

Midwestern Society of Orthodontists • Exhibitor Contract

2006 Annual Session • Show Dates: September 15 - 16
Grand Ballroom of the Hyatt Regency Union Station St. Louis

Exhibit Investment per 8' deep x 10' wide booth

\$1,600 Standard
\$1,900 Premium - Corners and front entrance

Booth rental includes:

- One identification sign.
- BALLROOM IS ALREADY CARPETED.
- Information in onsite program if received by August 1.
- One set pre-show Dr. attendee labels if requested August 1.
- Standard booth equipment of aluminum construction.
(draped 8' high back wall and two draped 3' high side dividers)
- Two free exhibitor badges for company personnel for each booth. Exhibitors are restricted to four (first two free) representatives per booth. Additional personnel may register at a fee.

Cancellation & Certificate of Insurance

- All cancellations must be received in writing to the MSO office by July 7, 2006 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.
- Certificate of Insurance is due to MSO office by August 1, 2006 to be included in the onsite exhibitor list. All exhibitors and display houses must provide to be admitted to hall. Certificates are to name the MSO 2006 Annual Meeting as additional insured with policy date through September 16, 2006. 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 8' x 10' booth spaces requested _____

**MSO reserves the right of final booth assignments and to limit the number of booths per exhibitor if needed.*

Configuration if 1+ booths (i.e. inline, end cap)

Prefer: Premium Standard

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

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

**Exhibitors at the 2004 MSO Annual Session and 2006 MSO Annual Session sponsors will have first preference in order of contract receipt until April 27, 2006. Space assignments will be forwarded directly to the designated contact on this form May, 2006.*

Name for sign/program _____

15 word or less description of products / services for onsite program*
**If below description and certificate of insurance received by Aug. 1, 2006.*

Primary Contact _____

Title _____

Co. _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Web Site for program book _____

E-mail** _____

***Will be utilized for distribution of show information and decorator kit.*

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") certain space, hereinafter described, for exhibition during the 2006 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 booth space immediately upon notice. MSO reserves the right of final booth assignments and to limit the number of booths per exhibitor if needed.

Exhibitor Authorized Signature:

_____ Date _____

Payment

Payment must be received in full with signed contract to the MSO office to reserve space. FAXs must have credit card payment to be accepted. No phone or money orders accepted.

Check enclosed payable in U.S. funds to the Midwestern Society of Orthodontists (MSO) EIN #36-6128451.

Mastercard Visa American Express

Card Number _____

Expiration Date _____

Signature _____

RETURN CONTRACT WITH PAYMENT ASAP AS SPACE IS ASSIGNED ON A FIRST-COME BASIS.*

Certificates of insurance needed by August 1, 2006 to:

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

For Office Use Only Date Received _____ '04 exhibitor _____ '06 sponsor _____

MSO 2006 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:** 2006 Platinum sponsors receive premium space assignment. Exhibitors at the 2004 MSO Annual Session have preference in order of contract/payment receipt until April 27, 2006. Non-2004 exhibitors will be assigned space in order of contract/payment receipt date after April 27, 2006. Confirmation of booth assignment will be sent by the MSO office in May, 2006. MSO reserves the right to rearrange floor plan and relocate any exhibit upon consultation with said exhibitor. Spaces can not 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 booth assignments.
- 3. CANCELLATION:** All cancellations must be received in writing to the MSO office by July 7, 2006 for a refund. If space is cancelled after July 7, 2006, 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 2006 Annual Session, cannot permit the exhibitor to occupy this exhibit space or determines not to offer the MSO 2006 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 August 1, 2006 to be included in the program booklet. All exhibitors and display houses must provide certificate to be admitted to hall. Certificates are to name the Midwestern Society of Orthodontists as additional insured with policy date through September 16, 2006. 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, Paramount Convention Services, Inc. the Hyatt Regency St. Louis Union Station 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 exhibitor to obtain the proper insurance and be able to provide proof of insurance when needed. MSO or the Hyatt Regency St. Louis Union Station can not 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 rules or policies which may include being prohibited from participating in future MSO Annual Sessions.
- 6. 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 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. Except for islands or special permission, exhibitors may not erect a back wall higher than 8' or side higher than 3'. Side walls shall not extend more than 4' from the back of the booth. All items left in hall after dismantling hours will be disposed of or handled at the contractor'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:** Booth noise may not interfere with the display and conversation of other exhibitors. The use of music in booth requires an appropriate license from BMI, ASCAP or other similar licensing organizations.
- 8. SECURITY:** MSO will provide overall security for the show period but neither the MSO, Hyatt Regency St. Louis Union Station or Paramount Convention Services, Inc. or their agents are responsible for loss of any material by or for any cause.
- 9. REGISTRATION & DECORATOR KIT:** An exhibitor's service kit will be sent to exhibitors by Paramount Convention Services in July. Exhibitor hotel and registration materials will be sent by June. Exhibit personnel must wear an MSO official name badge to enter hall and while on the floor. Only employees of the exhibiting company may receive complimentary exhibitor registration (business card may be requested for onsite registration). The transfer of a badge or registration of nonemployee attendees will bar involvement from this and future meetings. Exhibitors must keep the exhibit open and staffed at all times during the show hours.
- 10. SOLICITATION, SOCIAL FUNCTIONS & CONCURRENT MEETINGS:** Functions sponsored by other organizations must have prior approval of the MSO office and can not 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 Hyatt Regency St. Louis Union Station. 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 can not overflow into public aisles.