BOSTON

American Academy of Periodontology
103rd Annual Meeting

September 9-12, 2017

Invitation To Exhibit

Boston Convention & Exhibition Center

Boston, MA

www.perio.org/meetings

THE AMERICAN ACADEMY OF PERIODONTOLOGY
AAP
COOPERATE·ADVANCE

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Exhibit Advisory Council

The American Academy of Periodontology (AAP) Exhibitor Advisory Council helps promote the involvement and support of exhibiting companies, to maintain open communication and to provide guidance about exhibit policies.

Corporate Representatives

BIOLASE

DENTSPLY Implants, North America

Millennium Dental Technologies, Inc.

Piezosurgery Incorporated

Quintessence Publishing Co., Inc.

Salvin Dental Specialties, Inc.

Academy Information

The American Academy of Periodontology (AAP) is an 8,400-member professional association for periodontists - specialists in the prevention, diagnosis, and treatment of diseases affecting the gums and supporting structures of the teeth, and in the placement of dental implants. Periodontists receive three additional years of specialized training following dental school. Periodontics is one of the nine dental specialties recognized by the American Dental Association.

Eligibility

Companies that market periodontal or dental-directed products, equipment, or services are eligible to exhibit at the 103rd Annual Meeting..

Exhibit Hall Attractions

- Welcome Reception
- Complimentary lunches for meeting attendees
- Complimentary coffee breaks for meeting attendees
- Concessions
- AAP Member Resource Center
- AAP International Lounge
- AAP Research Poster Session and Competition
- CE Pavilions
- **NEW!!! Technology Park** – Bring your own device (B.Y.O.D.) and learn tips and tricks in the park.

*Breaks

Enjoy dedicated, noncompetitive exhibit time that ensures traffic flow to your booth. The scheduled morning coffee breaks and lunches provide unopposed time to spend with attendees.

Morning Coffee Break

Sunday, September 10 - Tuesday, September 12

10:00 - 10:30 am

Complimentary Attendee Lunch

Sunday, September 10 - Tuesday, September 12

11:45 am - 1:45 pm

Back by Popular Demand: The **Welcome Reception** will take place inside the Exhibit Hall on Sunday, September 10, from 5:00 - 6:00 pm. A great opportunity for increased traffic, sales, and networking.

*Dedicated Exhibit Time

Attendee Profiles

The following chart shows Annual Meeting registrants from 2006-2016.

2006 (San Diego, CA)	
Periodontists/Dentists	2,489
Hygienists	373
Office Staff	25
Dental Students	592

2007 (Washington, DC)	
Periodontists/Dentists	2,911
Hygienists	501
Office Staff	234
Dental Students	584

2008 (Seattle, WA)	
Periodontists/Dentists	2,242
Hygienists	193
Office Staff	245
Dental Students	531

2009 (Boston, MA)	
Periodontists/Dentists	2,825
Hygienists	270
Office Staff	175
Dental Students	666

2010 (Honolulu, HI)	
Periodontists/Dentists	2,074
Hygienists	283
Office Staff	217
Dental Students	508

2011 (Miami Beach, FL)	
Periodontists/Dentists	2,614
Hygienists	127
Office Staff	209
Dental Students	725

2012 (Los Angeles, CA)	
Periodontists/Dentists	2,314
Hygienists	161
Office Staff	169
Dental Students	469

2013 (Philadelphia, PA)	
Periodontists/Dentists	2,256
Hygienists	135
Office Staff	116
Dental Students	551

2014 (San Francisco, CA)	
Periodontists/Dentists	2,542
Hygienists	212
Office Staff	178
Dental Students	700

2015 (Orlando, FL)	
Periodontists/Dentists	2,077
Hygienists	121
Office Staff	161
Dental Students	686

*2016 (San Diego, CA)	
Periodontists/Dentists	TBD
Hygienists	TBD
Office Staff	TBD
Dental Students	TBD

Not yet available at time of printing

Expected professional attendance at the 2016 Annual Meeting is approximately 2,500 periodontists.

GENERAL INFORMATION

Exhibition Venue

Boston Convention & Exhibition Center

Exhibit Hall: Hall A

Exhibition Dates and Hours

Sunday, September 10, 2017	10:00 am - 6:00 pm
Monday, September 11, 2017	10:00 am - 6:00 pm
Tuesday, September 12, 2017	10:00 am - 3:00 pm

Installation/Exhibitor Move-In*

Targeted move-in (freight only):

Wednesday, September 6, 2017	2:00 - 5:00 pm

Targeted move-in:

Thursday, September 7, 2017	8:00 am - 5:00 pm

General exhibitor move-in:

Friday, September 8, 2017	8:00 am - 5:00 pm
Saturday, September 9, 2017	8:00 am - 5:00 pm

The service contractor will contact companies that will be targeted for move-in.

Dismantle/Exhibitor Move-out*

Tuesday, September 12, 2017	3:00 - 11:59 pm
Wednesday, September 13, 2017	8:00 am - Noon

Outside carriers should be checked in by Noon on Wednesday, September 13, 2017.

Exhibitor Registration

Badges can be picked up on-site at the Boston Convention & Exhibition Center. On-site exhibitor registration hours are as follows:

On-site Exhibitor Registration Hours*

Thursday, September 7, 2017	2:00 - 5:00 pm
Friday, September 8, 2017	7:00 am - 5:00 pm
Saturday, September 9, 2017	7:00 am - 5:00 pm
Sunday, September 10, 2017	7:00 am - 5:00 pm
Monday, September 11, 2017	7:00 am - 5:00 pm
Tuesday, September 12, 2017	9:00 am - Noon

**All dates and times are subject to change.*

AAP Badge Allotment Policy

Each exhibiting company is allowed four complimentary badges per 100 square feet of exhibit space. Additional representative may register for $105 (advance) and $155 (on-site). No refunds will be issued for additional badges purchased and unused. Badge information will be emailed to the contact. Registration fees must be paid prior to, or at the time of registration. Badges will not be issued for children under 18 years of age.

Exhibitor Service Manual

A comprehensive service manual will be available online only beginning in June 2017.

AAP Web Site Information

Log on to www.perio.org/meetings to learn more about the 2017 Annual Meeting.

Annual Meeting Hotels

- Aloft
- Element
- Westin Waterfront (headquarter)
- Omni Parker House
- Renaissance Boston Waterfront Hotel
- Seaport Hotel & World Trade Center

Housing reservation information will be emailed sometime in Fall 2016 from the official Academy's housing and registration vendor Experient. This is the official AAP vendor for housing and registration for badges.

Function Request

Exhibiting companies who wish to hold a function must submit a written request to the Meetings Director by **July 7, 2017**. A Function Request Form will be included in the Exhibitor Service Manual.

Booth Costs

Booth space will be charged at the rates indicated below:

- $37 per square foot
- $250 charge for each corner

Booth units are sized in increments of 100 square feet, with the smallest booth being a 10′ x 10′ unit.

A deposit of $1,000 per 100 square feet of space is required with all contracts including those signed and submitted during on-site booth selections at the AAP 2016 Annual Meeting in San Diego. The remaining balance is due by March 17, 2017.

All contracts submitted after March 17, 2017 must include full payment.

Submitted contracts will not be processed or receive booth confirmation until proper payment is received.

Cancellation/Reduction Costs

All cancellations or reductions must be made in writing. Booths cancelled by January 6, 2017 are subject to a $250 cancellation fee.

Cancellations received between January 7 and March 17, 2017, are eligible to receive a 50 percent refund of the **total booth rental fee**. Cancellations/reductions after March 17, 2017, are not eligible to receive a refund.

Exhibit Space Fee includes

- Rental of booth space
- Standard 8′ high draped back wall and 3′ high draped side rails
- Aisle carpeting
- Booth identification sign, if applicable (per booth size and design)
- 24-hour hall security
- General cleaning of hall aisles and lounge area(s)
- Four complimentary registration badges per 100 square feet of exhibit space
- One listing in the Annual Meeting on-site program of company name, phone, fax, web site. Contract must be received by June 30, 2017 for company listing to be included in program. After this date your company listing will be included in the AAP Annual Meeting mobile app.
- Use of Exhibitor Lounge

CERTIFICATES OF INSURANCE

Exhibiting companies must submit a copy of their Certificate of Insurance to the American Academy of Periodontology. Certificates must include the following information:

Insured: Full company name and mailing address

Date of the Meeting: September 9 - 12, 2017

Coverage Dates: September 7 – September 13, 2017 (This includes exhibitor move-in, show dates, and move-out.)

Additional insured: American Academy of Periodontology, the Massachusetts Convention Center Authority, the Boston Convention and Exhibition Center, and their respective members, officers, trustees, directors, agents, employees, contractors, and assigns. Use of facilities for convention being held through September 13, 2017. Inclusive coverage includes Hold Harmless and Waiver of Subrogation.

Liability Amounts: Minimum amounts of $1,000,000 combined single limit bodily injury and broad form property damage coverage, including broad form contract liability and business interruption insurance.

The American Academy of Periodontology reserves the right, in its sole discretion, to cancel the Application and Contract for Exhibit Space of any exhibitor failing to meet these insurance requirements.

BOOTH ASSIGNMENT PROCEDURES AND DEPOSITS

Booth Assignment Procedures

Assignment of exhibit space is based on a priority point system.

This system is as follows:

- 1 point for Annual Meeting Exhibition participation.
- 1 point for each 10′ x 10′ booth unit rented at an Annual Meeting.
- 1 point for every $50,000 pledged to the AAP Foundation Endowment Fund
- 1 point for each year of payment to the AAP Foundation Endowment Fund
- 1 point for $10,000 - $19,999 advertising dollars spent in an AAP publication
- 2 points for $20,000 and over advertising dollars spent in an AAP publication
- 1 point for every $10,000 spent for Annual Meeting Sponsorships.
- New Housing Points*
  11 to 7 Rooms reserved = 15 points
  6 to 10 Rooms reserved = 10 points
  1 to 5 Rooms reserved = 5 points

*Housing Points will be awarded to each exhibiting company record after the conclusion of the Annual Meeting.

Companies that select booth space September 12 – 13, 2016 in San Diego should submit a $1,000 per (100 square feet space) deposit with the Application and Contract for Exhibit Space. The balance is due by March 17, 2017. All booths contracted must be paid in full by March 17, 2017.

Contracts will be assigned under the priority point system for booths selected during the on-site booth draw in San Diego on September 12 or September 13, 2016. After this date, space is assigned on a first-come, first-served basis, and must include proper payment.

Future Booth Assignment Information

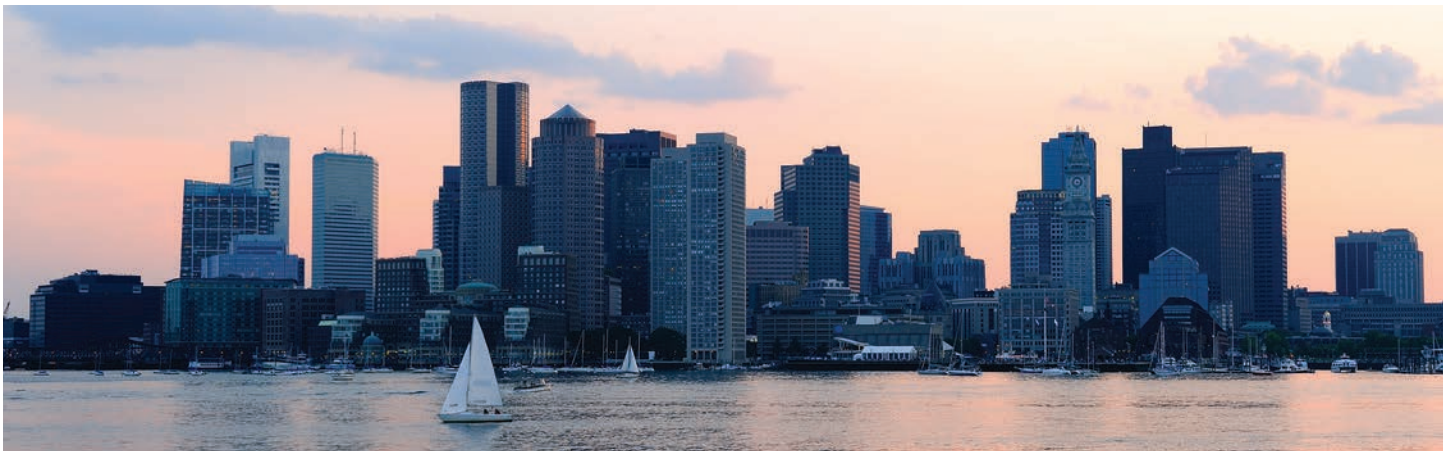
Booth space for the 2017 AAP Annual Meeting Exhibition in Boston will be assigned on Monday, September 12, 2016, and Tuesday, September 13, 2016, near to the Exhibitor Lounge area inside rear day and time along with the 2017 Annual Meeting Invitation to Exhibit brochure, Exhibit Contract and Floor Plan will be emailed to all 2016 exhibitors in August 2016.

Application and Contract for 2017 Exhibit Space

- Complete & Sign the Application and Contract for Exhibit Space - sides A & B.
- Submit a deposit of $1,000 per 10′ x 10′ booth (100 square feet) required for all contracts. The remaining balance is due by March 17, 2017.
- A copy of your company's Certificate of Insurance will be required for this meeting at a later date.

Questions? Contact:

Marge Palonis, CEM
Exhibits Manager
American Academy of Periodontology
737 N. Michigan Avenue, Suite 800
Chicago, Illinois 60611-6660
Phone: 312.573.3210
Fax: 312.573.3225
E-mail: margery@perio.org



Union Labor

Massachusetts, is NOT a "right-to-work" state. Union Labor is available to assist in the installation and dismantling of exhibit booths. Exhibit labor, freight and rigging labor, electricians and plumbers can be arranged for at established rates using the order forms that will be included in the Exhibitor Service Manual.

Exhibit Labor Jurisdiction

The unpacking, erection, assembling, dismantling, and packing of displays and equipment may be done by full-time employees of the exhibiting company (no outside labor allowed). Skilled craftsmen will be available to assist exhibitors who wish to hire labor to perform these services. Arrangements for all temporary labor must be made through the official Service Contractor. Please use the Labor Order Forms included in the Exhibitor Service Manual. Outside labor of any kind is not permitted.

Material/Freight Handling Jurisdiction

The official Service Contractor has the responsibility of receiving and handling all exhibit materials and empty crates that come in via over the road carriers. It is the official Service Contractor's responsibility to manage docks and schedule vehicles for the smooth and efficient move-in and move-out of the exhibition. The official Service Contractor will not be responsible, however, for any materials they do not handle. Exhibitors may unload their own private vehicles provided the vehicle is less than 24'. Unloading or reloading of any freight from any vehicle over 24' in length will be handled by the official Service Contractor. Rates for material handling services will be included in the Exhibitor Service Manual.

Exhibitors may use their own two-wheeled hand truck or four-wheeled flat truck. The use of pallet jacks, fork trucks, lift gates, or any other mechanical equipment is not permitted.

Vehicles must not be left unattended at the loading areas. Any unattended vehicles will be towed at the owner's expense.

The Fire Marshal absolutely prohibits the storage of empty containers in the exhibit hall. Arrangements have been made with the official Service Contractor to store empty crates. Please refer to the Material Handling Information sheet in the Exhibitor Service Manual for the handling of empties, disposal of skids, etc.

Gratuities/Breaks

Tipping is expressly prohibited. This includes such practices as giving money, merchandise, or other special consideration for services rendered. Do not give coffee breaks other than mid-morning and mid-afternoon, when the union has a 15-minute paid break. Meal breaks are one hour. Any attempt to solicit a gratuity by an employee for any service should be reported immediately to the official Service Contractor.

In General

Exhibitors do not have to respond to grievances or complaints from union and trade personnel with respect to work jurisdictions. Please refer all such disputes and/or questions to the official Service Contractor personnel immediately.

Safety

The safety of everyone working in the hall is of utmost concern at all times. Standing on chairs, tables and other rental furniture is prohibited. This furniture is not engineered to support standing weight. The official Service Contractor cannot be held responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, please order labor on the Labor Order Form included in the Exhibitor Service Manual and the necessary ladders and tools will be provided.

Electrical Services

Exhibitors are responsible for distributing their own 120V electrical cords and plugging in their booth equipment. Exhibitors may choose to: a) hire labor from the General Service Contractor; b) hire a third-party team to perform the distribution work; c) bring their own company's electrician to perform distribution and hard wire connections as long as he/she is a full-time employee of the exhibiting company.

Linear Booth

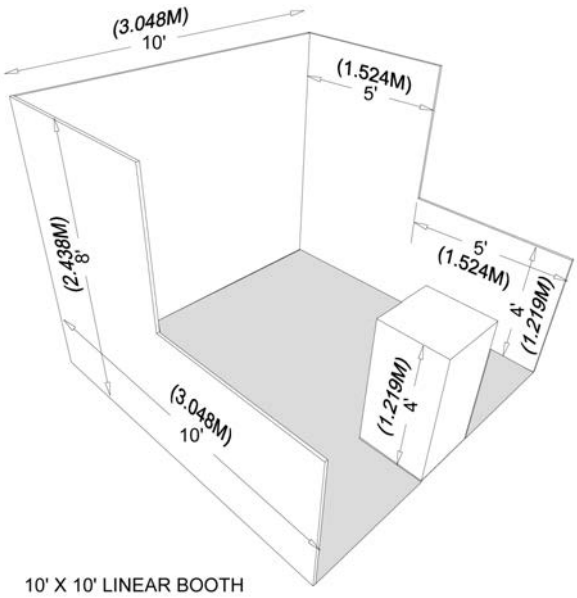
Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called "in-line" booths.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.

Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.



10' X 10' LINEAR BOOTH

Corner Booth

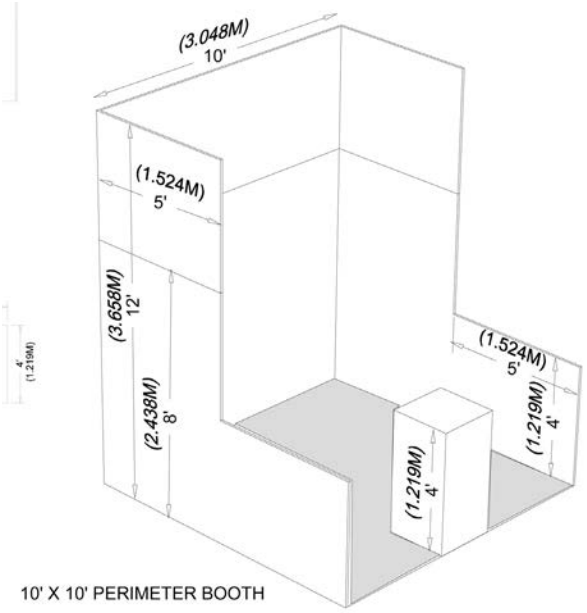
A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12ft (3.66m).



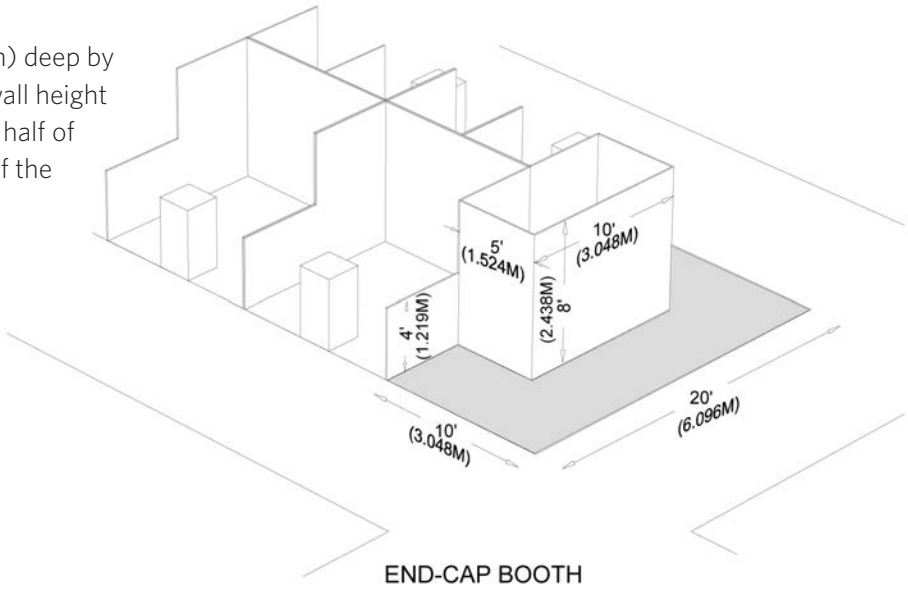
10' X 10' PERIMETER BOOTH

End-cap Booth

An End-cap Booth is exposed to aisles on three sides and composed of two booths.

Dimensions

End-cap Booths are generally 10ft (3.048m) deep by 20ft (6.096m) wide. The maximum backwall height of 8ft (2.438 m) is allowed only in the rear half of the booth space, and within 5ft (1.524m) of the two side aisles, with a 4ft (1.219m) height restriction imposed on all materials in the remaining space forward to the aisle.



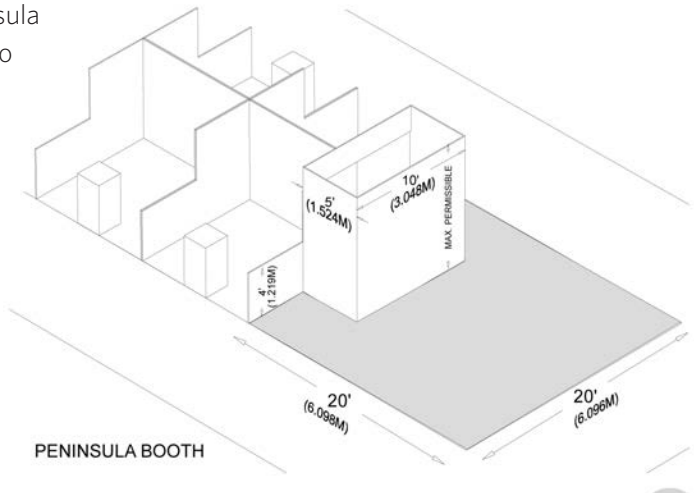
END-CAP BOOTH

Peninsula Booth

A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth."

Dimensions

A Peninsula Booth is usually 20ft x 20ft or larger. When a Peninsula Booth backs up to two Linear Booths, the backwall is restricted to 4ft (1.219m) high within 5ft (1.524m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths.16ft (4.876m) is a typical maximum height allowance, including signage for the center portion of the backwall.



Island Booth

An Island Booth is any size booth exposed to aisles on all four sides.

Dimensions

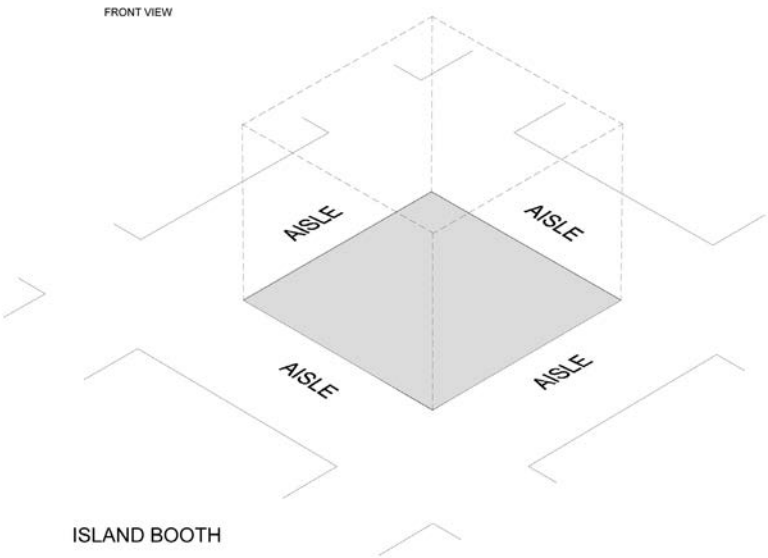
An Island Booth is typically 20ft x 20ft or larger, although it may be configured differently.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is usually 16ft (4.876m), including signage.

In addition, Academy rules and regulations mandate that the booth design/configuration must maintain 50% see-through visibility from all four aisles. Line-of-site visibility elements must not be greater than 4'ft (1.22m) high.

No hanging signs are allowed.



Recognition in the On-Site Program

Take advantage of securing your booth early to ensure your company is listed with your company name, booth number, and other important information in the On-Site Program.

Sponsorship

Gain additional recognition and exposure and earn priority points through numerous opportunities to support the functions, services, sessions, and events at the AAP Annual Meeting.

For sponsorship, contact:

Bryn Reese, Director of Corporate Relations
American Academy of Periodontology
Phone: 312.573.3206
E-mail: bryn@perio.org

Attendee Mailing Lists

Make the most of your exhibit by letting attendees know that you'll be at the Annual Meeting. Invite current and potential customers to your booth to see all that you do! Both a pre-show and post-show mailing list option will be available that includes all 2017 AAP Annual Meeting professional attendees and will be sold exclusively to 2017 Annual Meeting exhibiting companies. The cost is $350, however companies that have exhibited with the AAP for a minimum of five consecutive years receive a 50% discount. Further information and an order form will be provided in the online Exhibitor Service Manual.

Exhibitor Coupon Booklet

This low cost marketing opportunity allows exhibitors to reach attendees directly with an advertisement or the promotion of a show special. Booklets will be made available to all attendees in their registration bag. The cost of this opportunity is only $299 per ad. More information will be included in the online Exhibitor Service Manual.

Hotel Room Drop

Advertise show specials and have them placed outside the attendee's hotel room on the AAP peak nights at all contracted/official hotels. Additional fees apply. More information will be included in the online Exhibitor Service Manual.

Lead Retrieval

Scan all attendee badges to get the most out of your presence. Take names home with you! Take advantage of collecting data on attendees that visit your booth by ordering your lead retrieval components. Additional fees apply. More information will be included in the online Exhibitor Service Manual.

NEW! Guest Passes

Invite your customers to the AAP Exhibit Hall. Each exhibiting company will be allowed three complimentary exhibits-only guest passes per 10′ x 10′ booth space contracted. No additional guest passes will be available. A guest pass order form will be included in the online Exhibitor Service Manual as the passes must be requested. The complimentary guest passes will be mailed directly to the main contact for contracted exhibiting company in August 2017, and are only valid to be processed on-site.

Advertising

Place an ad in the Annual Meeting issue of the *Journal of Periodontology* or *Periospectives* the AAP member magazine, to direct potential customers to your booth before they even step onto the exhibit floor. Enhance your booth investment and get a jump on the competition by reserving your ad space today!

For advertising, contact:

Todd Goldman, Advertising Sales Manager
American Academy of Periodontology
Phone: 813.444.1014
E-mail: tgoldman@amgoldman.com

*IMPORTANT DATES AND DEADLINES

September 2016	1st Round of booth assignments conducted by priority points and appointments. $1,000 per (100 square feet of space) deposit required with all contracts submitted
Fall 2016	Housing information sent via email
January 6, 2017	Booth cancellation with a $250 cancellation fee.
March 17, 2017	Remaining balance due No refunds for cancellations after this date.
June 2017	Exhibitor Service Manual available online
September 6-7, 2017	Targeted freight only move-in begins
September 8-9, 2017	General exhibitor move-in
September 10, 2017	Exhibition opens at 10:00 am
September 12, 2017	Exhibition closes at 3:00 pm
September 13, 2017	Outside carriers must be checked in by Noon

**All dates and times are subject to change.*

1. SPONSOR - The word "Sponsor" means the American Academy of Periodontology (AAP) acting through its respective officers, directors, members, committees, agents, or employees acting for it in the management of the Exhibition.

2. EXHIBITION DATES AND HOURS - The Exhibit Hall will be open to attendees during designated hours on September 10-12, 2017. No exhibitor, nor any employee, agent or servant of an exhibitor, shall be permitted to enter the Exhibition Hall until 90 minutes before the official opening hour, nor allowed to remain later than 90 minutes after the official closing hour, except on the last day of the Exhibition.

3. EXHIBITION STANDARDS – The AAP welcomes exhibitors at the American Academy of Periodontology 2017 Annual Meeting, as exhibits constitute an important means of keeping members informed of new and improved products and services for the provision of periodontal care. Exhibits and promotional materials should be dignified, and truthful and not misleading, and designed to provide useful and reliable information. Participating firms will be limited to those which have periodontal/dental directed products, equipment, or services, except that consumer items may be accepted for display where the Sponsor considers it necessary for individuals to know of their availability and labeling in connection with education of the public. The exhibition of a product or service at the AAP Annual Meeting does not constitute an AAP endorsement of the product or service, or of the claims made.

4. PERMISSIBLE EXHIBITS/PRODUCT AND MATERIAL DISTRIBUTION - All business activities of the Exhibitor at the AAP 2017 Annual Meeting must be within the Exhibitor's allotted exhibit space. The distribution of product samples in Exhibitor's booth(s) must be distributed at least two feet inside of the booth. The serving of alcohol within the contracted booth space is prohibited except during the AAP Welcome Reception. The use of propane, butane or other combustible bottled gas is prohibited. Helium balloons are prohibited.

At any time or times before or during the Exhibition, the Exhibitor must promptly furnish the Sponsor with sample products, packages, labels, advertising and promotional literature that would be or is being distributed before Exhibitor will be eligible to participate or continue in the Exhibit Hall. The Sponsor reserves the sole and absolute right to determine which firms and products are appropriate in its judgment for inclusion in the Exhibit Hall and to refuse, cancel or restrict any applicant or exhibit which the Sponsor considers undesirable for any reason. This provision applies to Exhibitor's conduct, articles, printed matter, samples, questionnaires or any other actions or items that the Sponsor deems objectionable. If the Sponsor decides that any of the above do not meet its standards or is not suitable, the Exhibitor must at once comply with the Sponsor's request and withdraw from the Exhibition. If appropriate, the Exhibitor may be eligible to be reimbursed for the rental fee paid, prorated for unused time.

5. SPACE ASSIGNMENT - The AAP uses a priority system for assigning booth space, as outlined under "Booth Assignment Procedures and Deposits". The first round of booths will be assigned under the priority point system on Monday, September 12, 2016, and Tuesday, September 13, 2016 while in San Diego. All other space is reserved on a first-come, first-served basis. A $1,000 (per 100 square feet of space) deposit is required with all contracts at time of submission. The balance is due by March 17, 2017. All contracts submitted after March 17, 2017 must include full payment.

Telephoned requests for specific space must be followed with a completed contract and required deposit or full payment within five working days of the request. Otherwise, space will be offered to another Exhibitor and/or not held.

6. RATES, DEPOSITS, CANCELLATION, REFUNDS - Booth space rates will be charged at $37 per square foot with a $250 charge for each corner assigned.

A deposit of $1,000 per 10' x 10' (100 square feet) of space is required when the application/contract is submitted. The balance is due by March 17, 2017.

All cancellations or reductions must be made in writing. Booths cancelled by January 6, 2017, are subject to a $250 cancellation fee.

Cancellations received between January 7, 2017, and March 17, 2017, are eligible to receive a 50 percent refund of the **total booth rental fee**. Cancellations/reductions after March 17, 2017, are not eligible to receive a refund.

All cancellation fees are payable immediately upon cancellation. These cancellation fee terms will apply regardless of the execution date of the application.

7. SPACE REASSIGNMENT - All or any part of the designated space is subject to reassignment and rearrangement at the sole discretion of the Sponsor for the purpose of consolidation of display space or for any reason.

The Sponsor may also assign or reassign space to Exhibitor as required by the need of Exhibitor for water, drain, gas, electricity, air, steam, or other services and the availability, capacity and locations of these services. The judgment of the Sponsor with respect to such reassignment or rearrangement of space shall be final, although the total square footage occupied by Exhibitor resulting there from shall not be reduced or increased substantially without the consent of Exhibitor. If space is so reduced or increased, the amount payable shall be appropriately adjusted.

8. SUBLETTING OF SPACE - No Exhibitor shall assign, sublet, or apportion the whole or any portion of space allotted to any other Exhibitor or person except to a parent, subsidiary, or affiliated corporation or business that also meets all of the requirements set forth in these regulations. Exhibitor remains fully responsible and liable under its contract for all activities of any person to occupy or use its space.

9. LIABILITY - The Exhibitor agrees that neither the Sponsor, the Massachusetts Convention Center Authority, or the Boston Convention & Exhibition Center, nor any of their officers, directors, members, agents, and 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, directors, agents, or employees, resulting from theft, fire, water, accident, or any other cause. The Exhibitor shall indemnify, defend, and hold harmless the Sponsor, the Massachusetts Convention Center Authority, or the Boston Convention & Exhibition Center, and their officers, directors, members, agents and employees, from and against 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 the part of the Exhibitor or any of its officers, directors, agents, or employees.

10. USE OF CERTAIN PROPERTY - Exhibitor will assume all costs arising from the use of patented, trademarked, franchised, or copyrighted music; materials, devices, processes, or dramatic rights used on or incorporated in the Exhibitor's space. Exhibitor shall indemnify, defend, and hold harmless the Sponsor, the Massachusetts Convention Center Authority, or the Boston Convention & Exhibition Center, and their officers, directors, members, agents and employees from and against 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 use of any such material(s) described above.

11. INSURANCE - All property of the Exhibitor is to remain under its custody and control in transit to or from or within the confines of the Exhibit Hall. Exhibitors shall carry their own insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others. Exhibitors are required to submit to Show Management a copy of the Exhibitor's Certificate of Insurance. The certificate must show that the Exhibitor carries no less than $1,000,000 combined single limit bodily injury and broad form property damage coverage, including broad form contract liability and business interruption insurance. The Sponsor shall not be obligated to carry any insurance for the benefit of Exhibitors.

12. EXHIBITION CANCELLATION - If the Exhibit Hall is destroyed by fire or the elements, or by any cause, or if circumstances, in the opinion of the Sponsor, make the holding of the Exhibit Hall impractical, the Sponsor may at its sole discretion cancel the Exhibition, but shall return the unused prorata portion of the rental fee. The Sponsor is released from any and all claims for damages which may arise in consequence thereof.

13. ORDER-TAKING - Exhibitors will be allowed to take orders on the Exhibit floor and exchange payment for products. Companies are responsible for all taxes to the State of Massachusetts, if applicable.

14. PROHIBITIONS - Distribution of promotional gummed labels or badge stick-ons is prohibited.

No promotional device may obstruct badges in any way. The serving or consumption of alcohol will be permitted on Sunday during the AAP-hosted Welcome Reception. On other show days alcohol will be prohibited. Exhibitors may not bring in outside food. All food and beverage must be ordered through Levy Restaurant as they are the exclusive in-house food and beverage provider.

15. NEW!!! DRAWINGS, RAFFLES, LOTTERIES AND CONTESTS NOW PERMITTIED WITHIN THE EXHIBIT HALL - The Exhibitor is responsible for keeping aisles near its' exhibit space free of congestion caused by its demonstration and other promotional activities. All activities must be conducted within the exhibitors, contracted booth space. All activities must be conducted in a professional manner to maintain the dignity and appearance of the meeting. Failure to comply with this rule may result in Sponsor stopping/cancelling all such activity.

16. VIOLATIONS - In the event of a violation, the Sponsor has the right without written notice to terminate its contract with the Exhibitor and to evict the Exhibitor at the Exhibitor's own risk and expense.

17. SERVICES - Each Exhibitor, as part of the contract with the Sponsor, will be provided the following services free of additional charge: erection of necessary flame-proofed draped back walls and side rails of uniform style, an identification sign (upon request), aisle carpeting, program listing, general hall cleaning, and hall security guard services. No allowance will be made for facilities not utilized.

In addition to all other payments provided in this contract, Exhibitor agrees to pay for the following services at rates approved by the Sponsor: handling of incoming or outgoing freight; labor and material to assist in setup; dismantling and maintenance of exhibit; electrical service including outlets; cleaning service; internet or communication service and furniture/accessories.

Independent contractors must conform to IAEE guidelines. ALL INDEPENDENT CONTRACTORS MUST SUBMIT A CERTIFICATE OF INSURANCE TO THE SPONSOR THIRTY (30) DAYS PRIOR TO THE EXHIBITION. All exhibit labor must comply with established labor jurisdictions.

18. INSTALLATING OF EXHIBITS* - Children under 18 years of age are not permitted on the exhibit floor during installation or under any circumstances. Guests of the exhibitor are not permitted on the exhibit floor under any circumstances.

Targeted move-in (freight only): Wednesday, September 6, Targeted move-in, Thursday, September 7, 8:00 - 5:00 pm, (Targets by appointment) General Move-in: Friday, September 8, 8:00 am - 5:00 pm and Saturday, September 9, 8:00 am - 5:00 pm.

19. DISMANTLING OF EXHIBITS* - Exhibitors will complete arrangements for prompt pickup of all outbound shipments and remove the exhibit at the time specified by the Sponsor for removal of exhibits. All freight not called for within the Sponsor-designated move-out time may be shipped by a carrier selected by the Official Service Contractor and billed to the Exhibitor. Children under 18 years of age are not permitted on the exhibit floor during dismantle or under any circumstances. Guests of the exhibitor are not permitted on the exhibit floor under any circumstances.

All exhibits must remain intact until the official closing of the exhibition at 3:00 pm on Tuesday, September 12, 2017. Exhibitors expressly agree not to begin packing or dismantling until such time. All booths must be staffed by an authorized company representative during all show hours. Any Exhibitor who violates this regulation may be ineligible to participate in future Sponsor exhibitions.

*All dates and times are subject to change.

20. BOOTH CONSTRUCTION AND ARRANGEMENT - All exhibits must be confined to the spatial limits of their respective booths as indicated on the floor plan. (Note regulation #4 regarding sampling.) The back wall of booth is 8'0" high; side dividers are 3'0" high. Materials above four feet in height and placed within ten lineal feet of an adjoining exhibit may not be placed within five feet from the numbered aisle. Materials placed more than five feet from the back wall must be no higher than four feet from the floor. The back wall on an end-cap booth is 8' and allowed only in the rear half of the booth space and within 5' of the two side aisles, with a 4' height restriction imposed on all materials in the remaining space forward to the aisle. No special signs, booth construction apparatus, equipment, lighting fixtures, etc. will be permitted to extend above 8'0" with the exception of island or peninsula spaces where height limitation is 16'0", and perimeter spaces where height limitation is 12'0". However, cubic content of island booths must be approved in advance by the Sponsor as ceiling heights throughout the Exhibit Hall may vary. The design of the booth must allow 50% see-through visibility and accessibility from all four aisles. Exhibits shall be so installed that they will in no case project beyond the space allotted and floor covering must be confined to booth space and not project into the aisle. Exhibits shall not obstruct the light, view or space of others. Open or unfinished visible sides of exhibits must be covered so as not to be unsightly or objectionable to other exhibitors. Signs must be made professionally. Exhibitor shall be responsible for damage to property. No portion of the booth, or its related parts, contents or signage may be suspended from the ceiling of the Exhibit Hall. All booths must be carpeted.

21. CARE OF EXHIBIT SPACE - The Exhibitor must, at its 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, and shall not do or allow anything to be done in, on or about the Exhibitor's space that might adversely reflect on the Sponsor. The Exhibitor shall keep an attendant in its display during all hours the Exhibition is open and the Exhibitor must surrender the space occupied by it to the Sponsor in the same condition as it was at the commencement of occupation, ordinary wear excepted.

No signs or other articles may be affixed, nailed, or otherwise attached to walls, doors, drapery, etc. so as to deface or destroy them; likewise, no attachments may be made to floors by nails, screws, or other devices that may damage or mar them. Floors must be protected against all damaging substances, including tape, which leave residue.

Exhibitors may not store packing crates and boxes in their booths during the show. Containers must be marked properly and will be stored and returned to the booth after the show by the Official Service Contractor. Exhibitors may not store literature, cartons or other supplies behind their booth. Crates, boxes and other exhibit materials unclaimed by the Exhibitor after the show will be removed at the Exhibitor's expense.

If the space occupied by the Exhibitor shall be damaged by the Exhibitor or the Exhibitor's agents, employees, patrons or guests, the Exhibitor on demand shall pay such sum as shall be necessary to restore that space to the same condition it was when first occupied by the Exhibitor.

22. FLAMMABLE MATERIALS - Flammable or other dangerous fluids, substances, materials, equipment or other items, the use of which is in violation of State of Massachusetts County laws or regulations, shall not be used in any booth. Exhibitor must use flame-resistant decorative materials.

23. INSPECTIONS AND COMPLIANCE WITH LAWS - All materials, installations and operations of Exhibitor must comply with the requirements of all inspection and other governmental authorities having jurisdiction and with all applicable laws, ordinances, and regulations.

24. CANVASSING AND OTHER ACTIVITIES - No person, firm or organization not having contracted with the Sponsor for the occupancy of space in the Exhibition will be permitted to display or demonstrate its products, processes, or services, or distribute promotional materials in or on the premises of the Exhibit Hall, Boston Convention & Exhibition Center, or any official hotel of the 2017 AAP Annual Meeting. Any infringement of this rule will result in the removal of the offending person.

Circulars or other promotional material may be distributed only from the Exhibitor's assigned space. Distribution of large paper and plastic envelopes and small plastic shopping bags is permissible. The Sponsor reserves the right to discontinue distribution of materials which may be hazardous to the exhibit participants, offensive to the Sponsor, or not contributing to the educational nature of the exhibition. Canes, yardsticks, noisemakers, etc. or other materials considered by the Sponsor to be objectionable will not be permitted.

The Sponsor reserves the right to reject, cancel, remove or restrict Exhibitors who, because of noise or any other reason, interfere with the best interests of the Exhibit Hall as a whole, in which case its liability shall be limited to a prorated refund of the rental fee.

25. SPECIAL SOUND AND VISUAL EFFECTS - Operational equipment being demonstrated may not create noise levels objectionable to neighboring Exhibitors. The decibel level must not exceed 85 as stated in Section 29 of Federal OSHA Regulation 1910.95, applicable to trade shows. Decibel readers may be used to monitor all sound projection equipment. If the level exceeds the maximum level allowed, the Exhibitor will be required to adjust the decibel level accordingly. If this is not complied with immediately, the noisemaking device will be removed. Any Exhibitor who intends to use such devices must notify the Sponsor in writing no less than sixty (60) days prior to the opening of the Exhibit Hall. Devices not approved in writing by the Sponsor will not be permitted. Any expense incurred in the rental or removal of such equipment will be paid by the Exhibitor. Live and/or recorded music are prohibited in the Exhibit Hall.

Public address, sound producing, or amplifying devices must be tuned to conversational level and will be monitored by the AAP Exhibits Manager. The operation of any equipment or apparatus that produces odors, vapors, or liquids annoying to neighboring exhibitors or guest will not be permitted.

26. EXHIBITOR PERSONNEL - The Exhibition is limited to individuals, business firms, agencies, manufacturers, and dealers who have contracted and paid for space assignments. Each Exhibitor shall furnish the Sponsor with the names of its representatives. A periodontist or other dentist may not be registered as an Exhibitor unless he or she is an officer of the company or a full time (non-practicing) employee.

Furthermore, dentists, hygienists, dental assistants, or laboratory technicians may not be registered as booth personnel. Exhibiting companies may not register any representative of their company as a dental professional if that individual is not a dental professional or if they do not meet the guidelines stated above. The booth must be staffed with personnel during exhibit hours. In keeping with the professional nature of the exhibition, costumes may not be worn in the booth. Exhibiting companies who do not follow these guidelines will forfeit their rights to Exhibit and will be charged the applicable registration fees for all personnel who obtain entry in violation of the rules of admission. Exhibitor and its representatives are required to wear identification badges at all times throughout the Exhibition. The badges are the property of Show Management and are not transferable, and the Sponsor reserves the right to withdraw the use of any badge used to gain admission to the Exhibition by any person other than the one for whom it was issued. Badges must be worn at all times by any person in the Exhibit Hall during set-up, exhibit hours and dismantling. All temporary labor must wear a badge or wristband identification. Employees of independent contractors must wear their assigned badges at all times. These badges must be obtained at the Official Service Contractor Desk located in the rear of the Exhibit Hall. Any company circumventing the rules of admission will be expelled from the Exhibit Hall immediately without refund and will be excluded from future invitation to exhibit indefinitely.

27. EXHIBITION ATTENDEES - The Exhibition is open to any person registered for the AAP 2017 Annual Meeting. No children under 18 years of age will be admitted. The Sponsor reserves the right to refuse to admit and to eject from the Exhibit Hall or from any space therein, any person or persons engaged in objectionable or undesirable behavior. On the exercise of this authority the Exhibitor, for itself, its officers, directors, employees, and agents, hereby waives any right and all claim for damages against the Sponsor, its officers, directors, members, agents, and employees.

Representatives of non-exhibiting firms must register for the meeting and will not be granted a complimentary pass to the exhibition. No persons, including those persons otherwise eligible to attend the Exhibition and be on the Exhibit Hall floor, will be permitted to attend the Exhibition for the purpose of demonstrating their products or distributing advertising materials in the Exhibit Hall.

28. FUNCTION REQUEST - Any function must be approved by the Sponsor. Exhibitors must submit a written request for any function that they wish to hold during the 2017 Annual Meeting to the AAP Director of Meetings by July 7, 2017. A Function Request Form will be included in the Exhibitor Service Manual. Any Exhibitor who violates the above agreement may be ineligible to participate in any future Sponsor Exhibitions.

29. GOVERNING LAW AND JURISDICTION - The Exhibitor's contract shall be construed, interpreted, and governed according to the laws of the State of Illinois and the parties agree that in any action or proceeding arising under or related to this agreement, they shall be subject to the exclusive jurisdiction of the United States District Court for the Northern District of Illinois, Eastern division, or of the courts of the State of Illinois.

30. SPONSORSHIP - Upon written request, the AAP will consider an exhibiting company's offer to sponsor or partially sponsor an official AAP function or service at the AAP 2017 Annual Meeting. AAP reserves the right to determine which proposals will be accepted.

31. NO SMOKING POLICY - Smoking in any Exhibit Hall of the Boston Convention & Exhibition Center, including lounge areas, is prohibited at all times.

32. EXHIBITION ADVERTISEMENTS - Exhibition of a product or service at the AAP 2017 Annual Meeting does not constitute an endorsement of the product or service, or its promotional materials. As a condition of exhibiting at the AAP 2017 Annual Meeting, the Exhibitor agrees not to include in any promotional materials the claim that it has exhibited at an AAP Annual Meeting or Conference. The Exhibitor may not list, advertise or promote the Academy's programs or speakers. Such claims may imply endorsement or may otherwise be misleading and deceptive. When referring to this Exhibition in any printed context, such as advertising or direct mail promotions, the Exhibitor shall specify the event name as "The American Academy of Periodontology Annual Meeting Exhibition." Uses of the words "convention" or "trade show" as titles are inaccurate and inappropriate. Exhibitors are responsible for notifying their advertising and public relations staff. Advertisements outside of the exhibitor's booth are prohibited. Advertising materials may not be circulated in the meeting rooms, registration area or lounges of the Exhibit Hall. Failure to comply with this regulation will result in a loss of priority points and an invitation to exhibit may be withheld for future exhibitions.

33. ROOM DROPS - Conducting a room drop at any official hotel of the AAP 2017 Annual Meeting will be allowed only for Exhibitors that utilize the official AAP room drop vendor. Exhibitors who violate this rule will be ineligible to participate in any future Sponsor Exhibitions. Further information regarding room drops and fees will be available in the Exhibitor Service Manual.

34. ACCEPTANCE OF EXHIBITORS - The American Academy of Periodontology is under no obligation to extend application privileges to any company regardless of whether or not said company has exhibited at past Annual Meeting Exhibitions. Products and services exhibited must, in the judgment of the Sponsor, be related to the dental industry. The Sponsor shall be the sole judge as to acceptability of exhibits. 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.

35. EXHIBITOR CODE OF CONDUCT - No Exhibitor or member of an exhibit staff shall behave in a manner offensive to decency or good taste in the sole judgment of the Sponsor. Exhibitors must conduct themselves in a professional manner and must maintain a professional appearance and demeanor. All Exhibitors and their representatives must be properly and modestly clothed. Scantily or excessively revealing attire is not permitted. Exhibitors may not circulate in public spaces, aisles, meeting rooms or in the registration areas. Exhibitor personnel may not enter, photograph, or videotape the exhibit space of another Exhibitor without written permission from the latter. Furthermore, Exhibitors are expressly prohibited from discussing brand names, products, or other Exhibitors with attendees. No smoking is permitted anywhere in the convention center at any time. The serving or consumption of alcohol will be permitted on Sunday during the AAP-hosted Welcome Reception. On other show days alcohol will be prohibited. Exhibitors may not perform experimental procedures, demonstrate intraoral techniques, or otherwise practice dentistry upon patients in the Exhibit Hall. Any company/exhibitor circumventing the rules and caught in violation will be expelled from the Exhibit Hall immediately without refund and will be excluded from future invitations to exhibit at a Sponsor meeting indefinitely. The AAP reserves the right to refuse any Exhibitor, guest or attendee admission to the educational sessions.

36. SECURITY - Reliable security individuals will be provided to guard the Exhibit Hall on a 24-hour basis. The American Academy of Periodontology assumes no responsibility for the loss or theft of exhibit material or merchandise and urges the Exhibitor to take every security precaution and coverage to prevent loss.

37. FDA CLEARANCE - Practitioners look to the evaluation and acceptance programs of the American Dental Association (ADA) and approval by the Food and Drug Administration (FDA). Drugs or devices which require pre-market clearance, or approval from the FDA, or which must comply with established product standards, will not be eligible for exhibiting unless FDA clearance or approval has been obtained or the appropriate product standard is met. Exhibitors understand and agree that permission from the FDA to exhibit devices that are not cleared or approved must be obtained prior to the exhibition of the product. If the FDA denies or withdraws its permission to exhibit any device that is not approved or cleared, the Sponsor reserves the right to either (a) restrict the display in the Exhibitor's booth to products and services meeting all exhibition requirements, standards and procedures; or (b) cancel the Exhibitor's contract if the FDA has denied or withdrawn its permission on the only product(s) that the Exhibitor planned to display. In no event shall AAP's liability, if any, exceed the rental payment made to AAP by the Exhibitor.

Exhibitors (both domestic and foreign) may display devices that have not obtained pre-market clearance or approval from the FDA under the following limited conditions:

1. The FDA has given permission to show the device for Exhibition purposes only.
2. Documentation of FDA permission must be submitted to the AAP with the Application/Contract for exhibit space, if applicable.
3. No orders can be taken nor can any prices be quoted for these devices.
4. The Exhibitor shall prepare and conspicuously display at the exhibit booth an appropriate sign indicating the lack of pre-market clearance or approval. In the case of an uncleared device with a pending 510(k) submission, the sign must state "Pending 510(k) clearance, not available for sale within the United States." In the case of an unapproved device without pending 510(k) notice, the sign must read "Not available in the United States."

5. Devices that are under investigational study may be exhibited if the device is appropriately and conspicuously displayed with the following statement "CAUTION: Investigational device. Limited by Federal law to investigational use only."

An Exhibitor who violates the above standards may be ineligible to participate in any future Sponsor Exhibitions.

38. ENFORCEMENT OF RULES AND REGULATIONS/ VIOLATIONS POLICY

1st Violation - Loss of current year priority points

2nd Violation - Loss of one half of accrued priority points

3rd Violation - Loss of remainder of priority points

4th Violation - One year suspension of exhibiting privileges

39. GENERAL - These regulations are to be construed as a part of the agreement between the Exhibitor and the Sponsor. The Sponsor reserves the right to interpret all matters and questions not covered by these Regulations. These Regulations may be amended at any time by the Sponsor and all amendments shall be equally binding on all parties affected by them as the original Regulations. In the event of any amendments or additions to these Regulations, written notice will be given by the Sponsor to those Exhibitors affected by them.

QUESTIONS? CONTACT:

Marge Palonis, CEM
Exhibits Manager
American Academy of Periodontology
737 N. Michigan Avenue, Suite 800
Chicago, IL 60611
Phone: 312.573.3210
Fax: 312.573.3225
E-mail: margery@perio.org

The American Academy of Periodontology recognizes the need to comply with the Americans with Disabilities Act. Please contact the Exhibit Manager for additional information.

FUTURE AAP ANNUAL MEETING DATES

October 27 – 31, 2018
Vancouver, Canada

October 30 – November 5, 2019
Chicago, Illinois

AMERICAN ACADEMY OF PERIODONTOLOGY

737 N. Michigan Avenue,
Chicago, IL 60611-6660

800/282-4867 *www.perio.org*