occurrence. Workmen's Compensation should be for full compliance employees for any work done on exhibitor's behalf.

Preference: (as available and not next to a competitor)

- Table Top (materials on table only – includes table/2chairs)
- 8' x10' Booth (room for display, bring/rent furnishings)

Number of Spaces: One or Multiple # _____ (ie 2, 3)

Preferred booth/table # or area as available: _____

List exhibitors you prefer NOT to be near (*required*):

Rules and Regulations

This contract is made and entered into by the Midwestern Society of Orthodontists hereinafter referred to as MSO. MSO has released unto the party listed above (the "Exhibitor") tabletop or 10'x10' booth space, hereinafter described, for exhibition during the 2020 MSO Annual Session. All rules and regulations as outlined with this contract are accepted upon signature by the Exhibitor and made part of this contract. MSO reserves the right to unilaterally terminate the exhibitor's space contract at any time before or during the conference for any violation of their Exhibitor's Rules and Regulations. In case of termination, the exhibitor surrenders possession of space immediately upon notice.

Reach Your Top Customers in the Midwest!

- MSO is a regional constituent of the American Association of Orthodontists representing over 1,450 orthodontists in Missouri, Illinois, Iowa, Wisconsin, Minnesota, Nebraska, South Dakota, North Dakota and the Canadian province of Manitoba.
- The 2016 MSO Annual Session, also held in downtown Chicago, had 165 doctors and 230 staff team in attendance.
- Friday Oct. 2 Speakers: Rosemary Bray – Team Lecture
Drs. Gerry Samson and Ashok Kothari – Scientific Lectures
- Saturday Oct. 3 Speakers: Drs. Gerry Samson and Anil Idiculla - Combined Dr. / Team Lectures
- Complimentary food/beverage in exhibits– *see show hours on back*

Information for Onsite Sign and Program Listing:

Company name: _____

15 word or less description of products /services for onsite program:

Phone # for customer calls: _____

Website: _____

Primary Contact Information for Exhibit Coordination:

Name _____

Title _____

Co. _____

Address _____

City _____ State _____ Zip _____

Office phone _____ Cell # onsite: _____

Contact E-mail* _____

**Contact for assignment confirmation sent after January 2020.*

Payment – Required in Full with Contract

Payment must be received in full with signed contract by the MSO office to reserve space. (MSO EIN #36-6128451)

- Check payable in U.S. funds to Midwestern Society of Orthodontists must accompany contract for assignment or:
- Credit Card - Go to bit.ly/MSOEXHIBIT2020 to pay online.

Exhibitor Authorized Signature:

Signature: _____

PAYMENT REQUIRED WITH CONTRACT – RETURN TO:

MSO Office 2131 Meadow Valley Dr., Innsbrook, MO 63390 • FAX 636-745-3012
For questions contact: Phone: 636-745-3008 • Email: kerri.harmon@icloud.com

MSO 2020 Annual Session Exhibitor Rules and Regulations

1. **ASSIGNMENT:** 2020 sponsors have first preference as space is available. 2019 exhibitors may have preference in order of contract with payment receipt by January 24, 2020. MSO reserves the right of assignment and/or to relocate previously assigned space. Space cannot be assigned, sublet or otherwise disposed of without consent of MSO. Any space not claimed and occupied may be reassigned by MSO without refund.
2. **CANCELLATION:** Refer to contract for exhibitor cancellation. In case the facilities or any other circumstances shall make it impossible for the MSO to permit the contracted space to be occupied by the exhibitor, this lease shall terminate and the exhibitor shall waive claim for damages or compensation except to request return of the amount paid for the space, less \$300 cancellation fee.
3. **LIABILITY, INSURANCE & INDEMNIFICATION:** Refer to contract for Certificate of Insurance requirements. Exhibitor is responsible for all damages to the exhibit premises and for any and all claims and demands on account of any injury or death or damage to property done in or about the premises used by the exhibitor, his employees, servants, agents, licensees or contractors occasioned by their negligence and hereby agrees to indemnify MSO, the Radisson Blu Aqua Chicago (the "hotel") and its employees or agents, directors, officers and sponsors, against all claims, losses or damages to persons or property, and costs of defending claims arising out of or caused by any negligence on the part of the exhibitor in installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof. It is the sole responsibility of the exhibitor to obtain the proper insurance and be able to provide proof of insurance when needed. MSO or the hotel cannot be responsible for loss.
4. **EXHIBITS:** MSO reserves the right to determine the eligibility of any company, product, promotion or part thereof, that in its opinion is not in keeping with the character and purpose of the show. Exhibits, which detract from the character of show, including persons, conduct or printed matter, may be evicted by MSO without refund of rental fees or expenses. Action may be taken by the MSO against exhibitors who violate any of the rules or policies, which may include being prohibited from participating in future MSO Annual Sessions.
5. **SET-UP & DISMANTLING RESTRICTIONS:** Exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. Any additions or improvements to tabletop OR booth area, such as electrical or internet services, will be at the exhibitor's expense and must comply with fire department and underwriter rules. The aisles, passageways and overhead spaces remain strictly under the control of MSO. Items will only be permitted in these areas by special permission of MSO. All items left in hall after dismantling hours will be disposed of or handled at the hotel's discretion at exhibitor's expense. The exhibitor must surrender display space in the same condition as it was before occupied. No smoking, helium balloons or flammable materials are allowed. Compliance with local fire and state tax ordinances is required.
6. **SOUND:** Exhibit noise may not interfere with the display and conversation of other exhibitors. The use of music in the exhibit area requires an appropriate license from BMI, ASCAP or other similar licensing organizations.
7. **SECURITY:** MSO will hire a contracted agent to be in the exhibit area during show closed hours between set-up and move-out. Neither the MSO, hotel or their agents are responsible for loss of any material by or for any cause.
8. **REGISTRATION:** Each exhibit booth includes two complimentary registrations for exhibitor personnel. Additional exhibitor badges may be purchased. Exhibitor hotel and registration materials are released early summer. All exhibit personnel must wear a MSO official name badge while exhibiting. Only employees of the exhibiting company may receive complimentary exhibitor registration (a business card may be requested for on-site registration). The transfer of a badge or registration of non-employee attendees will bar involvement from this and future meetings.
9. **EXHIBITOR SERVICE INFORMATION:** Details on exhibit services will be emailed to the primary exhibitor contact.
10. **SOLICITATION, CONCURRENT MEETINGS, NON-EXHIBITOR ADMITTANCE:** Functions sponsored by other organizations must have prior approval of the MSO office and cannot conflict with exhibit hours or any program meeting and activities conducted by the MSO for this event. The distribution of materials by exhibitors or their agents is limited to the area rented by the exhibitor in the exhibit hall. Materials may not be delivered to hotel rooms of MSO Annual Session attendees without advance permission from MSO and the hotel. Any costs of such distribution shall be the sole responsibility of the exhibitor. Persons whose firms have not rented exhibit space are prohibited from soliciting business from MSO Annual Session attendees or members in any form at the hotel. The only solicitation/presentations allowed in the exhibit area will be by registered exhibitor personnel and must be held within the contracted exhibit space and cannot overflow into public aisles.
11. **SHOW HOURS:** Exhibitor will keep the exhibit open and staffed at all times during the show hours.

Set-Up:

Thursday, October 1 • 2:00 p.m. – 5:00 p.m.

Exhibit Open:

Friday, October 2 • 8:00 a.m. – 6:00 p.m.

Includes dedicated time for complimentary continental breakfast, morning and afternoon coffee breaks, lunch and reception in exhibits.

Saturday, October 3 • 7:30 a.m. – 1:00 p.m.

Includes dedicated time for complimentary continental breakfast, morning coffee break and lunch in exhibits.

Dismantling:

Saturday, October 3 • 1:00 p.m. – 3:00 p.m.