

Midwestern Society of Orthodontists • Exhibitor Contract

2009 Annual Session Show Dates: October 16 - 17

Mayo Memorial Auditorium • University of Minnesota • Minneapolis, MN

Exhibit Investment per Table Top Display

- \$1,250 Standard Location Rate
- \$1,600 Premium Location Rate

Standard and Premium rate locations are noted on floorplan.

Table Top Display includes:

- One identification sign on table
- Information in onsite program if received before printing
- Pre-show attendee labels for one-time use if requested by Sept. 16
- One skirted 6' table, one chair and one wastebasket
- One electrical plug-in *if requested on contract* (n/a booth 7/8)*
- One wireless Internet access code *if requested on contract**
- Two free exhibitor badges for company personnel for each table top. Exhibitors are restricted to an overall limit of two representatives per table top space.

Cancellation & Certificate of Insurance

- All cancellations must be received in writing to the MSO office by July 29, 2009 for a refund. If space is cancelled after this date, said payment will be forfeited. An administrative fee of \$150 will automatically be deducted from refunds prior to July 29, 2009.
- Certificate of Insurance is due to MSO office by September 16, 2009. All exhibitors and display houses must provide a certificate of insurance to be admitted to hall. Certificates are to name the Midwestern Society of Orthodontists as additional insured with policy date through October 17, 2009. 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.

Space Request

of Table Tops requested _____

MSO reserves the right of final table top assignments and to limit the number of table tops per exhibitor if needed.

Exhibit Location Preference:

Premium Rate Location or Standard Rate Location

1st choice _____ 2nd choice _____ 3rd choice _____

Special requests/exhibitors do NOT want next to if possible:

*Exhibitors at 2008 MSO Annual Session and confirmed 2009 MSO Annual Session Platinum and Gold sponsors will have **first preference in order of contract receipt until June 15, 2009.** Table top space assignments will be sent by e-mail directly to the designated contact on this form after June 22, 2009 as received.*

Information below for program, sign, set-up:

Company name for listing/sign: _____

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

General phone # for customer to call: _____

Web Site for program book: _____

*Must check below to ensure these services received onsite:

Need One Electrical Plug-in Need One Internet Access Code

Primary contact information for exhibit coordination:

Name _____

Title _____

Co. _____

Address _____

City _____ State _____ Zip _____

Contact Phone _____ Fax _____

E-mail** _____

***Not published, utilized for distribution of show information only.*

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, hereinafter described, for exhibition during the 2009 MSO Annual Session. All rules and regulations as outlined on the back of 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 table top space immediately upon notice. MSO reserves the right of final table top assignments and to limit the number of table tops per exhibitor if needed.

Exhibitor Authorized Signature:

_____ Date _____

Payment

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.

Credit Card - *Accept Visa, MasterCard or American Express*

Signature: _____

Card # _____ Exp. Date: _____

RETURN CONTRACT WITH PAYMENT ASAP AS SPACE IS LIMITED AND ASSIGNED ON A FIRST-COME BASIS!

Certificate of insurance needed by September 16, 2009 to below:

MSO Office: 3260 Upper Bottom Rd., St. Charles, MO 63303 • PH 636-922-5551 • FAX 636-244-1650

For Office Use Only Date Payment & Contract Received _____ 2008 MSO exhibitor 2009 Platinum or Gold sponsor

MSO 2009 Annual Session Exhibitor Rules and Regulations

1. **CONTRACT:** Applicants for space are required to complete the contract on reverse side and submit with payment.
2. **ASSIGNMENT:** Confirmed 2009 Platinum and Gold sponsors receive premium space assignment. Exhibitors at the 2008 MSO Annual Session have preference in order of contract/payment receipt until June 15, 2009. After June 15, 2009, non-2008 exhibitors will be assigned space in order of contract/payment receipt date. Confirmation of table top assignment will be sent by the MSO office after June 22, 2009. MSO reserves the right to rearrange floor plan and relocate any exhibit upon consultation with said exhibitor. Table top spaces 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 of rental paid. MSO reserves the right of final table top assignments.
3. **CANCELLATION:** All cancellations must be received in writing to the MSO office by July 29, 2009 for a refund. If space is cancelled after July 29, 2009, said payment will be forfeited. An administrative fee of \$150 will automatically be deducted from refunds. If MSO should be prevented from conducting the MSO 2009 Annual Session, cannot permit the exhibitor to occupy this exhibit space or determines not to offer the MSO 2009 Annual Session at its sole discretion, the MSO will refund the exhibitor the amount paid for the space, less \$150 for initial administration and promotion costs, with no further obligation or liability to exhibitor.
4. **LIABILITY, INSURANCE & INDEMNIFICATION:** Certificate of Insurance is due to MSO office by September 16, 2009. All exhibitors and display houses must provide certificate to be admitted to exhibit area. Certificates are to name the Midwestern Society of Orthodontists as additional insured with policy date through October 17, 2009. Refer to contract for coverage amounts. 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 University of Minnesota 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 University of Minnesota cannot be responsible for loss.
5. **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.
6. **SET-UP & DISMANTLING RESTRICTIONS:** The 2009 MSO Annual Session is a Table Top Show. Exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. All display materials must fit on one 6' skirted table. Any additions or improvements to space other than included equipment shall be at exhibitor's expense and must comply with fire department and underwriter rules. The aisles, passageways and overhead spaces remain strictly under 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 his display space in the same condition as it was when he occupied it. No smoking, helium balloons or flammable materials are allowed. Compliance with local fire and state tax ordinances is required.
7. **SOUND:** Exhibit noise may not interfere with the display and conversation of other exhibitors. The use of music in exhibit area requires an appropriate license from BMI, ASCAP or other similar licensing organizations.
8. **SECURITY:** MSO will have a volunteer or contracted agent in the exhibit area from show opening until the Mayo Auditorium is locked by the University each night but neither the MSO, University of Minnesota or their agents are responsible for loss of any material by or for any cause.
9. **REGISTRATION & EXHIBITING INFORMATION:** Exhibitor hotel and registration materials will be sent in June. Exhibit personnel must wear an MSO official name badge while exhibiting. Only employees of the exhibiting company may receive complimentary exhibitor registration (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. While exhibitors must keep the table top exhibit staffed during posted expo hours, exhibitors are encouraged to participate in the lectures.
10. **SOLICITATION, SOCIAL FUNCTIONS & CONCURRENT MEETINGS:** 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 Sheraton Iowa City 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.