



2021 MSO ANNUAL SESSION
OCTOBER 1 – 2 • MILWAUKEE, WI

2021 Exhibitor Application Midwestern Society of Orthodontists

Friday October 1 – Saturday October 2
Face-to-Face at Hyatt Regency Milwaukee



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Investment per Table Top Exhibit

- \$2,500 each

Exhibit Space Includes:

Table Top: (materials ON table) one 6' table and chair provided

- One booth identification sign with name provided on application
- Exhibitor listing distributed onsite and advance to attendees
- Pre-show attendee list of name/city-state (e-mails not released)
- Up to two free exhibitor badges for company personnel per table includes complimentary 2 continental breakfasts, 2 lunches, 3 beverage breaks and 1 drink ticket for exhibit hall reception.

Area is carpeted. Order electrical, internet, AV on own with hotel.

Cancellation & Certificate of Insurance

- Exhibitor requested cancellations must be received in writing to the MSO office by August 2, 2021 for a refund. If MSO is unable to hold this event in-person, all paid exhibitors may receive a refund within 60 business days.
- All exhibitors and display houses must provide a certificate of insurance to be admitted to hall. Certificates, due September 1, 2021, are to name the Midwestern Society of Orthodontists as additional insured with policy date through October 2, 2021. Coverage should include comprehensive general liability of at least \$1,000,000 per occurrence. Workmen's Compensation should be for full compliance employees for any work done on exhibitor's behalf.

Table # Preference: (Tables will not be assigned until April)

Number of Tables Requested: ____ (ie 1 or 2 tables)

Preferred Placement: ☐ Atrium ☐ In Executive Ballroom

Preferred Location (# on map as available*): ____ *Priority is given to 2021 sponsors and 2020 exhibitors contracted by March 1.*

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") table top space for exhibition during the 2021 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 1,460 orthodontists in Missouri, Illinois, Iowa, Wisconsin, Minnesota, Nebraska, South Dakota, North Dakota and the Canadian province of Manitoba.
- Attendance for this doctor-staff combined program meeting may be limited to local health and safety maximum seating guidelines to anticipate fewer attendance than MSO's last meeting in Milwaukee that had 297 doctors and 370 staff attending.
- The Wisconsin and Missouri Society of Orthodontists are holding their component meetings in conjunction with this event.
- Complimentary food/beverage is placed in exhibits for traffic. *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 #: _____

Contact E-mail* _____

**Contact for assignment confirmation sent after April 2021.*

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 www.bit.ly/MSOEXHIBIT2021 to pay.

Exhibitor Authorized Signature:

Signature: _____

RETURN CONTACT BY EMAIL TO kerri.harmon@icloud.com

MSO Office 2131 Meadow Valley Dr., Innsbrook, MO 63390

Phone: 636-745-3008 • FAX 636-745-3012 • Email: kerri.harmon@icloud.com

MSO 2021 Annual Session Exhibitor Rules and Regulations

1. **ASSIGNMENT: 2021 sponsors have first priority for table location assignment, as space is available, if committed by March 1, 2021. 2020 virtual and original onsite exhibitors have next opportunity for space based on order of contract with payment receipt by March 1, 2021.** 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 facility or any other circumstances shall make it impossible for the MSO to hold the Annual Session in Milwaukee and/or permit the contracted space to be occupied by the exhibitor, this lease shall terminate and the exhibitor shall waive claim for damages or compensation. If MSO is unable to hold this event in-person, all paid exhibitors may receive a refund within 60 business days.
 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 Hyatt Regency Milwaukee (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 table top, 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 up to two complimentary registrations for exhibitor personnel. Exhibitor hotel and registration materials are to be released by 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:**
Friday, October 1 • 6:30 a.m. – 7:30 a.m.
- Exhibit Open:**
Friday, October 1 • 7:30 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 2 • 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 2 • 1:00 p.m. – 3:00 p.m.