

26TH Annual AACD Scientific Session

What's the BIG Idea?

BIG IDEA!



AMERICAN ACADEMY OF COSMETIC DENTISTRY[®]
TUESDAY, APRIL 27 THRU SATURDAY, MAY 1, 2010
GRAPEVINE, TEXAS • WWW.AACD.COM

EXHIBITOR PROSPECTUS 2010



**ONE GLANCE AT OUR MEMBER NUMBERS WILL TELL YOU WHY YOUR COMPANY SHOULD
EXHIBIT AT THE NEXT AACD SCIENTIFIC SESSION.**

AACD Scientific Session Attendance					
	2008	2007	2006	2005	2004
Doctors/Lab Technicians	1468	1848	1866	1596	1414
Recent Grad/Dental Students	185	114	230	262	150
Staff/Team	643	940	1085	998	766
Guests	124	172	254	174	161
Exhibitors	873	1056	914	640	670
TOTALS	3293	4130	4349	3670	3161

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Dear Prospective Exhibitor,

On behalf of the world's largest non-profit, membership, organization of cosmetic dental professionals, the American Academy of Cosmetic Dentistry (AACD), it is my pleasure to invite your business to participate in the 26th Annual AACD Scientific Session. Cosmetic dentistry's biggest continuing education event takes place at the Gaylord Texan Resort & Conference Center in Grapevine, Texas from Tuesday, April 27 – Saturday, May 1, 2010.

Comprised of the most innovative minds in cosmetic dentistry, scientific session attendees include leading cosmetic dentists, laboratory technicians, hygienists, assistants, educators, researchers, manufacturers, and students from around the globe. This diverse group looks to the AACD as their premier resource for cosmetic dental education, products, and services. Together, we can educate and inform this influential group of the latest advancements in our field.

Exhibitors at our scientific sessions are our partners in advancing cosmetic dentistry, and we continually explore ways to enhance exhibitor's experience. Daily luncheons and social events in the exhibit hall generate increased traffic to your booth. Additionally, exhibitors are encouraged to participate in networking functions held throughout the week including the Welcome Reception and Celebration of Smiles event. Sponsorship opportunities are also available to provide you even more opportunities to showcase your company's name to these leading cosmetic dental professionals.

I look forward to seeing your company represented in the exhibit hall at the 26th Annual AACD Scientific Session, Excellence in Cosmetic Dentistry 2010. Our exhibit hall almost always sells out, so beat the rush by reserving your space early!

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Sessemann, DDS". The signature is fluid and cursive, with a large, sweeping flourish at the end.

Michael Sessemann, DDS
AACD President 2009-2010

www.aacd.com

Calendar and Administrative Information

September 7, 2009

Official booth confirmations sent to applicants

November 2, 2009

Deadline for cancellation of booth space with a full refund (less \$75 (USD) handling fee)

Cancellations must be in writing

January 29, 2010

Final payments due on outstanding balances.
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 when the contract is submitted.

January 29, 2010

Exhibitor Service Manual available online

March 8, 2010

Special function request forms are due.

April 5, 2010

Deadline for exhibitor badge registration
Deadline for exhibitor appointed contractor badge registration
Deadline for contest/giveaway permission

April 12, 2010

Exhibitors badges mailed

April 27, 2010

8:00 am to 8:00 pm
Exhibitor set-up and registration

April 28, 2010

9:00 am FINAL INSPECTION

April 28-30, 2010

Exhibit hours
11:00 am - 6:00 pm, Wednesday, April 28, 2010
11:00 am - 6:00 pm, Thursday, April 29, 2010
11:00 am - 6:00 pm, Friday, April 30, 2010

April 30, 2010

6:00 pm - 10:00 pm
Tear down

May 1, 2010

8:00 am to 12:00 noon
Tear down

Exhibit Management:

AACD
Carol Schwickrath,
Exposition & Education Coordinator
5401 World Dairy Drive
Madison, WI 53718
phone 800.543.9220 • 608.237.8831
fax 608.222.9540
e-mail carols@aacd.com

Send Booth Application/Payments to:

AACD
Attn: Carol Schwickrath,
Exposition & Education Coordinator
5401 World Dairy Drive
Madison, WI 53718



"Our company looks so forward to exhibiting at the annual AACD scientific session. 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 are a past exhibitor or considering exhibiting with us for the first time, you will have questions. Please review some of the most commonly asked questions with detailed answers below. If we have missed your question, please contact us. We are here to help.

What is included with the booth space?

Booth includes:

- 8' high back drape and 3' high side rails
- Four exhibitor badges
- Sign indicating the name of the exhibiting company
- Company listing of products/services in the official program guide, provided the contract is received prior to printing
- Pre and post scientific session attendee list (one time usage)
- Company name on AACD Web site
- Link to your Web site from the AACD Web site
- Four complimentary tickets to the Welcome Reception per company
- Lunch in the Exhibit Hall during show dates

What happens if I fail to pay my balance by January 29, 2010?

Failure to make final payment by the deadline may result in cancellation of space without refund. However, you may make payment arrangements in writing prior to the January 29 deadline date.

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

Assignments of exhibit space takes into account the number of points earned with the AACD, continuous number of 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 transport that can be hand-carried by one person and without the use of dollies, hand trucks, or other mechanical equipment.

Questions?

Contact Carol Schwickrath,
Exposition & Education Coordinator,
at carols@aacd.com or 608.237.8831

General Information

Installation Hours

The exhibit hall will be available for set-up beginning Tuesday, April 27, 2010 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 8:00 pm, Tuesday, April 27, 2010.

Dismantling Hours

Exhibit dismantling of the begins Friday, April 30, when exhibits close 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 12:00 noon on Saturday, May 1, 2010.

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 AACD will consist of back drape and side rail draperies.

Hanging or suspending objects or materials from the ceiling such as, signs, banners, balloons, or other inflatables, 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 AACD.

Outbound Freight

All outbound freight must have a bill-of-lading. All bills-of-lading should be taken to the freight desk at the close of the exhibition. Bills-of-lading will not be accepted before 6:30 pm Friday, April 30, 2010. Freight cannot leave the facility via handicapped elevators or escalators.

Exhibitor Service Manual

The exhibitor service manual will be available online at www.aacd.com no later than January 29, 2010.

Application Policy

Booth Costs

All booth space is 10' x 10' (100 square feet).

Booth rental costs are:

Prime area corner booth \$3,000 (USD)

Prime area inline booth \$2,700 (USD)

Non-prime corner booth \$2,800 (USD)

Non-prime inline booth \$2,500 (USD)

Booth includes:

- 8' high back drape and 3' high side rails
- Four exhibitor badges
- Sign indicating the name of the exhibiting company
- Company listing of products/services in the official program guide
- Pre and post scientific session attendee list (one time usage)
- Company name on AACD Web site
- Link to your Web site from the AACD Web site
- Four complimentary tickets to the Welcome Reception per company
- Lunch in the Exhibit Hall during show dates
- Four complimentary badge registrations per 10' x 10' booth.

Application Policy

Application forms for space can be downloaded online at www.aacd.com provided by the AACD. 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 AACD may, at its discretion, accept or reject any application for booth space.

Applications received after January 29, 2010 must be accompanied with full payment. If exhibit space is sold out, exhibitors will be placed on a "wait list." Exhibitors will be notified and asked whether or not they wish to maintain on the "wait list" in case of cancellation by an assigned exhibitor. Payment will be held if exhibitor wishes to remain on the "wait list." If exhibitors choose not to remain on the list, the full amount received will be returned.

Payment and Cancellation Policy

No booth space will be assigned without a completed application and a 50% deposit at the time the exhibit application is submitted to the AACD. If the appropriate deposit is not submitted, no booth space will be assigned until the deposit is received. All exhibitor balances are due, in full, by January 29, 2010. 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, 2009, a full refund (minus \$75 (USD) handling fee) will be issued. Cancellations received after November 2, 2009 and prior to January 29, 2010 will receive a 50% refund. If a cancellation is received after January 29, 2010, all monies will be forfeit by the AACD.

Any assigned booth space not completely set up and occupied by Wednesday, April 28, 2010 at 9 am may be resold or reassigned without any AACD obligation whatsoever to refund any monies to the exhibitor.

ALL CANCELLATIONS MUST BE IN WRITING.

Assignment Policy

Exact booth locations are determined first by the AACD's priority points system, which is 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 determines the number of points awarded.

LEVEL	Support Amount (USD)	Number of Points
Level I	Over \$80,000	10 points plus 1 additional point for each additional \$10,000 spent (USD)
	\$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

In the event of conflicts regarding available space requests or conditions beyond its control, the AACD reserves the right to rearrange the floor plan. Exhibitors will not 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 2010 exhibitor contract. Include your company's complete contact information.

Step 2

Include your deposit. A 50% deposit for booth rental cost is due with the submission of your contract. All remaining balances must be received by January 29, 2010 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:
American Academy of Cosmetic Dentistry
Carol Schwickrath
Exposition & Education Coordinator
5401 World Dairy Drive
Madison, WI 53718
Fax 608.222.9540

Full Payment Due by January 29, 2010

Account balances must be paid no later than January 29, 2010. 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 the 26th Annual AACD Scientific Session visit www.aacd.com.

FUTURE AACD SCIENTIFIC SESSION DATES AND LOCATIONS

MARK YOUR CALENDAR TODAY
FOR FUTURE SCHEDULED SCIENTIFIC SESSIONS AND REGIONAL MEETINGS.

Fall 2009 Regional
Huntington Beach, California

Nov. 6-8

Winter 2010 Regional
Meeting New York

Boston, Massachusetts
May 17-21, 2011

North Harbor, Maryland
May 1-5, 2012

Rules/Regulations/Restrictions

AACD Member Policy

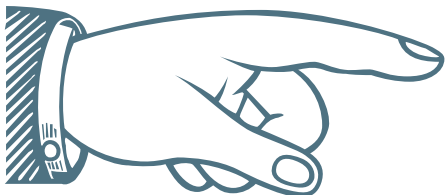
AACD members who exhibit at the annual AACD scientific session will receive a \$200 (USD) discount on scientific session tuition fees. All exhibitor fees, as well as individual scientific session tuition fees must be paid to receive the \$200 (USD) discount. Exhibitor badges may be used for general sessions and social events, but cannot be used to attend scientific courses or hands-on workshops. Exhibitor attendance does not earn credit as attending the scientific session. You must register for the scientific session to receive credit for Accreditation.

Eligibility of Exhibits

Exhibit installations and set-ups are contingent upon the complete payment of any outstanding balances owed to the AACD. The AACD is under no obligation to extend application privileges to any company regardless of whether or not said company has exhibited at past AACD scientific sessions. The AACD shall be the judge as to the exhibit acceptability. FDA guideline products must have FDA certification to exhibit. Exhibits may not display 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 are restricted to booth area only and may not be posted on columns, pillars or placed in aisles. 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 videotapes. Movies must be located so they do not interfere with other exhibitors or aisle space. Operation of projectors is subject to union regulations. Playing commercial music via radio, CD, audiocassette, or television is strictly prohibited.



Booth Assignment Policy

Exhibitors shall not 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. Exhibitors violating these rules will have their exhibit closed for the current scientific session and may be barred from participating at future scientific sessions.

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

Aisle Space

Aisles are the property of the entire show. Exhibitors have the responsibility of assuring proper flow of traffic through the entire show. When large crowds gather for a demonstration or 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, displays or signs for solicitation of business. Distribution of cards, circulars, samples, or exhibit materials is forbidden in areas outside the exhibit booth.

Care of Exhibit Booth

The exhibit space contracted must be maintained and kept orderly at exhibitor expense. Exhibitors shall maintain and conduct the exhibit in a neat, clean, orderly, and safe manner. Exhibitors shall be assisted during exhibition hours and must surrender the space occupied in the same condition as at the commencement of occupation, ordinary wear expected. Exhibitors shall be responsible for damage to property.

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 complimentary badges per 10' x 10' of rented exhibit space. If registering more than the complimentary number allowed, please include a per-person fee of \$100 (USD). 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 exhibitor representatives, misuse of exhibitor badges, or any other false means used to assist unauthorized persons admission to the exhibit floor may result in expulsion of the exhibitor from the exhibition floor and the exhibiting company receiving a violation.

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

Exhibitor Sponsored Contests/Giveaways

Exhibitors wishing to sponsor any type of contest, raffle or prize drawing must obtain written permission from the AACD thirty 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 contests, raffles, or drawings.
2. Contests, raffles, or drawing rules must be posted at the booth. Rules must include eligibility; date and time of drawing (contest, raffle); no purchase necessary to enter; how winners will be notified; how participants can receive the results.
3. Exhibitor must agree to indemnify the AACD in case of any claims arising from the conduct of the raffle or contest.
4. The AACD must be notified of the winner(s) name(s) when prize(s) have been awarded.

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

Exhibitors are not permitted to dispense food and beverage from their booth without written permission from the AACD and the convention center, unless it is the exhibitors product.

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

All property of the exhibitor is understood to remain under its custody and control in transit to and from or within the confines of the facility. The AACD and the facility do not maintain insurance covering exhibitor property. Exhibitors shall carry comprehensive general liability coverage, including premises, operations and contractual liability coverage of at least \$500,000 for personal injury liability and \$500,000 for property damage liability and statutory workers' compensation insurance in full compliance with all federal and state laws covering all exhibitor employees with coverage of at least \$100,000 per injury. A certificate of insurance shall be furnished if requested by the AACD. The AACD and the facility will not be responsible for damage or loss to any property belonging to the exhibitor or used in connection with the exhibit, including shipping containers brought in or used in or about the convention center, nor any acts or omissions of the exhibitor, its employees, agents, or representatives.

Attendance Before and After Exhibit Hours

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 meetings before 11:00 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 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 exhibits close on Friday, April 30, 2010 at 6:30 pm, merchandise-out passes will no longer be necessary to remove product/equipment from the exhibit floor.

The AACD will maintain security during the official dates of the scientific session. Limited security will be provided throughout tear-down, however, exhibitors are responsible for securing their own exhibit materials and/or merchandise once the exhibits officially close at 6:30 pm on Friday, April 30, 2010 through final removal of exhibit materials on Saturday, May 1, 2010.

On the move-out, exhibitors must remain with their goods and merchandise until goods 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 9:00 am on Wednesday, April 28, 2010 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 the official show hours and must be closed at all other times.

If exhibitors are delayed, they must notify the AACD of the delay. To reach the AACD, call Carol Schwickrath, Exhibits & Education Coordinator at 800.543.9220.

Functions and Hospitality Suites

The AACD must approve, in writing any function scheduled during the April 27–May 1, 2010 scientific session. No function, directly or indirectly, may interfere with an official AACD event. Exhibitors in violation will suffer sanctions.

Infraction of Scientific Session Rules

Exhibitors shall not infringe upon the rights and privileges of one another. Complaints regarding infractions or disputes between exhibitors should be directed to the AACD. AACD's decisions are final.

Unethical conduct or any infraction of the rules by the exhibitors 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. Should this occur, the AACD shall make no refund and the exhibitor or representative will make no demand for redress.

These regulations are to be construed as part of all space contracts. The AACD reserves the right to interpret these rules and 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 provide order and fairness to the technical exhibition. Without enforcement, they would be of little value.

In addition to being subjected to restriction or termination of an exhibit, as 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 AACD's Professional Education Committee, will act as official floor managers during the scientific session. They act in conjunction with the AACD and have the authority to enforce AACD 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 will be provided each day, including set up day.

Fire and Safety Rules

All materials 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 approval of the AACD. This includes any demonstration involving lasers, laser cutting, cooking, open flames, lit candles, pyrotechnics, smoke-producing devices, heating appliances, and cutting equipment. If approval is granted, the demonstration must be performed in a manner that ensures the safety of anyone or anything nearby. Specific fire extinguishers may also be required.

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

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

Be aware 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 AACD 90 days prior to the show.

Storage is forbidden inside the display area, behind the back drape, and beyond the display wall. All cartons, crates, containers, packing materials, etc., necessary for repacking must be labeled with "EMPTY" stickers and removed from the show floor. (All empty cartons must be labeled by 8:00 pm on Tuesday, April 27, 2010.) All unwanted containers and refuse should be placed in the aisle directly in front of the exhibit for housekeeping removal. 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 times. 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 show set up, show hours, and show tear down. Smoking is allowed only in authorized areas.

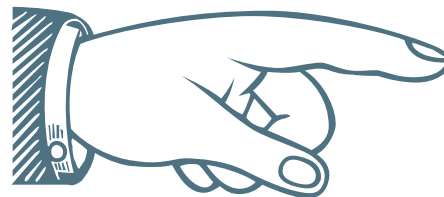
Liability and Indemnification

Neither the AACD, hosting facility nor any of its officers, agents, or employees, shall be held liable for any damage, loss, harm, or injury to person, or property belonging to exhibitors or any of their officers, agents, or employees, resulting from theft, fire, water, accident or any other cause. Exhibitors shall indemnify, defend, and hold harmless the Association, the hosting facility and their officers, agents, or employees, from any and all claims, demands, suits, liabilities, damages, losses, costs, attorney's fees, and expenses that might result from or arise out of any action or failure to act on the part of the exhibitor, any of its officers, agents, or employees. The AACD reserves the right to legal counsel in defense of such claim or alleged claim.

By occupying exhibit space (whether or not this obligation is included in any other printed or written contract), exhibitors agree to protect, save, and hold the AACD and the Gaylord Texan Resort & Conference 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.

Exhibitors shall at all times protect, indemnify, save, and hold harmless the indemnities against from any and all losses, costs (including attorney 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 AACD reserves the right to interpret these regulations, as well as, make final decisions on all points not covered in the regulations.





GAYLORD TEXAN

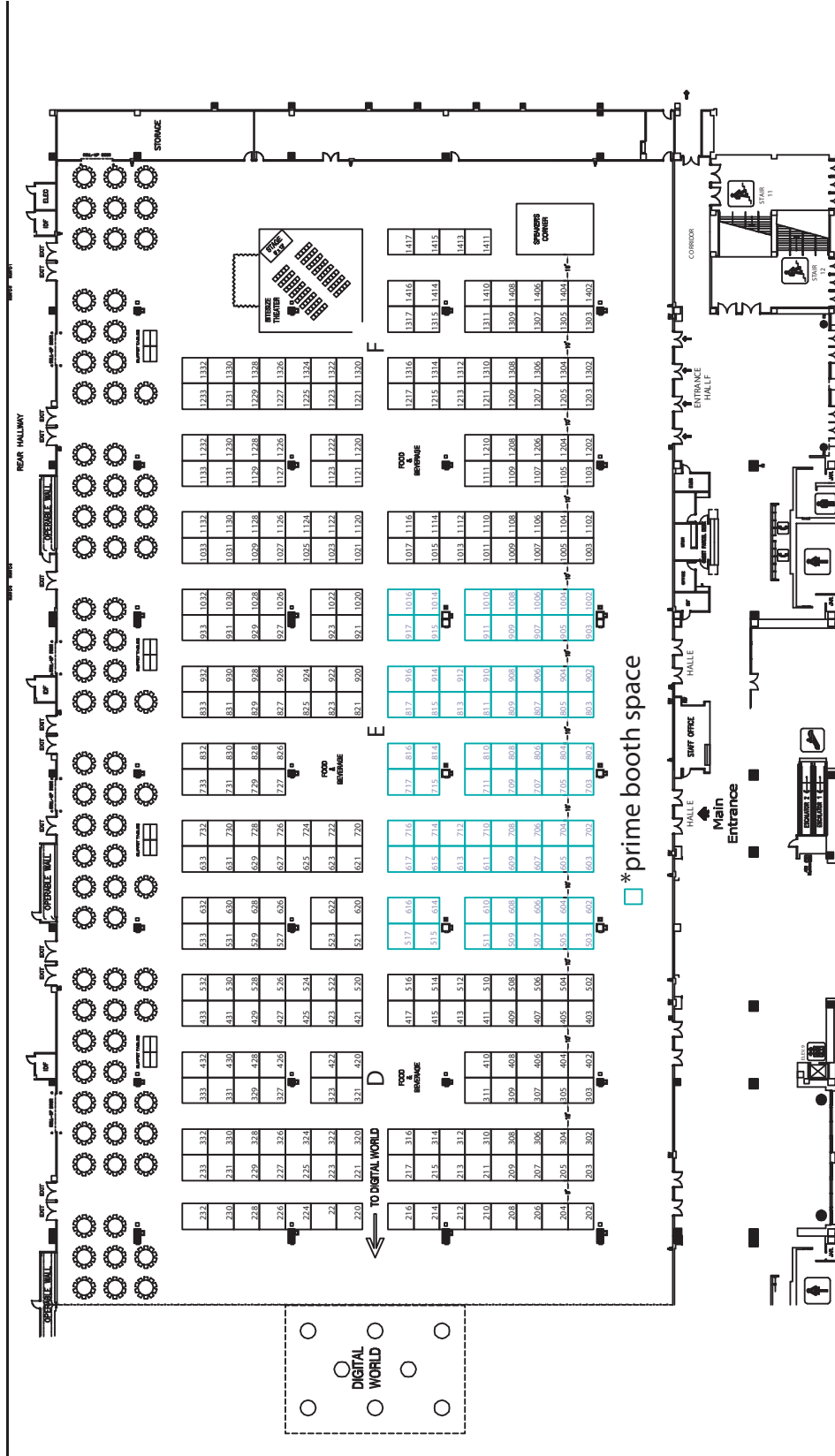
RESORT & CONVENTION CENTER

on *Lake Grapevine*
1501 Gaylord Trail
Grapevine, TX 76051

American Academy of Cosmetic Dentistry

April 27-29, 2010

LONGHORN EXHIBIT HALL D-E-F



Carol Schwickrath, Exhibits & Education Coordinator
 American Academy of Cosmetic Dentistry
 5401 World Dairy Drive
 Madison, WI 53718
 Fax: 608.222.9540