

# Invitation to Exhibit



**107<sup>TH</sup> ANNUAL MEETING**

November 4-7, 2021 | Miami Beach

American Academy  
of Periodontology



Miami Beach Convention Center | Miami Beach, Florida





**Nov. 4 - 7, 2021**  
**Miami Beach Convention Center**  
**Miami Beach, Florida**

### **Exhibit Advisory Council**

The American Academy of Periodontology (AAP) Exhibitor Advisory Council promotes the involvement and support of exhibiting companies in maintaining open communication and providing guidance about exhibit policies.

### **Corporate Representatives**

Den-Mat Holdings, LLC  
Dentsply Sirona  
Geistlich Biomaterials  
Nobel Biocare  
Salvin Dental Specialties, Inc.  
Straumann

## **TABLE OF CONTENTS**

|  |       |
|--|-------|
| About the AAP                          | 3     |
| Attendee Profiles                      | 3     |
| Deadline Dates                         | 4     |
| General Information                    | 5     |
| Booth Costs and Other Fees             | 6     |
| Booth Assignment Procedures and Points | 7     |
| Booth Guidelines                       | 8-9   |
| Promotional Opportunities              | 10    |
| Labor Jurisdictions                    | 11    |
| Certificates of Insurance              | 11    |
| Exhibitor Rules and Regulations        | 12-15 |





# EXHIBIT AT THE AAP 2021 ANNUAL MEETING

## The Premier Live-Learning Event In Periodontics

For 107 years, the American Academy of Periodontology (AAP) Annual Meeting has been the premier live-learning and networking event in periodontics. In 2020, the Annual Meeting was held virtually. More than 2,300 attendees registered and participated in continuing education opportunities, obtained updates on current scientific research, and networked with periodontal professionals from around the world. In 2019, the last time the Annual Meeting was held-in person, total 3,334 professional registrants attended.

## About the AAP

The AAP is a 7,500-member professional association for periodontists - specialists in the prevention, diagnosis, and treatment of diseases affecting the gums and supporting structures of the teeth as well as in the placement of dental implants. Periodontists receive three additional years of specialized training following dental school. Periodontics is one of the 12 dental specialties recognized by the American Dental Association.

**The Academy is closely monitoring the COVID-19 pandemic to ensure the utmost safety of all 2021 Annual Meeting attendees. Program schedule and content is subject to change. Stay tuned to [am2021.perio.org](http://am2021.perio.org) for the latest information.**



## AAP by the numbers:

Over **3,400** Active members are licensed to practice periodontics in the United States.

Over **680** Student members are currently enrolled in an accredited U.S. or Canadian periodontal residency program.

Over **1,400** International members reside outside the U.S.

**44%** of AAP members are female.

**56%** of AAP members are male.

**77%** of AAP members are sole proprietors.

## AAP Annual Meeting Attendee Profiles

The occupations of Annual Meeting attendees from 2015 to 2020 are noted below.

### 2015 (Orlando, FL)

|                 |       |
|-----------------|-------|
| Dentists        | 2,077 |
| Hygienists      | 121   |
| Office Staff    | 161   |
| Dental Students | 686   |

### 2016 (San Diego, CA)

|                 |       |
|-----------------|-------|
| Dentists        | 2,148 |
| Hygienists      | 122   |
| Office Staff    | 150   |
| Dental Students | 528   |

### 2017 (Boston, MA)

|                 |       |
|-----------------|-------|
| Dentists        | 2,365 |
| Hygienists      | 192   |
| Office Staff    | 137   |
| Dental Students | 644   |

### 2018 (Vancouver, Canada)

|                 |       |
|-----------------|-------|
| Dentists        | 2,243 |
| Hygienists      | 139   |
| Office Staff    | 90    |
| Dental Students | 489   |

### 2019 (Chicago, IL)

|                 |       |
|-----------------|-------|
| Dentists        | 2,396 |
| Hygienists      | 268   |
| Office Staff    | 136   |
| Dental Students | 534   |

### 2020 (Virtual)

|                 |       |
|-----------------|-------|
| Dentists        | 2,017 |
| Dental Students | 371   |



# 2021 AAP EXHIBIT HALL ATTRACTIONS

- **Dedicated time with attendees** – Enjoy unopposed exhibit time that ensures traffic flow to your booth.
- **Complimentary lunches** – Meeting attendees will receive complimentary daily lunch in the Exhibit Hall.
- **AAP Member Resource Center (MRC)** – The MRC serves as the member hub of the Annual Meeting.
- **CE Pavilion** – Attendees can record their continuing education (CE) credits at the CE Pavilion Area exclusively located in the Exhibit Hall.
- **Charging Lounge** – Attendees can relax and unwind in-between CE sessions in the AAP's Exhibit Hall Lounge and charge their device.
- **Perio Perk Row** – Companies who participate in the AAP's Perio Perks exclusive member discount program will have a dedicated row within the Exhibit Hall.
- **Speaker Studio** – Attendees can interact one-on-one with select speakers in a casual setting.
- **First-Timer Exhibitor Pavilion** – Attendees can visit with some of the first-time exhibiting companies in one convenient location.
- **Mid-morning complimentary coffee breaks** – Coffee breaks will be offered each day in the Exhibit Hall.
- **Networking Reception** – To be held on Friday, Nov. 5 from 5-6:30 p.m. in the Exhibit Halls, this always popular event will provide valuable in-person networking with attendees in a collegial setting.

## Exhibitor Eligibility

Companies that market periodontal or dental products, equipment, or services are eligible to exhibit at the 107<sup>th</sup> Annual Meeting of the American Academy of Periodontology.

## IMPORTANT DATES AND DEADLINES

|                         |  |
|-------------------------|--|
| <b>Late March 2021</b>  | First round of booth assignments conducted by priority points and appointments (\$1,000 per (100 square feet of space) deposit required with all contracts submitted). |
| <b>May 31, 2021</b>     | Deadline for booth cancellation with a \$250 cancellation fee.   |
| <b>April 2021</b>       | Housing and registration information sent via email.   |
| <b>Aug. 2, 2021</b>     | Remaining balance on booth space due.<br>Deadline for cancellations with a 50 percent refund of total booth fee.   |
| <b>Aug. 2021</b>        | Exhibitor Service Manual available online.   |
| <b>Nov. 1, 2021</b>     | Targeted freight only move-in begins.  |
| <b>Nov. 3 - 4, 2021</b> | General exhibitor move-in.   |
| <b>Nov. 5, 2021</b>     | Exhibit Hall opens at 10 a.m.  |
| <b>Nov. 7, 2021</b>     | Exhibit Hall closes at 3 p.m.  |
| <b>Nov. 8, 2021</b>     | Outside carriers must be checked in by 8 a.m.  |

*All dates and times are subject to change.*



# GENERAL INFORMATION

## Exhibition Venue

### Miami Beach Convention Center

19091 Convention Center Drive  
Miami Beach, Fla. 33139

AAP Poster Session Area will be located inside  
Exhibit Halls A & B

## Exhibition Dates and Hours

|                        |                     |
|------------------------|---------------------|
| Friday, Nov. 5, 2021   | 10 a.m. - 6:30 p.m. |
| Saturday, Nov. 6, 2021 | 10 a.m. - 6 p.m.    |
| Sunday, Nov. 7, 2021   | 10 a.m. - 3 p.m.    |

## Installation/Exhibitor Move-In

### Targets move-in (freight only)

Monday, Nov. 1 2 - 5 p.m.

### Targets move-in: (400 sq. ft. or larger)

Tuesday, Nov. 2 8 a.m. - 5 p.m.  
(by appointment)

### General exhibitor move-in

Wednesday, Nov. 3 8 a.m. - 5 p.m.  
Thursday, Nov. 4 8 a.m. - 5 p.m.

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

## Dismantle/Exhibitor Move-out

Sunday, Nov. 7 3 - 8 p.m.  
Monday, Nov. 8 8 a.m. - 2 p.m.

Outside carriers should be checked in by  
noon on Monday, Nov. 8

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

## Exhibitor Registration

Badges can be picked up onsite at the Miami Beach  
Convention Center. Registration will be located in the  
West Lobby. Exhibition will be inside Exhibit Halls A & B.

## On-Site Exhibitor Registration Hours

|                   |                 |
|-------------------|-----------------|
| Wednesday, Nov. 3 | 3 - 5 p.m.      |
| Thursday, Nov. 4  | 7 a.m. - 5 p.m. |
| Friday, Nov. 5    | 7 a.m. - 5 p.m. |
| Saturday, Nov. 6  | 7 a.m. - 5 p.m. |
| Sunday, Nov. 7    | 7 a.m. - 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 including a kiosk in the First-Timer Pavilion.  
Additional representatives may register for additional  
fees. Badge information will be emailed to the main  
contact when registration for exhibitors opens.  
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 sometime in August 2021.

## 2021 AAP Official Contracted Hotels

- The Confidante Miami Beach
- Hyatt Centric South Beach Miami
- Fontainebleau Miami Beach
- Sagamore Hotel
- Gale Hotel

Limited shuttle services will be provided to a portion of  
the AAP room block. The official schedule is pending.

Housing reservation information will be emailed  
sometime in April 2021 from the official Academy's  
housing and registration vendor, Maritz.

## Social and Educational Functions

Exhibiting companies who wish to hold a social or  
educational function must submit a written request to the  
AAP Meetings Department no later than Sept. 15, 2021.  
A form will be included in the Exhibitor Service Manual.  
Inquiries may be directed to [events@perio.org](mailto:events@perio.org).

For the most up-to-date information  
about the 2021 AAP Annual Meeting,  
visit **[am2021.perio.org](http://am2021.perio.org)**



# BOOTH TYPE COSTS AND OTHER FEES

## Booth Fees:

**Regular On-Site Booth space will be charged at the following rates:**

- \$38 per square foot
- \$350 for each corner

**Regular On-site Non-Profit Booth space will be charged at the following rates:**

- \$28 per square foot
- \$350 for each corner

Regular and Non-Profit Booth units are sized in increments of 100 square feet, with the smallest booth being a 10' x 10' unit.

### NEW! First-Timer Pavilion

**This will be a shared 20x40 island space.**  
*limited spaces available*

The kiosk location will be set by Show Management.

- \$3,800 (flat fee)
- Space will include the following: 1 MOS Counter, 1 Standard Bar Stool, 1 Standard Electrical Outlet, 1 Wastebasket, company name on header of kiosk with Kiosk Number (company name as indicated on contract)
- The entire area will be carpeted and made a Wi-Fi hotspot.

## Deposit Requirements:

A deposit of \$1,000 per 100 square feet of space is required with all contracts including First-Timer Pavilion Exhibitors and those signed and submitted during virtual booth selection appointments held in March 2021. All contracted booths must be paid in full by Aug. 2, 2021.

Telephone requests or submitted signed contracts for specific any booth space must be followed with deposit or full payment within five business days of submission. Failure to submit payment by this deadline will result in release of selected booth space.

## Regular Exhibit Booth Fees Includes:

- Rental of booth space
- Standard 8' draped back wall and 3' 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 areas
- Four complimentary registration badges per 100 square feet of regular exhibit space; same for First-Timer Pavilion exhibitors
- One company listing\* (including company name, phone, fax, website, and booth number) in the on-site pocket guide.
- Company name listed in the Exhibitor Product Category section\* with up to six categories
- Use of Exhibitor Lounge
- Three complimentary Exhibit Hall guest passes per 10x10 booth space contracted including a kiosk in First-Timer Pavilion
- Complimentary pre-show mailing list; upon request. Order form included in the online exhibitor service manual.

Contract must be received by July 30, 2021, for company listing to be included in On-Site Pocket Program.

## Cancellation/Reduction Costs

All cancellations or reductions must be made in writing. Booths canceled or reduced by May 31, 2021 including First-Timer Pavilion are subject to a \$250 cancellation fee. Cancellations or reductions made between June 1 and July 30, 2021 are eligible to receive a **50 percent refund of the total booth rental fee**. Cancellations or reductions made after Aug. 2, 2021, are not eligible to receive a refund. All final booth payments are due Aug. 2, 2021.

**Floor covering is mandatory\*. Exhibit Halls A & B in the Convention Center are not carpeted and it is the sole responsibility of the exhibitor to provide booth floor covering.**

*\* Carpeting is provided in the First-Timer Pavilion*



# BOOTH ASSIGNMENT PROCEDURES & POINTS

## Booth Assignment Procedures

Assignment of exhibit space is based on a priority point system. Exhibiting companies can earn priority points according to the following:

### Exhibiting

- One (1) point will be awarded for Annual Meeting Exhibition participation
- One (1) point will be awarded for each (10x10) booth rented at the AAP Annual Meeting. The larger your booth space, the more points you can earn.
- One (1) point will be awarded for one First-Timer Pavilion Kiosk

### Sponsorship And Foundation

- One (1) point will be awarded for sponsorship participation at any level
- One (1) point will be awarded for AAP Foundation contribution participation at any level
- One (1) point will be awarded for every \$10,000 invested in sponsorship of AAP priorities and/or contributions to the AAP Foundation
- Double points will be awarded for AAP sponsorships and/or AAP Foundation contributions of \$150,000 or more

*Points for special projects or campaigns may be awarded on a customized basis at the discretion of the AAP and the AAP Foundation.*

### Advertising

Advertise in AAP's publications.

- Journal of Periodontology (circulation 6,500 print and 8,380 digital)
- Perspectives (circulation 6,000 print and 7,500 digital)
- Clinical Advances in Periodontics (circulation 6,600 print and 7,460 digital)
- One (1) point will be awarded for \$10,000 - \$19,999 advertising dollars spent in any AAP publication
- Two (2) points will be awarded for \$20,000 or more advertising dollars spent in any AAP publication

## Housing Points

Housing point will be awarded by number of rooms booked and utilized.

- Five (5) points                      one to five rooms
- Ten (10) points                    six to 10 rooms
- Fifteen (15) points                11 rooms and above

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

## Mergers and Acquisitions

In the case of a company merging or an acquisition of another company, the company with the highest point total will prevail. Points will not be combined for all companies that merge. This allows the company with the highest point total to keep the priority ranking they have achieved.

Contracts will be assigned under the priority point system for booths selected during the virtual booth draw in March 2021. After this date, space is assigned on a first-come, first-served basis and will continue until show dates.

## Future Booth Assignment Information

The first round of booth space assignments for the 2021 AAP Annual Meeting Exhibition in Miami Beach, Fla. will be held virtually in March 2021. The appointment schedule (day and time) will be emailed to all originally contracted 2020 Hawaii exhibitors along with the 2021 Annual Meeting Exhibitor Prospectus (Invitation to Exhibit), Application and Contract, and Exhibition Floor Plan prior to the appointments.



# BOOTH GUIDELINES

**NEW! The AAP has removed its NO HANGING SIGN RULE.**

## Linear Booth

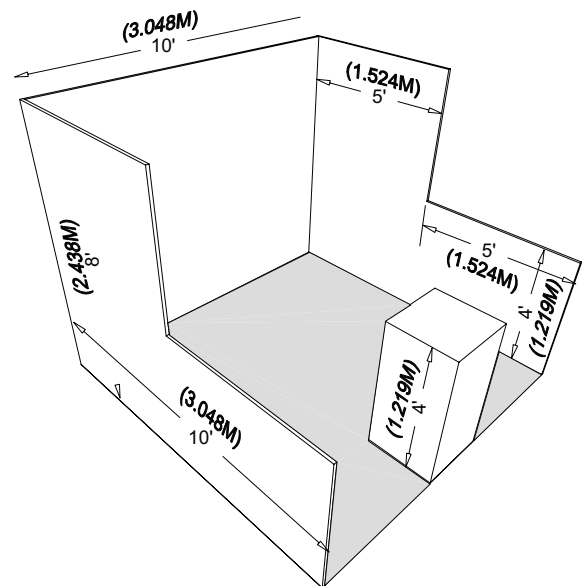
Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths.

### Dimensions

For reconfiguration, floor plan design in increments of 10 feet (3.05 meters) have become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10 feet (3.05 meters) wide and 10 feet (3.05 meters) deep, i.e. 10 feet by 10 feet (3.05 meters by 3.05 meters). A maximum back wall height limitation of 8 feet (2.44 meters) 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.



## Corner Booth

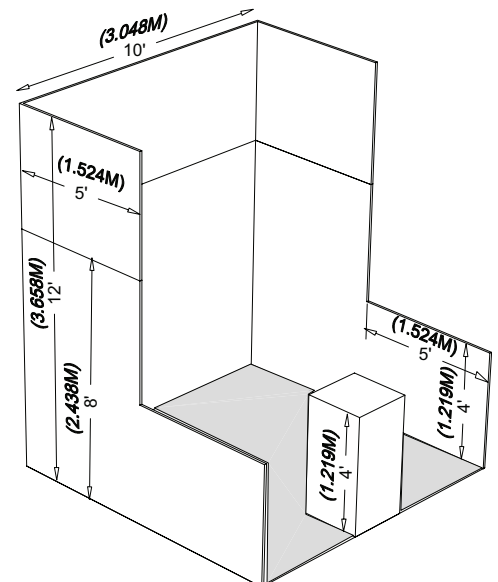
A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

## 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).





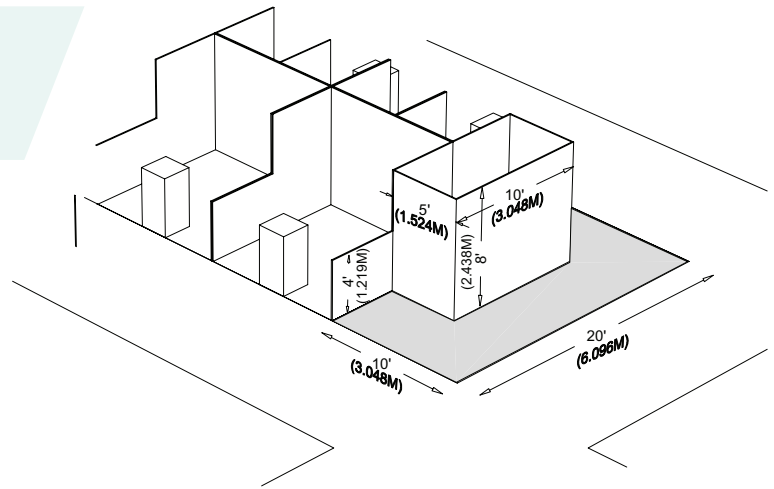
# BOOTH GUIDELINES

## End-cap Booth

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

### Dimensions

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

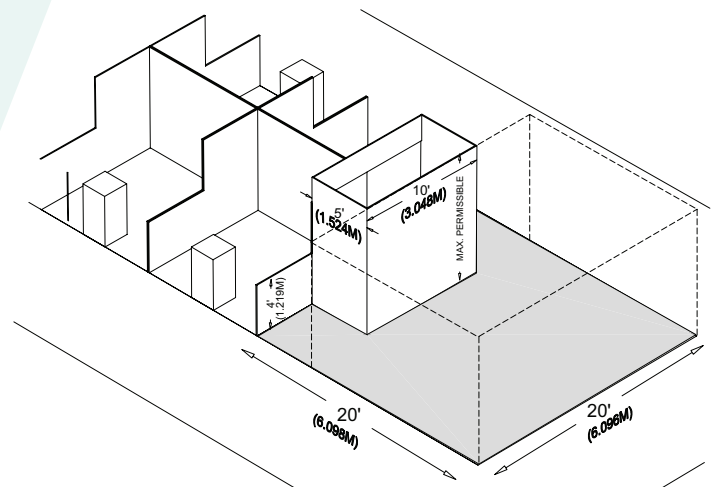


## Peninsula Booth

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



## Island Booth

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

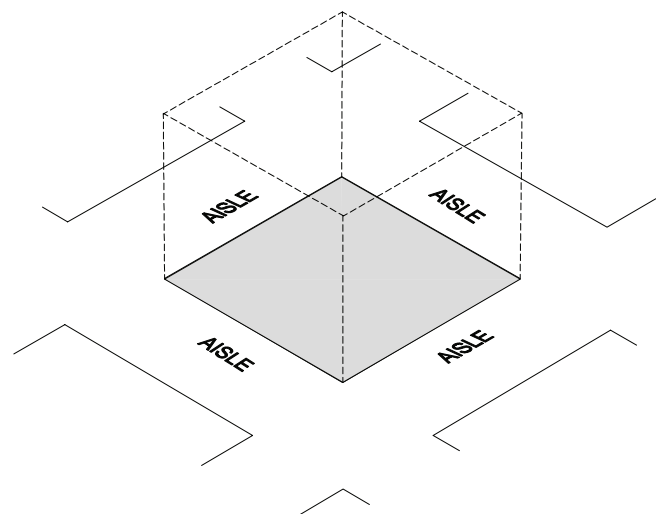
### Dimensions

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 16 feet (4.876 meters), including signage. Max height will be 20 feet from floor including lighting, truss, arm lights, or related parts.

**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 feet (7.22 meters) high.**



# PROMOTIONAL OPPORTUNITIES

## Recognition in the On-Site Program

Secure your booth early to ensure your company is listed with your company name, booth number, and other important information in the 2021 AAP Annual Meeting Preliminary Program and On-site Pocket Guide.\*

*\*Contract must be received by July 30, 2021, for company listing to be included 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 information, contact:

Bryn Reese, Director of Corporate Relations

Phone: 312-573-3206

Email: bryn@perio.org

## Advertising in AAP Publications

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

### For advertising information, contact:

Pharmaceutical Media, Inc.

Phone: 212.904.0378

Email: STagliaferro@pmny.com

## Attendee Mailing Lists

A pre-show attendee mailing list option will be available exclusively to 2021 Annual Meeting exhibiting companies at no additional charge. Further information and an order form will be provided in the online Exhibitor Service Manual.

A post-show attendee mailing list option will be available exclusively to 2021 Annual Meeting exhibiting companies. Further information and an order form will be provided in the online Exhibitor Service Manual.

**Cost: \$350; companies that have exhibited at the AAP Annual Meeting for five or more consecutive years receive a 50 percent discount**

## Hotel Room Drop

Have information about your product, services, or show specials placed outside attendee hotel rooms on both Thursday and Friday nights at all official Annual Meeting hotels. More information will be included in the online Exhibitor Service Manual.

**Cost: Varies**

## Lead Retrieval

Scan the badges of attendees who stop by your booth and take names and contact information home with you! More information and order forms will be included in the online Exhibitor Service Manual.

**Cost: Varies**

## Guest Passes

Invite your customers to your booth in the AAP Exhibit Hall. Each exhibiting company will be provided a maximum of three complimentary exhibit-only guest passes per each 10 foot x 10 foot booth space contracted. A guest pass order form will be included in the online Exhibitor Service Manual as the passes must be requested in advance of the Annual Meeting. Guest passes will be mailed directly to the main contact for contracted exhibiting company in Oct. 2021. Guest passes will only be processed on-site.

**Cost: Complimentary (maximum of three guest passes per 10x10 space)**



# LABOR JURISDICTIONS

To assist you in planning your participation in the AAP Annual Meeting in Miami Beach, we are certain you will appreciate knowing in advance that union labor will be required for certain aspects of your exhibit handling.

## Display And Exhibit Work - Installation, Dismantling And Decorating

All decorating, display, and material handling labor related to convention, trade shows, promotional displays and consumer shows is performed by the Official Service Contractor. The Expo Group (TEG) will have union labor available for installation and dismantling.

## Material Handling/Freight

TEG will control access to the loading docks to provide a safe and orderly move-in/out. The unloading and delivery of all display related materials, machinery and equipment from the convention site docks to the exhibitors' booth and lading out from the exhibitor's booths to trucks at the docks will be performed by the Official Service Contractor. Exhibitors may 'hand carry' their own materials into the exhibit facility, however the use of dollies, flat trucks and other mechanical equipment is not permitted.

## Gratuities /Breaks

Tipping is expressly prohibited. This includes such practices as giving money, merchandise, or other special consideration for services rendered. Any attempt to solicit a gratuity by an employee for any service should be reported immediately to official Service Contractor, TEG.

## 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, TEG personnel immediately.

## Safety

Safety of everyone working in the hall is of the utmost concern. Standing on chairs, tables and other rental furniture is prohibited. This furniture is not engineered to support your standing weight. The official Service Contractor, TEG, 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 online exhibitor manual and the necessary ladders and tools will be provided.

# 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:** Oct. 31 - Nov. 8, 2021

**Coverage Dates:** Nov. 1- 8, 2021 (This includes exhibitor move-in, show dates, and move-out.)

**Additional insured:** American Academy of Periodontology, Miami Beach Convention Center, Global Spectrum, L.P., d/b/a Spectra Venue Management as agent for the City of Miami Beach, its facilities, and their respective members, officers, trustees, directors, agents, employees, contractors and assigns. Use of facilities for convention being held through Nov. 8, 2021. 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.

# EXHIBITOR RULES AND REGULATIONS

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 Nov. 5-7, 2021. 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 2021 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 2021 AAP 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. The use of propane, butane or other combustible bottled gas is prohibited. Helium balloons are prohibited. However, AAP will allow only during the AAP Networking Reception. 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, if asked. 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.
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 during virtual appointments in March 2021. 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 regular exhibit booth contracts at time of submission. The balance is due by Aug. 2, 2021. All contracts submitted after Aug. 2, 2021 must include full payment. Telephone requests for specific space must be followed with a completed contract and required deposit or full payment within five working days of the request. Failure to submit payment by this deadline will result in release of selected booth space.
6. **RATES, DEPOSITS, CANCELLATION, REFUNDS** - Regular Exhibit Booth space rates will be charged at \$38 per square foot with a \$350 charge for each corner assigned payable in U.S. Funds. A Non-Profit Exhibit Booth space rates will be charged at \$28 per square foot with a \$350 charge for each corner assigned payable in U.S. Funds. A kiosk space contracted inside the First-Timer Pavilion will be charged a flat rate of \$3,800.

A deposit of \$1,000 per 10 foot x 10 foot (100 square feet) of space is required when the application/contract is submitted for all booth types. The balance is due by Aug. 2,
2021. Telephone requests or submitted signed contracts for specific booth space must be followed with deposit or full payment within 5 business days of submission.

All cancellations or reductions must be made in writing. Booths canceled or reduced by May 31, 2021, are subject to a \$250 cancellation fee.

Cancellations received between June 1, 2021 and July 30, 2021, are eligible to receive a 50 percent refund of the total booth rental fee. Cancellations or reductions after Aug. 2, 2021, are not eligible to receive a refund. This includes contracts submitted for hybrid participation only.

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 therefrom 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 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 Miami Beach Convention Center, Global Spectrum, L.P., d/b/a Spectra Venue Management as agent for the City of Miami Beach and its facilities, 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, and the Miami Beach Convention Center, Global Spectrum, L.P., d/b/a Spectra Venue Management as agent for the City of Miami Beach, and its facilities, 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 Miami Beach Convention Center, Global Spectrum, L.P., d/b/a Spectra Venue Management as agent for the City of Miami Beach and its facilities, 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.



# EXHIBITOR RULES AND REGULATIONS

**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 prorated 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 Florida, 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 is prohibited; except and only during the AAP Networking Reception will alcohol be allowed. Exhibitors may not bring in outside food. All food and beverage must be ordered through the Miami Beach Convention Center and its exclusive Food & Beverage provider Centerplate.

**15. DRAWINGS, RAFFLES, LOTTERIES, and CONTESTS** - 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 exhibitor's 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/canceling 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. INSTALLATION OF EXHIBITS** - Children under 18 years of age are not permitted on the Exhibit Hall floor during installation or under any circumstances. Guests of the exhibitor are not permitted on the Exhibit Hall floor under any circumstances.

Targets move-in (freight only): Monday, Nov. 1, 2 – 5 p.m.

Targets move-in: Tuesday, Nov. 2, 8 a.m. - 5 p.m., (by appointment)

General move-in: Wednesday, Nov. 3 and Thursday, Nov. 4, 8 a.m. - 5 p.m.

All dates and times are subject to change.

**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 Hall floor during dismantle or under any circumstances. Guests of the Exhibitor are not permitted on the Exhibit Hall floor under any circumstances.

All exhibits must remain intact until the official closing of the Exhibit Hall at 3 p.m. on Sunday, Nov. 7, 2021. 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.

**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 20'0", 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. Booth structure and all elements must be in the confines of the allotted contracted space not to exceed 18'0". (including lighting truss, arm lights, fixtures, monitors or related parts) with the exception of island or peninsula spaces where height limitation is 20'0".

The Academy requires all booth spaces greater than 400 square feet to submit a full-scale drawing of booth for review and approval. A form with details will be sent to each exhibiting company from AAP.

Floor covering is mandatory. Therefore, it is the sole responsibility of the exhibitor to provide booth floor covering.

**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. 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.

# EXHIBITOR RULES AND REGULATIONS

**22. FLAMMABLE MATERIALS** - Flammable or other dangerous fluids, substances, materials, equipment or other items, the use of which is in violation of the City of Miami Beach or State of Florida 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 Exhibit Hall 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, the Miami Beach Convention Center, or any official hotels of the 2021 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. 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 official open Exhibit Hall 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 always required to wear identification badges throughout the Exhibit Hall. 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 Exhibit Hall by any person other than the one for whom it was issued. Badges must always be worn by any person in the Exhibit Hall during set-up, exhibit hours and dismantling. All temporary labor must wear a badge or a wristband identification.

Employees of independent contractors must always wear their assigned badges or wristband identification. These badges or wristband identifications can be obtained at the security/EAC check-in table 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 2021 AAP 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 Exhibit Hall. No persons, including those persons otherwise eligible to attend the Exhibit Hall and be on the Exhibit hall floor, will be permitted to attend the Exhibit Hall for 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 2021 Annual Meeting to the AAP Meetings Manager no later than sixty (60) days prior to the meeting. 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 2021 AAP Annual Meeting. AAP reserves the right to determine which proposals will be accepted.

**31. NO SMOKING POLICY** - Smoking in any Exhibit Hall of the Miami Beach Convention Center, including lounge areas, is always prohibited.

**32. EXHIBITION ADVERTISEMENTS** - Exhibition at the 2021 AAP Annual Meeting does not constitute an endorsement of a company's product or service, or its promotional materials. As a condition of exhibiting at the 2021 AAP 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 "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.



# EXHIBITOR RULES AND REGULATIONS

- 33. ROOM DROPS** - Conducting a room drop at any of the official hotels of the 2021 AAP 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 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 is prohibited. 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) submissions, 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

- 1<sup>st</sup> Violation - Loss of current year priority points
- 2<sup>nd</sup> Violation - Loss of one half of accrued priority points
- 3<sup>rd</sup> Violation - Loss of remainder of priority points
- 4<sup>th</sup> 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.

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

## Questions? Contact:

Marge Palonis, CEM

*Exhibits Manager*

The American Academy of Periodontology

737 N. Michigan Avenue, Suite 800

Chicago, Illinois 60611-6660

Phone: 312-573-3210

Fax: 312-573-3225

Email: [margery@perio.org](mailto:margery@perio.org)

# COVID-19 RELEASE AND WAIVER OF LIABILITY AND ASSUMPTION OF RISK

I, the undersigned, on behalf of myself and each individual who attends the Event (as defined below) under the registration of the company identified in the signature block below ("Exhibitor"), agree to the following terms:

## COVID-19 SAFETY INFORMATION

I understand and acknowledge that the novel coronavirus, COVID-19, has been declared a worldwide pandemic by the World Health Organization and has been classified by the Centers for Disease Control and Prevention as a highly contagious disease that can be transmitted asymptotically and can lead to severe illness and death. I understand that an inherent risk of exposure to COVID-19 and other infectious illnesses exists in any place where people are present and that the risk of becoming exposed to or infected by COVID-19 at the American Academy of Periodontology's ("AAP") 107<sup>th</sup> Annual Meeting scheduled for Nov. 4-7, 2021 at the Miami Beach Convention Center, Miami Beach, FL (the "Event") may result from the negligent actions or omissions of AAP, Miami Beach Convention Center, or others who may attend the Event. I also understand that AAP cannot eliminate my risk of contracting COVID-19 in connection with my participation in the Event.

## ASSUMPTION OF RISK

I have read the safety information above concerning COVID-19. I hereby voluntarily assume all known and unknown risks related to exposure to COVID-19 and accept sole responsibility for any injury (including, but not limited to, personal injury, disability, and death), illness, damage, loss, claim, or expense, of any kind, that I may experience or incur in connection with any exposure to COVID-19 at the Event. I agree that the Event is of such value to me that I accept the risk of being exposed to, contracting, and/or spreading COVID-19 in order to attend the Event in person.

## LIABILITY WAIVER AND RELEASE OF CLAIMS

IN CONSIDERATION OF THE OPPORTUNITY TO PARTICIPATE IN THE EVENT AS AN EXHIBITOR REPRESENTATIVE, I HEREBY FOREVER RELEASE, COVENANT NOT TO SUE, DISCHARGE, AND HOLD HARMLESS AAP, ITS EMPLOYEES, OFFICERS, DIRECTORS, MEMBERS, AGENTS, AND REPRESENTATIVES (COLLECTIVELY, THE "AAP PARTIES"), OF AND FROM ANY AND ALL LIABILITIES, CLAIMS, ACTIONS, DAMAGES, COSTS, OR EXPENSES OF ANY KIND ARISING OUT OF OR RELATING TO EXPOSURE TO OR INFECTION BY COVID-19 AT THE EVENT, WHETHER ARISING DIRECTLY OR INDIRECTLY, NOW OR IN THE FUTURE, INCLUDING ANY EXPOSURE OR INFECTION RESULTING FROM THE NEGLIGENT ACTS OR OMISSIONS OF ANY AAP PARTY.

## CHOICE OF LAW

I agree that the law of the State of Florida will apply to this COVID-19 Release and Waiver of Liability and Assumption of Risk (the "Release"). I understand that if any portion of this Release is held invalid, the remainder will continue in full legal force and effect. This Release shall extend to and be binding upon me and my estate, heirs, executors, administrators and personal representatives.

## AGREEMENT TO TAKE PRECAUTIONS AND COMPLY WITH RULES RELATED TO COVID-19

I agree to comply with all COVID-19-related procedures, whether written or oral, that may be implemented by AAP or Miami Beach Convention Center, including, but not limited to, on-site temperature checks, mask-wearing and social distancing requirements and restrictions on certain activities that carry higher COVID-19-related risk, regardless of whether, at any time, I have had or have previously been diagnosed with COVID-19, and regardless of whether I have been vaccinated against COVID-19, in order to protect as much as possible the health and safety of all Event attendees. I understand and acknowledge that all such policies are mandatory and my adherence to them is a condition of my attendance at the Event. If my conduct does not comply with such policies, I understand that my participation in the Event may be revoked.

In addition, I agree not to attend any portion of the Event, including being present or working at Exhibitor's booth, if I fall within any of the categories below. By attending the Event, I certify that I do not fall into any of the following categories:

1. Individuals who within fourteen (14) days prior to the Event have experienced any symptoms associated with COVID-19, which include fever, cough, shortness of breath, and loss of smell or taste, among others;
2. Individuals who have traveled internationally at any point within fourteen (14) days prior to the Event; or
3. Individuals who believe that they may have been exposed to a confirmed or suspected case of COVID-19 within fourteen (14) days prior to the Event, have been advised to quarantine by a medical professional or public health agency due to possible exposure to COVID-19, or have been diagnosed with COVID-19 and are not yet cleared as non-contagious by state or local public health authorities or the health care team responsible for their treatment.

## DUTY TO SELF-MONITOR

I agree to self-monitor for signs and symptoms of COVID-19 (symptoms typically include but are not limited to fever, cough, shortness of breath, and loss of taste or smell) and contact AAP at [meetings@perio.org](mailto:meetings@perio.org) if I experience symptoms of COVID-19 within fourteen (14) days after attending the Event.

I HAVE CAREFULLY READ AND FULLY UNDERSTAND ALL PROVISIONS OF THIS RELEASE, AND FREELY AND KNOWINGLY ASSUME THE RISK AND WAIVE MY RIGHTS CONCERNING LIABILITY AS DESCRIBED ABOVE.

**A signature form will be sent to the main exhibitor contact.**



## Future AAP Annual Meeting Exhibition Dates



Oct. 27 - 30, 2022 | Phoenix, AZ



Nov. 9 - 12, 2023 | Austin, TX



Oct. 31 - Nov. 3, 2024 | San Diego, CA

AMERICAN ACADEMY OF PERIODONTOLOGY

737 N. Michigan Avenue, Suite 800 Chicago, IL 60611-6660 800-282-4867

[perio.org/meetings](https://perio.org/meetings)

