

**Florida Association of Orthodontists  
Annual Meeting Exhibitor Information & Contract  
March 4-6, 2011  
Renaissance Tampa Hotel International Plaza  
4200 Jim Walter Blvd ♦ Tampa, Florida 33607**

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## SCHEDULE OF EVENTS

<u>Friday, March 4, 2011</u>	
10:00 a.m.	Executive Board Meeting
7:00 p.m.	Member Dinner
<u>Saturday, March 5, 2011</u>	
6:30 a.m.	Exhibitor Set-up
8:00 a.m.	Exhibition Hall & Registration Opens
7:30 a.m.	Membership Breakfast
9:00 a.m. - 5:00 p.m.	Lecture Sessions
12:00 p.m.	Business Meeting
12:30 p.m.	Member Luncheon
Throughout the day	Refreshment Breaks and Table Clinics
<u>Sunday, March 6, 2011</u>	
8:00 a.m.	Exhibition Hall & Registration Opens
7:30 a.m.	Membership Breakfast
9:00 a.m. – noon	Lecture Sessions
Noon	Exhibitors Dismantle

## CONTRACT AND INFORMATION

Enclosed is a contract to reserve your exhibit space. Please complete and sign the form early to ensure your location request.

Exhibit space will be allocated on a first-come/first-served basis according to level of sponsorship, the date of receipt of the application and the development of a well-balanced exhibition.

No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed, once it has been set up, except with the permission of the Exhibits Chairman, or exhibitor will automatically lose all seniority for prime booth space the following year. The Exhibits Committee reserves the right to recommend withdrawing invitation to exhibit.

**The association has secured a room block at the Renaissance Tampa Hotel International Plaza (813) 877-9200**

## RULES AND REGULATIONS

**The rules and regulations, which govern exhibitors, are on reverse side.** Acceptance of an exhibitor and assignment of a booth number will be made by the Exhibits Committee. **Notification will be made to the applicant with the signed contract.**

Total payment must accompany the contract unless other arrangements are made directly with the FAO office. It is further understood no money will be refunded within 60 days of the meeting.

**Rental cost includes:** one 6' skirted table, 2 chairs, wastebasket, an identification sign, indicating booth number, company name, city and state; and one electrical outlet. No exhibit shall exceed its designated area. Internet access and other accessories are the responsibility of the exhibitor and can be ordered through the Renaissance Hotel.

## SPONSORSHIP LEVELS

### Platinum Partnership: \$7500

- Exclusive Partnership
- Two invitations to our Member Dinner on March 6<sup>th</sup> with Recognition
- Two invitations to our Membership Breakfast, March 7<sup>th</sup>
- First choice of booth position at the meeting
- Company flyer insert in FAO meeting folder (received by each attendee)
- Company Logo with link on FAO website [www.faortho.com](http://www.faortho.com)
- Advertising space in 2 issues of the FAO newsletter
- **Spotlighted** as our **Platinum** Partner FAO Newsletter
- **Spotlighted** as our **Platinum** Partner on the FAO website
- Public recognition for your level of commitment to the FAO meeting
- Signage with level of commitment outside the lecture hall

### Gold Partnership: \$4500

- Exclusive Partnership
- Two invitations to Membership Breakfast on March 7<sup>th</sup>
- Second choice of booth position at the meeting
- Company flyer insert in FAO meeting folder (received by each attendee)
- Company Logo with link on FAO website [www.faortho.com](http://www.faortho.com)
- Recognition as Gold Partner in FAO Newsletter
- Recognition as Gold Partner on the FAO website
- Public recognition for your level of commitment to the FAO meeting
- Signage with level of commitment outside the lecture hall

### Silver Sponsorship: \$3000

- Third choice of booth position at the meeting
- Public recognition for your level of commitment to the FAO meeting
- Recognition as our Silver Partner in FAO Newsletter
- Recognition as our Silver Partner on the FAO website
- Signage with level of commitment outside the lecture hall

### Exhibitor: \$2000

- Choice of booth based upon order in which contracts are received
- Signage displayed in front of booth
- Listing on our website as an exhibitor

## APPLICATION FOR SPACE

Complete the contract and mail to:  
Florida Association of Orthodontists  
Attn: Lissette Zuknick  
P.O. Box 611  
Brandon, Florida 33509  
(813) 903-8811 ♦ Fax (813) 931-1851

# RULES and REGULATIONS

## Governing Each Contract For Space

1. **ELIGIBILITY** - Exhibitors participate by invitation only, and this Association reserves the right in these selections at all times. The Association reserves the right to (a) reject any application to exhibit products or services for any reason, with or without cause, or to (b) relocate booth assignments, with prior notice to the exhibitor, in order to develop balance against congestion, to avoid confusion in firms' names, to solve competition conditions or similar reasons.

2. **EXHIBITOR'S REPRESENTATIVES** - The executed contract must carry the names of the exhibitor's authorized representatives. **Confirmation of exhibit space will be forwarded to your company's exhibits coordinator.** Nontransferable admission badges will be available to authorized representatives at the onsite registration area. Exhibitors desiring to change representatives must notify the Association in writing.

3. **EQUIPMENT AND SERVICES** - The Renaissance Tampa Hotel International Plaza has been retained by the Florida Association of Orthodontists as the official service contractor.

**Accessories:** Internet service, and electricity should be ordered 2 weeks prior to the meeting date.

4. **SHIPPING INSTRUCTIONS** - Supplies may be shipped 3 days prior to the meeting date. Boxes must be clearly addressed to the Renaissance Tampa Hotel, 4200 Jim Walter Blvd, Tampa, FL 33607. Attn: Christine Biscardi for FAO Annual Meeting March 5-7, 2010 along with tabletop number. All shipments must be prepaid. **Shipments should be made in time to arrive on/or by Friday, March 5, 2010.**

5. **LIABILITY AND SECURITY** - It is agreed that exhibitors shall indemnify and save harmless the Florida Association of Orthodontists, Renaissance Tampa Hotel International Plaza from all liability which might ensue from any cause whatsoever. The Florida Association of Orthodontists will not guarantee exhibitors against loss of any kind.

6. **CHARACTER OF EXHIBITS** - Exhibits will be limited to equipment, merchandise or services which would advance the art and science of dentistry by allowing the individual dentist to educate himself/herself on the latest items available so as to allow him/her to practice the best dentistry. They must be of special interest to the dentist, educational or informative with respect to his/her practice. The Committee reserves the right to decline and prohibit any exhibit or any part of a proposed exhibit which, in its opinion is not proper. This reservation concerns persons conduct, printed matter, souvenirs, or any other thing which, in the sole discretion of the Exhibits Committee, may affect the character of the Exhibit. Noise producing exhibits are strictly prohibited.

### 7. CONDUCT OF EXHIBITS

- a. Exhibits should be so installed that they will not project beyond the space allowed or at a height to be objectionable to adjacent booth or display areas.
- b. No exhibit may exceed eight feet in height. This eight feet in height shall not extend over one-third (1/3) the depth of the booth.
- c. No part of any exhibit or signs relating thereto shall be stapled, pasted or nailed, or otherwise attached to the walls, doors, etc., in any way as to deface the same. **Damage from failure to observe these rules shall be paid by the exhibitor.** The Renaissance Hotel Center should be consulted as to the proper methods of affixing any item or material to the areas in question.
- d. No canvassing or soliciting for business shall be permitted in the aisles or in other exhibitors' booths. No signs showing prices may be displayed. The taking of orders for future delivery is of course, acceptable. Any other exhibitor shall not infringe upon the rights and privileges of another exhibitor. Interviews, demonstrations, distribution of literature, etc., must be made within the confines of their own booths. Canvassing outside the booth is forbidden. Absolutely no price signs are permitted anywhere.
- e. Samples of approved products, catalogs, pamphlets, publications and souvenirs may be distributed provided it is done in a dignified manner, does not create a nuisance and does not interfere with adjoining exhibits.
- f. No exhibitor shall sponsor any type of contest; conduct any prize drawing, awards for signing of names and addresses, or other extreme promotional stunt without first obtaining written permission from the Exhibits Committee.
- g. Exhibitors with noisy electrical devices, sound-producing movies or videos, or other devices that prove objectionable to other exhibitors because of noise, odor or other disagreeable features, will not be permitted, or they must agree to accept booth assignments which will not cause objections.

h. Exhibits requiring use of water, air or flammable material to operate are not acceptable unless these items are self contained and approved by the Renaissance Hotel management.

i. Advertising material or signs of firms other than those who have engaged space are prohibited.

j. Canvassing, solicitation of business or conferences in the interest of business except by exhibiting firms is prohibited.

k. Unethical conduct or infraction of rules on the part of any exhibitor or his representatives or both will subject the exhibitor or his representatives to dismissal from the Exhibit Hall, in which cases, it is agreed that no refund shall be made by the Florida Association of Orthodontists, and further, that no demand for redress will be made by the exhibitor or his representative.

l. No exhibitor will assign, sublet, or apportion the whole or any part of the space allowed therein to permit any other party to exhibit therein any goods other than those manufactured or handled by the contracting exhibitor in the regular course of his business, nor permit any representative of any firm or company not exhibiting to solicit business or take orders in his space.

m. The Florida Association of Orthodontists reserves the right to relocate booth assignments in order to develop a compact, well-knit show, if necessary.

n. All packing containers, excelsior and similar material are to be removed from the exhibition area upon completion of the booth arrangement.

o. No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed, once it has been set up, except with the permission of the Exhibits Chairman, or exhibitor will automatically lose all seniority for prime booth space the following year. The Exhibits Committee reserves the right to recommend withdrawing invitation to exhibit.

8. **CANCELLATION OR REDUCTION OF SPACE** - Cancellation or reduction of booth space must be made in writing to the Exhibits Committee and postmarked on or before January 7, 2011 (60 days before meeting) to receive a full refund. If the request is post marked after January 7, 2011 the FAO shall retain 100% of the rental fee; provided that if the Association resells the canceled or reduced space, the Florida Association of Orthodontists shall refund the full amount less an administrative charge not to exceed 20% of the total booth rental fee.

9. **CANCELLATION OF EXHIBITION** - In the event that the exhibition must be canceled, postponed or relocated on account of fire, strike, government regulations, casualties, act of god, or other causes beyond the reasonable control of the Florida Association of Orthodontists, the exhibitor waives any and all damages and claim for damages, and agrees that the sole liability of the Association will be to return to each exhibitor the exhibitor's rental payment.

10. **EXHIBITOR REPRESENTATIONS** - The exhibitor warrants that it has duly registered in accordance with Florida law with the Florida Department of Revenue in the event that it sells non-exempt tangible personal property. The exhibitor further warrants that products or services to be exhibited have not been proven unsafe or ineffective by the appropriate council of the American Dental Association or the Food and Drug Administration and that the product or service is safe and effective.

**DEPARTMENT OF REVENUE REGISTRATION** - Exhibitors who sell non-exempt tangible personal property must register with the Florida Department of Revenue. It is the responsibility of each individual exhibitor to determine if they must register with the department. The Taxpayer Assistance Section of the department should be contacted at (800) 352-3671. Applications for registration are available, without cost, by writing to the Florida Department of Revenue, Supply Section, Tallahassee, FL 32399-0100.

11. **AMENDMENT TO RULES:** Any and all matter or questions not specifically covered by the preceding rules and regulations shall be subject to the decision of the Exhibits Committee and the Florida Association of Orthodontists.

**The foregoing regulations have been formulated in the best interest of all exhibitors. The cooperation of exhibitors is requested.**

# Florida Association of Orthodontists

Exhibit/Partnership Application and Contract

## ANNUAL MEETING ♦ March 4-6, 2011

Exhibitor's Firm Name \_\_\_\_\_ Federal ID# \_\_\_\_\_

Address \_\_\_\_\_ Email \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Authorized by (name and title) \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Signature of applicant: \_\_\_\_\_ Date \_\_\_\_\_

If you would like for your company website link to appear on the FAO's website please print below:

Company Website \_\_\_\_\_

Our company is a subsidiary of \_\_\_\_\_

Booth Number (s): 1st Preference: \_\_\_\_\_ 2nd Preference: \_\_\_\_\_ 3rd Preference: \_\_\_\_\_

Firms we prefer not to be located near or next to \_\_\_\_\_

Partnership Opportunities/Exhibit Space please check one:

Platinum Partner \$7,500  Gold Partner \$4,500  Silver Partner \$3,000  Exhibitor \$2,000

Payment Method:  Check: *Made payable to FAO*  Credit Card No. \_\_\_\_\_

Signature: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CCV Code: \_\_\_\_\_ Zip Code of the card: \_\_\_\_\_

Accessories needed for exhibit area:  Electricity  Internet

(Check all that apply)

Contact Person for Exhibits: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Person for Sponsorship: \_\_\_\_\_ Phone: \_\_\_\_\_

Booth identification sign, (Please print):

(Two lines of lettering only)

(Company name) \_\_\_\_\_

(City, State) \_\_\_\_\_

Names to appear on badges: (Please print)

Designated by contact person

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Following is a general description of the equipment, supplies, processes or services to be featured:


Exhibit space will be allocated on a first-come/first-served basis according to the date on which the signed contract is received by the association. Whenever possible, space will be allocated according to the exhibitor's choice, but the final arrangement will be determined by the Exhibits Committee in such a way as to produce the most advantageous grouping of exhibits. Exhibitor participation is subject to the Rules and Regulations on the reverse side of this form.

We also agree to pay \$ \_\_\_\_\_ (in U.S. dollars) representing the total rental cost of the exhibit space in order to guarantee its availability. It is further understood no money will be refunded within 60 days of the meeting.

**A copy of this contract, authorized by a FAO representative, will be returned to you upon acceptance, as official confirmation of assigned exhibit space.**

(Office Use Only)

Accepted by the Florida Association of Orthodontists

Date \_\_\_\_\_

Amount \_\_\_\_\_

Booth(s) assigned \_\_\_\_\_

Signature \_\_\_\_\_

Make check payable to FAO & Mail to:

Florida Association of Orthodontists

P.O. Box 611

Brandon, Florida 33509

(813) 903-8811 - FAX (813) 931-1851

Website: faortho.org ♦ e-mail: lissette@wcdental.org

# Florida Association of Orthodontists 71st Annual Session, March 4-6, 2011

## Renaissance Tampa Hotel International Plaza

