American Academy of Cosmetic Dentistry®

2008 Excellence in Cosmetic Dentistry

Images courtesy of
New Orleans Convention & Visitors Bureau

Exhibitor Prospectus

24th Annual Scientific Session
May 7 - 9, 2008
New Orleans, Louisiana

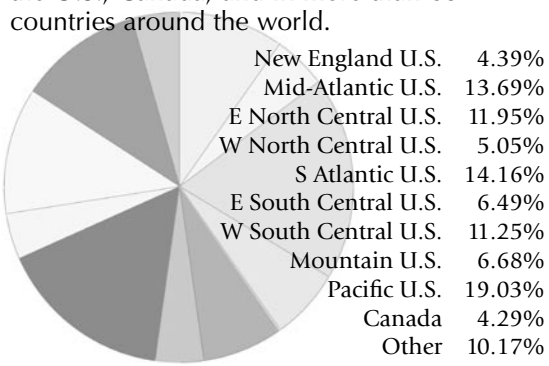
One glance at our members will tell you why your company can't afford NOT to exhibit at the next AACD Scientific Session.

AACD Scientific Session Attendance

	2006	2005	2004	2003	2002	2001
Doctors/Lab Technicians	1866	1596	1414	1258	1085	1424
Recent Grad/Dental Students	230	262	150	57	10	12
Staff/Team	1085	998	766	889	840	701
Guests	254	174	161			154
Exhibitors	914	640	670			
TOTALS	**4349**	**3670**	**3161**	**2204**	**1935**	**2291**

Wide Spread Membership Base

Members of the AACD are located all across the U.S., Canada, and in more than 60 countries around the world.



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Dear Prospective Exhibitor,

The American Academy of Cosmetic Dentistry (AACD) is the world's largest membership organization of cosmetic dental professionals. Comprised of the most innovative minds in cosmetic dentistry, members of the AACD include leading cosmetic dentists, laboratory technicians, hygienists, assistants, educators, researchers, manufacturers and students. This diverse group looks to AACD as their premier resource for cosmetic dental education, products and services. Together, we can educate and inform this influential group on the latest advancements in our field.

On behalf of the AACD, it is my pleasure to invite your business to participate in the 24th Annual AACD Scientific Session. Cosmetic dentistry's biggest event takes places at the Ernest M. Morial Convention Center in New Orleans, Louisiana from May 6-10, 2008. This cutting-edge cosmetic dental education opportunity continually draws the most progressive professionals in the field. AACD conference attendees are eager to explore the latest technological advancements, products and services in cosmetic dentistry. Their keen eyes for new developments, modern technologies and innovative products, makes AACD conference attendees a target your business can't afford to miss.

AACD believes that those companies who exhibit at our Annual Scientific Session are our partners in advancing cosmetic dentistry. AACD continually explores ways to enhance your experience as an exhibitor. Daily luncheons and social events in the Exhibit Hall generate increased traffic to your booth and exhibitors are encouraged to participate in networking functions held throughout the week including the Opening Reception and *Celebration of Smiles* event. Sponsorship opportunities are also available to give your company even more opportunities to showcase your company's name to these leading cosmetic dental professionals.

I look forward to seeing your company represented in our Exhibit Hall at ***Excellence in Cosmetic Dentistry 2008*** in New Orleans, Louisiana. Each year our exhibit hall sells out, so we suggest solidifying your premier space by submitting your contract early!

Sincerely,

Laura Kelly
2007-2008 AACD President

www.aacd.com

Calendar and Administrative Information

August 1, 2007

Space assignments begin. A minimum of 50% payment is required with contract. Applications received after this date will not be included in the first round of assignments.

September 7, 2007

Official booth confirmations sent to applicants.

November 2, 2007

Deadline for cancellation of booth space with a full refund (less $75 handling fee) will be given.

Cancellations must be in writing.

January 31, 2008

Final payments on outstanding balances are due. Deadline for cancellation of booth space with a 50% refund. All cancellations after this date will result in full forfeiture of both booth space and deposit. All contracts received after this date will require full payment at the time the contract is submitted.

February 8, 2008

Exhibitor Service Manual sent to each exhibitor.

March 28, 2008

Special Function request forms are due.

April 4, 2008

Deadline for exhibitor badge registration.

Deadline for EAC badge registration.

Deadline for Certificate of Insurance.

Deadline for Contest/Giveaway permission.

May 6, 2008

8:00 am to 8:00 pm
Exhibitor Setup and Registration

May 7, 2008

9:00 am Final Inspection

May 7 - 9, 2008

Exhibit hours

11:00 am – 6:30 pm, Wednesday, May 7, 2008

11:00 am - 6:30 pm, Thursday, May 8, 2008

11:00 am - 6:30 pm, Friday, May 9, 2008

May 9, 2008

6:30 pm - 10:00 pm
Tear down begins

May 10, 2008

8:00 am to noon
Tear down

Exhibit Management:

American Academy of Cosmetic Dentistry
Carol Schwickrath, Exhibits Coordinator
5401 World Dairy Drive
Madison, WI 53718

phone (800) 543-9220
fax (608) 222-9540
e-mail: carols@aacd.com

Send Booth Application/Payments to:

American Academy of Cosmetic Dentistry
Attn: Carol Schwickrath, Exhibits Coordinator
5401 World Dairy Drive
Madison, WI 53718

"Our company looks so forward to exhibiting at the annual AACD meeting. It is a class event from an Exhibitor's perspective because the AACD always seems to do that "something extra" for the Exhibitors. From a sales standpoint, this show consistently proves to be successful and the atmosphere at this show is always positive."

—Judy McDonald
Crescent Products

AACD Exhibitor FAQ's

Whether you're a past exhibitor or considering exhibiting with us for the first time, you will have questions. Here are some of the most commonly asked questions with detailed answers. For your convenience, please review this page. If you find we've missed your question, please contact us. We are here to help.

What is included with the Booth Space?

The booth includes:

- 8' high back drape and 3' high side rails
- four (4) exhibitor badges
- sign indicating the name of the exhibiting company
- company listing of products/services in the official Program Book, provided the contract is received prior to printing
- pre and post meeting attendee list
- company name on AACD Web site
- link to your Web site from the AACD Web site
- four (4) complimentary tickets per company to the Opening Reception
- lunch in the Exhibit Hall during the show dates

What happens if I fail to pay my balance by January 31, 2008?

Failure to make final payment by the deadline may result in cancellation of space without refund. However, you may make payment arrangements with us in writing before the January 31 deadline date.

How can I be sure I receive the booth assignment I have requested?

Assignments of exhibit space shall take into account the number of points earned with the AACD, continuous years a company has exhibited and advertised with the AACD, and when the contract is received.

May I carry my booth on the exhibit floor?

Exhibitors are permitted to move material that can be hand-carried by one person without the use of dollies, hand trucks or other mechanical equipment.

Questions??? Contact Carol Schwickrath, Exhibits Coordinator, at carols@aacd.com or (800) 543-9220.

General Information

Installation Hours

The Exhibit Hall will be available for setup Tuesday, May 5, beginning at 8:00 am.

Island booths will receive an invitation to set up early.

All empty containers must be labeled and ready for pickup no later than 5:00 pm on Tuesday, May 5.

Dismantling Hours

Dismantling of the exhibits begins Friday, May 9 after the close of the exhibits at 6:30 pm. Non-adherence to these hours will be subject to the penalties stated in the Rules/Regulations/Restrictions section of this prospectus. All exhibits must be packed and ready for removal from the hall by Saturday, May 10 at noon.

Arrangement of Exhibits/Island Exhibits

All exhibitors will be provided with a 10'x 10' booth and a sign identifying the exhibitor's name, city, state, and country. The standard booth furnished by the Academy will consist of back drape and side rail draperies.

The back drape will be 8' high; the side rails 3' high. The hanging of all signs, banners, balloons or other inflatable objects from the ceiling or materials suspended from the ceiling, is strictly forbidden.

No signs or specially built displays or equipment will be permitted to extend above the official booth height of 8' unless the exhibitor occupies an island, in which case the ceiling height is 16'. Exhibitors who want to exceed the official height restriction must obtain written permission from the Academy.

Outbound Freight

All outbound freight must have a bill-of-lading. All bills-of-lading are to be taken to the freight desk at the close of the exhibition. Bills-of-lading will not be accepted before 6:30 pm on Friday, May 9. Freight cannot leave the facility via handicapped elevators or escalators.

Exhibitor Service Manual

The exhibitor service manual will be sent directly to the exhibitor from the decorator no later than February 8, 2008.

Application Policy

Booth Costs

All booth space is 10′ x 10′ in size (100 square feet). Booth rental costs are:

Prime area corner booth $3,000

Prime area inline booth $2,700

Non-prime corner booth $2,800

Non-prime inline booth $2,500

The booth includes:

- 8′ high back drape and 3′ high side rails
- sign indicating the name of the exhibiting company
- company listing of products/services in the official Program Book
- pre and post meeting attendee list
- company name on AACD Web site
- link to your web site from the AACD Web site
- 4 complimentary tickets per company to the Opening Reception
- lunch in the Exhibit Hall during the show dates
- 4 complimentary badge registrations per 10′ x 10′ booth.

Application Policy

Application forms for space can be downloaded online at www.aacd.com or use the form provided by the American Academy of Cosmetic Dentistry. Applications received in any other form will not be processed. All applications must be accompanied with a 50% booth space deposit. Booth space will not be reserved by phone.

The Academy may, at its discretion, accept or reject any application for booth space.

Applications received after January 31, 2008 must be accompanied with full payment. If exhibit space is sold out, the exhibitor will be placed on a "wait list." The exhibitor will be notified and asked whether or not they wish to be maintained on the "wait list" for a possible cancellation by an assigned exhibitor. Payment will be held if the exhibitor wishes to remain on the "wait list." If the exhibitor wishes not to remain on the list, the full amount received will be returned.

Payment and Cancellation Policy

No space will be assigned without a completed application and a 50% deposit at the time the exhibit application is submitted to the Academy. If the appropriate deposit is not made, no booth space will be assigned until the deposit is received. All exhibitor balances are due in full by January 31, 2008. Failure to make such payment by the specified deadline may result in the cancellation of booth space without refund of any deposit amount, unless prior arrangements are made in writing.

If a cancellation is received prior to November 2, 2007, a full refund (less $75 handling fee) will be issued. Cancellations received after November 2, 2007 and prior to January 31, 2008 will receive a 50% refund. If a cancellation is received after January 31, 2008, all monies will be retained by the Academy.

Any assigned booth space not completely setup and occupied by Tuesday, May 5, 2008 at 5 pm may be resold or reassigned without obligation on the part of the Academy to refund any monies whatsoever to the exhibitor.

ALL CANCELLATIONS MUST BE IN WRITING.

Assignment Policy

Exact booth locations are determined first by the AACD's priority points system based upon the number of years a company has exhibited with the AACD, then by date of receipt of Exhibitor Contract.

Points are awarded by combined dollars spent for advertising, exhibiting and sponsorships. The following chart is used to determine the number of points awarded.

LEVEL	Support Amount	Number of Points
Level 1	Over $80,000	10 points plus 1 additional point for each additional $10,000 spent
	$70,000 - $79,999	9 points
	$60,000 - $69,999	8 points
	$50,000 - $59,999	7 points
Level II	$40,000 - $49,999	6 points
Level III	$25,000 - $39,999	5 points
Level IV	$12,500 - $24,999	4 points
Level V	$ 7,500 - $12,499	3 points
N/A	$ 2,500 - $ 7,499	2 points
N/A	$ 500 - $ 2,499	1 point

The Academy, in the event of conflicts regarding available space requests or conditions beyond its control, reserves the right to rearrange the floor plan. No exhibitor will be allowed to set up in the Exhibit Hall if an outstanding balance exists on their AACD account. This would include any outstanding exhibiting or advertising balance. Money retained from a cancellation is not credited towards exhibitor points.

Application Policy continued

Exhibiting is as Easy as 1 - 2 - 3!

Exhibitor Space Will Fill Up Fast ~
Reserve Your Space Early!

Step 1

Complete the enclosed 2008 Exhibitor Contract found in this booklet. Include your company's complete contact information.

Step 2

Include your deposit. A 50% deposit of booth rental cost is due with the submission of your contract. All remaining balances must be received by January 31, 2008 or your booth space will be cancelled and all deposits will be forfeited to the AACD.

Step 3

Mail or fax your signed Exhibitor Contract and deposit to:

AACD
Carol Schwickrath
Exhibits Coordinator
5401 World Dairy Drive
Madison, WI 53718
Fax (608) 222-9540

Full Payment Due by January 31, 2008

Account balances must be paid no later than January 31, 2008. Failure to do so will result in the cancellation of your contract, the reallocation of your booth space and the forfeiture of your deposit to the AACD.

For the latest information on AACD New Orleans, visit ***www.aacdneworleans.com***.

Future AACD Conference Dates and Locations

Mark you calendar today so you don't miss our future scheduled meetings. Here's our calendar of upcoming Annual Scientific Sessions:

Honolulu, Hawaii
April 28 - May 2, 2009

Grapevine, Texas
April 27 - May 1, 2010

Rules / Regulations / Restrictions

AACD Member Policy

All AACD members who also exhibit at the AACD Scientific Session will receive a $200 discount on conference registration fees. However, they must pay all exhibitor fees as well as their individual conference registration fees to receive the $200 discount. Exhibitor badges may be used for General Sessions and social events, but they cannot be used to attend any scientific courses or workshops. Attendance as an exhibitor does not credit you as attending the meeting. You must register for the meeting to receive credit for Accreditation.

Eligibility of Exhibits

Exhibition is restricted to companies that are in good standing with the Academy. The Academy is under no obligation to extend application privileges to any company regardless of whether or not said company has exhibited at past Academy meetings. The Academy shall be the sole judge as to the acceptability of exhibits. Products that fall under FDA Guidelines must have FDA certification to exhibit. An exhibit may not display any product or distribute advertisements for any product that infringes on the registered trademark, copyright or patent of another company.

No helium-filled balloons are allowed. Signs and posts must be restricted to the booth area only and may not be posted on columns or pillars or placed in aisles. In addition, signs must conform to height limitations (8 ft.).

No loudspeakers, sound movies or megaphones that interfere with adjoining exhibits will be permitted in the exhibition hall. This applies to live and recorded music, including that played on videotapes. Movies must be located as to not interfere with other exhibitors or aisle space. Operation of projectors is subject to union regulations. The playing of commercial music via radio, CD, audiocassette or television is strictly prohibited.

Booth Assignment Policy

No exhibitor shall assign, sublet or apportion the whole or any portion of space allotted, nor exhibit therein any goods other than those manufactured or distributed by the exhibitor in the regular course of business, nor permit any representative of any firm not exhibiting, to solicit business or take orders in their booth space. Any exhibitor violating these rules will have the exhibit closed for the current meeting and may be barred from participating at future meetings.

Exhibitors representing other companies must submit a list of those companies with contact persons, addresses and telephone numbers when applying for exhibit space. If these companies are not registered with the Academy, the Academy, may without recourse, close that portion of the exhibit for the duration of the particular show. In addition, two companies, whether they represent or distribute each other's products, may not occupy one 10'x 10' booth location.

Aisle Space

The aisles are the property of the entire show and each exhibitor has the responsibility to assure proper flow of traffic through the entire show. When large crowds gather to watch a demonstration or for sampling and interfere with the flow of traffic down aisles or create excessive crowds in neighboring booths, it is an infringement on the rights of other exhibitors. Aisles must not be obstructed at any time.

Aisle space may not be used for exhibit purposes, display or signs for solicitation of business. Distribution of cards, circulars, samples or exhibit materials is expressly forbidden in areas outside the exhibit booth.

Care of Exhibit Booth

The exhibitor must at his/her own expense, maintain and keep in good order the exhibit space contracted. The exhibitor shall maintain and conduct the exhibit in a neat, clean, orderly, and safe manner. The exhibitor shall keep an attendant in its display during the hours of the Exhibition and must surrender the space occupied by it in the same condition as it was at the commencement of the occupation, ordinary wear excepted. Exhibitor shall be responsible for damage to property.

Rules / Regulations / Restrictions continued

Exhibitor Credentials

Each person attending the commercial exhibits will be required to register and wear an appropriate badge. Each exhibiting company is allowed up to four (4) complimentary (free) badges per 10'x 10' of rented exhibit space. If you are registering more than the complimentary number allowed, please include a per-person fee of $100. All on-site badge registration will require proper company credential (business card) in order to receive an exhibitor badge.

All members of an exhibit staff must be full-time employees of the exhibiting company or must be employed for the duration of the exhibit. Consultants are not considered full-time employees. False certification of individuals as exhibitor representatives, misuse of exhibitor badges or any other method or device used to assist unauthorized persons to gain admission to the exhibit floor, may be subject to expulsion of the exhibitor from the exhibition floor and the exhibiting company receiving a violation.

Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business in any form in the convention center. Violators of this prohibition will be promptly ejected from the convention center.

Exhibitor Sponsored Contests/Giveaways

Exhibitors wishing to sponsor any type of contest, raffle or drawing for prizes must obtain written permission from the Academy to do so thirty (30) days prior to the exhibition. The following rules must be adhered to:

1. Exhibitor must comply with all local, state, and federal laws that apply to such raffles, contests or drawings.
2. Contests, raffles or drawing rules must be posted at the booth. The rules must include eligibility; date and time of drawing (contest, raffle); No Purchase Necessary to enter; how winners will be notified; how participants can find out who won, etc.
3. Exhibitor must agree to indemnify the Academy in case of any claims arising from the conduct of the raffle or contest.
4. The Academy must be notified of the name(s) of the winner(s) when the prize(s) has been awarded.

Distribution of samples and souvenirs is permitted provided that these only be distributed within the confines of the exhibitor rented space, and that in the opinion of the Academy, there is no interference with adjoining exhibitors and it is conducted on a dignified basis. Distribution of promotional gummed stickers, balloons and labels is prohibited. Promotional stickers to be affixed to badges are allowed.

Exhibitors are not allowed to dispense food and beverage from their booth, unless that food or beverage is the exhibitor's product, without written permission from AACD and the convention center.

Security

While show management will exercise reasonable care in safeguarding your property, neither meeting management, the facility, security coordinator, drayage contractor, nor any of their directors, trustees, officers, agents or employees assume responsibility for such property. Exhibitors are warned to take precautions to protect against pilferage.

Insurance

On or before April 4, 2008, the exhibitor agrees to provide the Academy with an original Certificate of Insurance showing the policy in effect at least through May 31, 2008. It must show evidence of insurance coverage with minimum limits of $1,000,000 combined single limit bodily injury and broad form property damage coverage, including broad form contract liability. In addition to the exhibitor, such certificates of insurance will name as additional insured the American Academy of Cosmetic Dentistry, the Ernest N. Morial Convention Center and Champion Nationwide Contractor.

Exhibitors should be reminded to have a rider on their insurance policies covering their exhibits during the travel from their home base to the show, during the show and when transporting their merchandise back.

Attendance Before and After Exhibit Hours

Only exhibitors will be allowed into the hall one hour before the exhibit floor opens and one hour after the exhibits close. Please do not schedule any meetings before 11 am in the Exhibit Hall or at your booth with any non-exhibiting personnel and/or dental professionals. Admittance into the hall for any non-exhibitor will be denied.

"Haupt Dental Laboratory has been exhibiting with the AACD since 1993. We feel that the clientele we contact at AACD meetings is of the highest caliber. The meetings have a professional yet fun atmosphere that we have yet to find anywhere else. As a smaller laboratory, we have to choose to spend our advertising/promotional dollars wisely, and we feel the AACD Scientific Session gives us the absolute best return on our investment."

—John Haupt, Haupt Dental Lab

Removal of Merchandise from the Exhibit Floor

If, for any reason, you need to remove an item from the show floor during set-up on show days, you must obtain a merchandise-out pass from Show Management. Persons desiring a merchandise-out pass must present proper company identification and have authorization from their company. After the close of exhibits on Friday, May 9, 2008 at 6:30 pm, merchandise-out passes will no longer be necessary to remove product/equipment from the exhibit floor.

The Academy will maintain security during the official dates of the meeting. Limited security will be provided throughout tear-down, however, the exhibitor is responsible for securing their own exhibit materials and/or merchandise once the exhibits officially close at 6:30 pm on Friday, May 9, 2008 through the final removal of the exhibit materials on Saturday, May 10, 2008.

On the move-out, exhibitors must remain with their goods and merchandise until they are picked up or receipted for their designated storage area. Any material that is left in these areas after the designated storage area will have a forced bill-of-lading to the point of origin or returned to the official show carrier warehouse and charged accordingly.

Abandoned Space

Any space not completely set-up by 9 am on Wednesday, May 7, 2008 may be resold or reassigned without refund. An authorized company representative must staff all booths during all show hours. Each exhibit must be open for the full duration of official show hours and must be closed at all other times.

If an exhibitor will be delayed they must notify the Academy and inform them of the delay. To reach the Academy, they can call Carol Schwickrath, Exhibits Coordinator at (800) 543-9220.

Functions and Hospitality Suites

The Academy must approve in writing any function scheduled during the meeting, dates of May 6–10, 2008. No function may, directly or indirectly, interfere with an official Academy event. Any Exhibitor who violates this will suffer sanctions.

Infraction of Meeting Rules

An exhibitor shall not infringe upon the rights and privileges of another exhibitor. Any complaints regarding infractions or disputes between exhibitors would be made directly to the Academy and its decision is final.

Unethical conduct or infraction of the rules on the part of the exhibitor or their representatives will subject the offending exhibitor, their representative, or both to dismissal from the Exhibit Hall, forfeiture of booth space, booth fee and/or seniority status in booth assignments. In this event, it is agreed that the American Academy of Cosmetic Dentistry shall make no refund and that the exhibitor or its representatives will make no demand for redress.

These regulations are to be construed as part of all space contracts. The Academy reserves the right to interpret these rules as well as to make final decisions on all points not covered in these regulations.

Enforcement of Rules and Regulations

The Rules and Regulations presented in this prospectus are intended to bring order and fairness to the technical Exhibition. Without being able to enforce them, however, they would be of little value.

In addition to being subject to restriction or termination of an exhibit as specifically stated above, AACD Exhibitors who violate any of the Rules and Regulations presented in this prospectus will be subject to the following sanctions:

- One Violation - Loss of current year points
- Two Violations - Loss of one half of all accrued points
- Third Violation - Loss of remaining accrued points
- Fourth Violation - One year suspension of exhibiting privilege

Floor Managers

The American Academy of Cosmetic Dentistry has a Conference Advisory Committee, which will act as official Floor Managers during the meeting. They act in conjunction with the Academy and have the authority to enforce the Academy rules.

Exhibitor Services

Service Desk:

The service desk will be located inside the hall and will be identified with signage.

Exhibitor Lounge:

The lounge will be located inside the Exhibit Hall. Complimentary beverages and snacks will be provided each day, including set up day.

Fire and Safety Rules

All material used in the construction and decoration of an exhibit must be fire retardant. This includes scenery, backdrops, drapes, display boxes, signs, table, and dust covers.

No hazardous display will be permitted without the approval of the Academy. This includes any demonstration, which involves lasers, laser cutting, cooking, open flames, lit candles, pyrotechnics, smoke-producing devices, heating appliances, and any cutting equipment. If approval is granted, the demonstration must be performed in a manner that ensures the absence of any danger to anyone or any nearby object. Specific fire extinguishers may also be required.

Demonstrations involving the use of any LP gas (including propane, butane) will not be permitted.

No hazardous material will be permitted in an exhibit without the same prior approval of the Academy. This includes the use of compressed gas or liquid cylinders, radioactive materials, gasoline, kerosene, and any flammable, combustible or toxic liquid, solid or gas.

Kindly note that any chemical, substance or material deemed hazardous by OSHA must be accompanied with the appropriate Material Safety Data Sheets (MSDS). Copies must be sent to the Academy 90 days prior to the show.

Storage of any kind is forbidden inside the display area, behind the back drape, or beyond the display wall. All cartons, crates, containers, packing materials, etc., which are necessary for repacking must be labeled with "EMPTY" stickers and removed from the show floor. (All empty cartons must be labeled by 5 pm on Tuesday, May 6.) All unwanted containers and refuse should be placed in the aisle directly in front of the exhibit for housekeeping removal. Only a one-day supply of operational and advertising material may be stored inside the exhibit.

All fire hose cabinets, pull stations and emergency exits (including those inside an exhibit space) must be visible and accessible at all time. All main and cross aisles, corridors, stairways and other exit areas must be maintained at their required width during show hours. Chairs, labels, and other display equipment cannot protrude into the aisles.

Distribution of balloons or other inflatable objects is prohibited.

Smoking is prohibited during the setup, show hours, and teardown of the show. Smoking is allowed only in authorized areas.

Liability and Indemnification

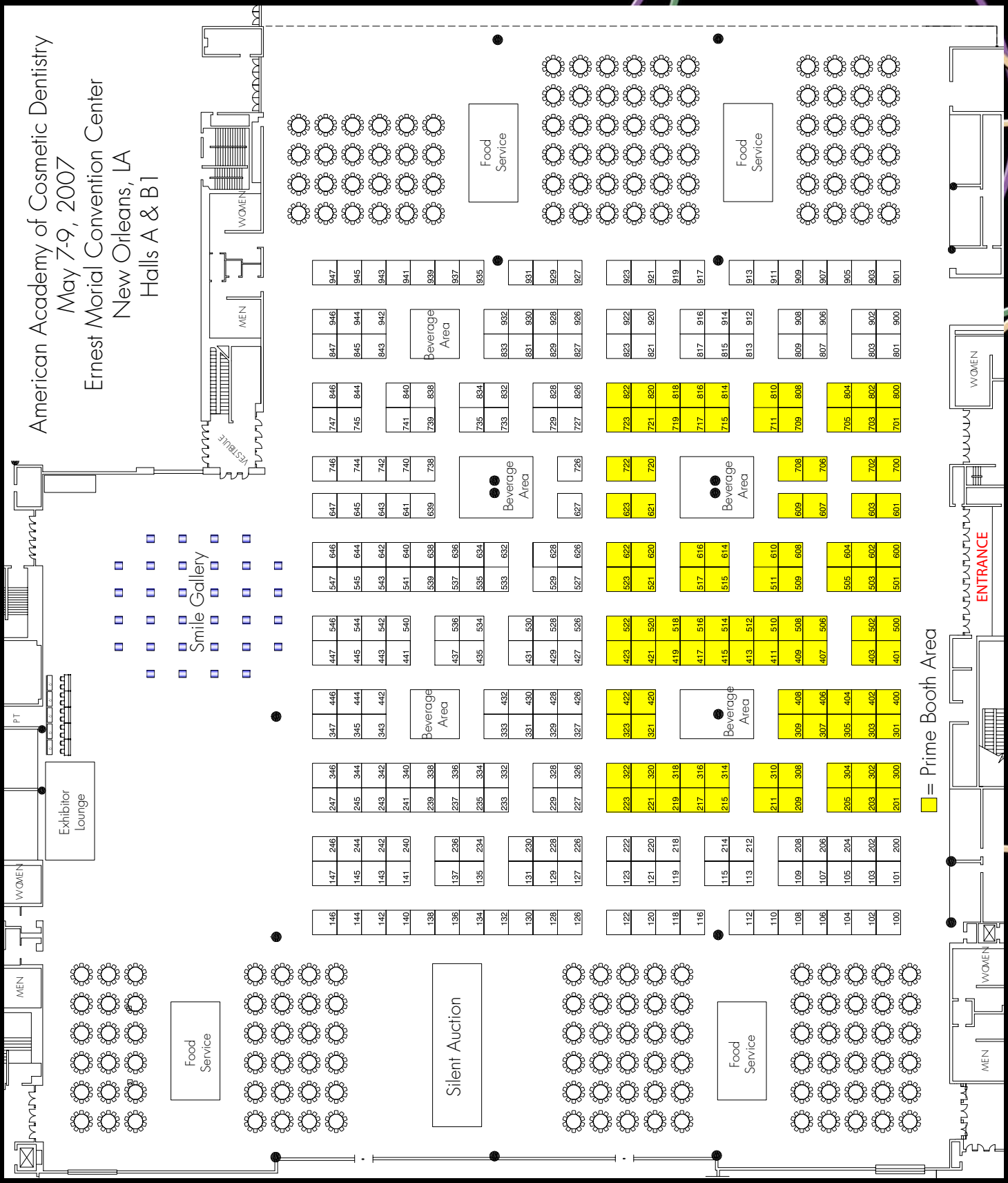
Neither the Academy, hosting facility nor any of its officers, agents or employees, shall be held liable for any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, agents or employees, resulting from theft, fire, water, accident or any other cause. The Exhibitor shall indemnify, defend and hold harmless the Association, the hosting facility and any of their officers, agents or employees, from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees and expenses of whatever kind or nature, which might result from or arise out of any action or failure to act on part of the Exhibitor, any of its officers, agents or employees. The Association shall have the right to approve any legal counsel selected to defend the Academy in any such claim or alleged claim.

By occupying the exhibit space (whether or not this obligation is included in any other printed or written contract), each exhibitor agrees to protect, save and hold the American Academy of Cosmetic Dentistry and the Ernest N. Morial Convention Center and its Ventures agents and employees forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor.

Further, exhibitors shall at all times protect, indemnify, save and hold harmless the Indemnities against from any and all losses, costs (including attorney's fees), damage, liability or expense arising from or out of or by reason of any accident or bodily injury or other occurrence to any person or persons, including the exhibitor, its agents, employees and business invitees which arises from or out of by reason of said exhibitor's occupancy and use of the exhibition premises or a part thereof.

These regulations are to be construed as a part of all space contracts. The American Academy of Cosmetic Dentistry reserves the right to interpret these regulations as well as to make final decisions on all points not covered in the regulations.

www.aacdconference.com



Carol Schwickrath, Exhibits Coordinator
American Academy of Cosmetic Dentistry
5401 World Dairy Drive
Madison, WI 53718
Fax (608) 222-9540