



2023 MSO/RMSO Annual Session Exhibitor Application

Combined with Midwestern & Rocky Mountain Society of Orthodontists
October 13 – 14, 2023 • Hilton Rochester Mayo Clinic Area (Minnesota)

Investment per Table Top Exhibit

- \$2,750 each

Exhibit Space Includes:

Table Top: (materials ON table) Includes

- One 6' table and 2 chairs provided
- Complimentary electrical (if requested) & internet from Hilton
- Exhibitor listing distributed onsite and in advance to attendees
- Doctor attendee name/address who opt in (emails not released)
- Up to two free exhibitor badges for company personnel per table includes complimentary 2 continental breakfasts, 2 lunches, 3 beverage breaks, drink ticket for exhibit reception and admission to post Friday *Area is carpeted.*

Cancellation & Certificate of Insurance

- Cancellation requests must be received in writing to the MSO office by August 1, 2023 for a refund. If MSO is unable to hold this event in-person, paid exhibitors will receive a refund.
- Exhibitors and display houses must provide a certificate of insurance to be admitted to hall. Certificates are due to MSO office by September 15, 2023 and should name Midwestern Society of Orthodontists and Rocky Mountain Society of Orthodontists as additional insured with policy date through October 14, 2023. Coverage should include comprehensive general liability of at least \$1,000,000 per occurrence.

Tables Requested: (*Table #s assigned in May)

*First priority is given to meeting sponsors and 2022 exhibitors.

Tables: _____ (ie 1 table) Location Preference: _____

List competitive exhibitors you prefer NOT to be placed near:

Rules and Regulations

This contract is made and entered into by the Midwestern Society of Orthodontists hereinafter referred to as MSO, as the host of the combined meeting. MSO has released unto the party listed above (the "Exhibitor") table top space for exhibition during the 2023 MSO/RMSO 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 MSO & RMSO Area Customers

- * Be a part of the first MSO- RMSO combined meeting! Both are regional constituents of the American Association of Orthodontists representing over 1,460 MSO orthodontists in **Missouri, Illinois, Iowa, Wisconsin, Minnesota, Nebraska, South Dakota, North Dakota** and the Canadian province of **Manitoba** AND over 680 RMSO orthodontists in **Colorado, Eastern Idaho, New Mexico, Montana, Utah and Wyoming.**
- MSO's last meeting in Rochester in 2015 had over 385 in attendance, including doctors and staff. Plus for 2023 there will also be RMSO doctors and staff attending as a combined event.
- The Minnesota Association of Orthodontists is holding their fall component meeting in conjunction and promoting this event.
- Complimentary food/beverage is placed in exhibits for traffic. **See page 2 for show hours and complimentary events in hall.**

Information for Program Listing:

Company name: _____
15 word or less description of products /services for onsite program
Must provide info, products, or services specific to orthodontics.

Phone # for customer calls: _____

Website: _____

Check box to request electricity at no charge (may impact placement)

Primary Contact Information for Exhibit Coordination:

Name _____

Title _____

Co. _____

Address _____

City _____ State _____ Zip _____

Office phone _____ Cell #: _____

Contact E-mail _____

Payment Required with Application

- Check payable in U.S. funds to Midwestern Society of Orthodontists *MSO EIN #36-6128451*
- Credit Card paid on this link: bit.ly/MSOEXHIBIT2023
- Complimentary - Platinum & Gold Sponsors, AAO, ABO, AAOF

Authorized Signature: _____

RETURN APPLICATION BY EMAIL TO association.info@icloud.com

MSO Office: 2131 Meadow Valley Dr., Innsbrook, MO 63390 • Phone: 636-745-3008 • FAX 636-745-3012

2023 MSO/RMSO Annual Session Exhibitor Rules and Regulations

1. **ASSIGNMENT: 2023 sponsors have first priority** for table location assignment, as space is available, if committed by April 12, 2023. **2022 MSO or RMSO exhibitors** have next priority for space based on order of contract with payment receipt as space is available. MSO as the meeting host 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:** In case the facility or any other circumstances shall make it impossible to hold this Annual Session 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 this event can not be held 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, RMSO, the Hilton Rochester Mayo Clinic Area (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, RMSO, 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 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 and/or RMSO 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 exhibitor set-up and dismantling. Neither the MSO, RMSO, hotel or their agents are responsible for loss of any material by or for any cause.
 8. **REGISTRATION:** Each exhibit booth may include up to two complimentary registrations for exhibitor personnel, additional may be purchased. All exhibit personnel must wear an official meeting name badge while exhibiting. Only employees of the exhibiting company may receive complimentary exhibitor registration. The transfer of a badge to non-employee attendees may bar involvement from this and future meetings.
 9. **EXHIBITOR SERVICE INFORMATION:** Details on shipping and other exhibit details will be emailed to the exhibitor contact.
 10. **SOLICITATION, CONCURRENT MEETINGS, NON-EXHIBITOR ADMITTANCE:** Functions sponsored by other organizations must have prior approval of the MSO and cannot conflict with exhibit hours or any program meeting and activities conducted with 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 event 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 attendees or MSO and RMSO 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.
- Table Top Exhibitor Set-Up:
Friday, October 13 • 6:30 a.m. – 7:30 a.m.
- Exhibits Open:
Friday, October 13 • 7:30 a.m. – 5:30 p.m.
Includes dedicated time for complimentary continental breakfast, morning and afternoon coffee breaks, lunch, and reception in exhibits.
- Saturday, October 14 • 8:00 a.m. – 1:00 p.m.**
Includes dedicated time for complimentary continental breakfast, morning coffee break, and lunch in exhibits.
- Dismantling:
Saturday, October 14 • 1:00 p.m. – 3:00 p.m.