

The **Future** of Dentistry

Position your Practice for Success



The 2012 Kentucky Meeting

Prospectus for Exhibitors • *March 8-11, 2012*

Kentucky Dental Association • Hyatt Regency Hotel • Kentucky International Convention Center • Louisville, KY

Exhibit Hall Hours

Friday, March 9, 2012

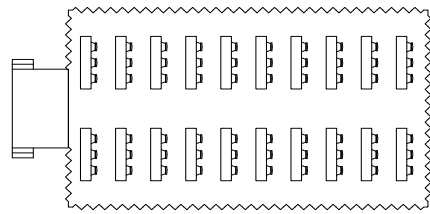
9 a.m. - 6:30 p.m.

Saturday, March 10, 2012

9 a.m. - 4 p.m.

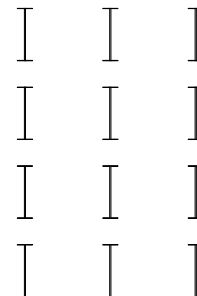
George Fern Company
Service Desk

Continuing Education Classroom



Exhibitor Lounge

Table Clinic & Hobby Show Set Up



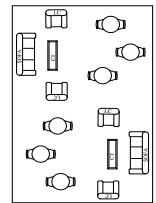
Enter via Main Entrance Only

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124 \$1,500	125 \$1,275	224 \$1,500	225 \$1,275	324 \$1,500	325 \$1,275	424 \$1,275	425 \$1,275	524 \$1,275	525 \$1,275	624 \$1,275
122 \$1,275	123 \$1,275	222 \$1,275	223 \$1,275	322 \$1,275	323 \$1,275	422 \$1,275	423 \$1,275	522 \$1,275	523 \$1,275	622 \$1,275
120 \$1,275	121 \$1,275	220 \$1,275	221 \$1,275	320 \$1,275	321 \$1,275	420 \$1,275	421 \$1,275	520 \$1,275	521 \$1,275	620 \$1,275
118 \$1,500	119 \$1,500	218 \$1,500	219 \$1,500	318 \$1,500	319 \$1,500	418 \$1,500	419 \$1,500	518 \$1,500	519 \$1,500	618 \$1,500

114 \$1,500	115 \$1,500	214 \$1,500	215 \$1,500	314 \$1,500	415 \$1,500	514 \$1,500	515 \$1,500	614 \$1,500	617 \$1,500
112 \$1,275	113 \$1,275	212 \$1,275	213 \$1,275	312 \$1,275	413 \$1,275	512 \$1,275	513 \$1,275	612 \$1,275	615 \$1,275
110 \$1,500	111 \$1,500	210 \$1,500	211 \$1,500	310 \$1,500	411 \$1,500	510 \$1,500	511 \$1,500	610 \$1,500	613 \$1,275
									611 \$1,275

Member Lounge



106 \$1,500	107 \$1,500	206 \$1,500	207 \$1,500	306 \$1,500	307 \$1,500	406 \$1,500	407 \$1,500	506 \$1,500	507 \$1,500	606 \$1,500
104 \$1,275	105 \$1,275	204 \$1,275	205 \$1,275	304 \$1,275	305 \$1,275	404 \$1,275	405 \$1,275	504 \$1,275	505 \$1,275	604 \$1,275
102 \$1,500	103 \$1,275	202 \$1,275	203 \$1,275	302 \$1,275	303 \$1,275	402 \$1,275	403 \$1,275	502 \$1,275	503 \$1,275	602 \$1,275
	101 \$1,500	200 \$1,500	201 \$1,500	300 \$1,500	301 \$1,500	400 \$1,500	401 \$1,500	500 \$1,500	501 \$1,500	600 \$1,500
										609 \$1,275
										607 \$1,275
										605 \$1,275
										603 \$1,500

All booth sizes are 10' x 10'

Main Entrance

Exhibit Hours

The following is a schedule of the KDA Exhibit Hours. These hours are designed to give the attendee and exhibitor ample time to interact during the meeting.

Friday, March 9, 2012

9:00 a.m. - 6:30 p.m.

Saturday, March 10, 2012

9:00 a.m. - 4 p.m.

The exhibit hall will be available to EXHIBITORS ONLY for equipment assembly and general set-up from 8:00 a.m. - 6:00 p.m. on Thursday, March 8, 2012.

Servicing by the George E. Fern Co., the convention decorator, will be from 8:00 a.m. - 6:00 p.m., Thursday, March 8, 2012. Companies that dismantle their booth(s) before the posted show closing time without consent of show management may forfeit priority placement for the following year's show. All exhibits must be removed from the hall by 11:00 p.m., Saturday, March 10, 2012.

Exhibit Arrangement

Signs WILL BE permitted in the exhibit hall. Signs should remain directly above the space assigned and should not extend into any other exhibit space. No interference with the light or space of other exhibitors will be allowed. Signs not meeting this criteria will be removed. No signs or other articles shall be posted, nailed or otherwise attached to any of the pillars, walls, doors, etc., in such a manner as to deface or destroy them. No attachments can be made to the floors by nails, screws, or any other devices that would in any way damage or mar them.

Miscellaneous Regulations

Gasoline, kerosene, acetylene or other flammable or explosive substances will not be permitted in the building except by written permission of the management. Exhibits will be examined for these things, but failure to do so will not relieve the exhibitor from responsibility for having introduced them into the

building. Exhibits in operation must be protected so that the dripping of oil on the floor will not occur.

Cancellations/Penalties for Non-payment

All cancellations must be in writing. Cancellations received after January 6, 2012 will be assessed a \$200.00 administrative fee per booth.

No Refunds will be issued after February 1st.

B) Space not paid in full by January 6, 2012 is subject to cancellation or reassignment, without refund at the option of the Kentucky Dental Association.

Registration

Each person attending will be required to register and wear a badge, which will distinguish him/her as a member, exhibitor or visitor as may be required by the Rules and Regulations of the Kentucky Dental Association.

Badges will be made on-site only and representatives will need to verify that they are regular employees of the company. Parties asking admission as exhibitors without these credentials will be refused.

Visiting representatives of exhibitors will be given a badge on presentation of proper credentials to the chairman of exhibits.

Uncontrollable Eventualities

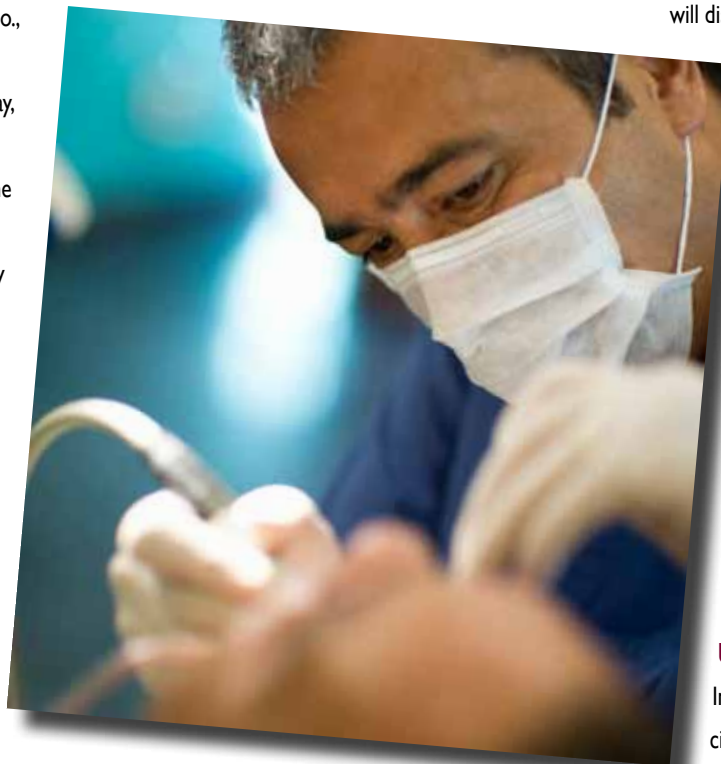
In the event of fire, strikes or other unavoidable circumstances rendering the building unfit for use, exhibit space contracts will not be binding.

Cooperation of Exhibitors Requested

The foregoing regulations with reference to exhibits have been formulated for the best interest of exhibitors and the hearty cooperation of our patrons is requested. All points not covered are subject to settlement by the Exhibit Chairman.

Non-solicitation Policy

With the exception of exhibitors operating with designated booth spaces, no attendee may solicit business on the exhibit floor or in any other Kentucky Dental Association convention space. Violation of this policy will result in immediate expulsion from the meeting.



Rules and Regulations

It is agreed that exhibitors and their agents will indemnify and hold harmless the Kentucky Dental Association and its agents from all liability, which might ensue from any cause whatsoever.

Dental Laboratories

As of July 15, 2010, the laws regarding dental laboratories have changed.

Dental laboratories are no longer required to register with the Board of Dentistry to do business in the Commonwealth of Kentucky.

To protect the public, dentists and dental laboratories may do business in Kentucky subject to Kentucky statutory requirements.

Dental laboratories need to check with the Kentucky Board of Dentistry directly for a list of these requirements.

Price of Space:

This includes booth space, a stool, a sign, general illumination, police and watchmen.

Application for Space:

Assignment - Reservations will be taken in the order of their mailing, determined by Post Office cancellation time and date stamped on your letter of application.

Contract for Space:

Each exhibitor must execute a contract for the right to use the space allotted, and must forward such contract accompanied by a deposit of \$300.00 per booth space when application is made, and must pay the balance on or before January 6, 2012. Applications received after January 6, 2012 must be accompanied by payment in full. No space may be sublet without the written consent of the Exhibit Chairman.

Deposit for Space:

A minimum of \$300.00 per booth space is payable immediately with application. The balance will be due January 6, 2012. Make personal or company checks payable to the Kentucky Dental Association. Returned checks will be subject to a \$30.00 administrative fee. Visa and MasterCard are also accepted. No refunds of deposits will be made after January 6, 2012.

Care of Exhibits:

Exhibit material must be set up by 9:00 a.m., Friday, March 9, 2012. All exhibit material should be sent with exhibitor's name and booth number to: Kentucky Dental Association Meeting, George E. Fern Company, 3752 Crittenden Drive, Louisville, KY 40209, where it will be held for release to you, not to the convention center or hotel, as they cannot provide storage. Exhibitors are required to arrange displays so as not to obstruct the general view or conceal other exhibits. It is suggested that exhibitors having large or bulky exhibits select wall space. No partitions other than those provided by the Association will be permitted.

Removal of Exhibits:

To expedite the removal of exhibit materials, arrangements have been made with the George E. Fern Company for the removal of all materials by Saturday evening.

Booths:

The Chairman has secured booths for the exhibitors which will enhance the effectiveness, uniformity and beauty of the exhibits. A sign bearing the name of each individual exhibitor will be printed and placed above the allotted space.

Display Advertisement:

Advertisements not meeting with the approval of the Exhibit Chairman must, upon the request of the Chairman, be removed.

Special Equipment and Alterations:

The George E. Fern Company, 3752 Crittenden Drive, Louisville, KY 40209, will be the official decorator for the 2012 Kentucky Dental Association Meeting. Exhibitors requiring special counters, decorations and furniture will be sent order forms from the George E. Fern Company after the Exhibit Chairman has assigned booth spaces. Charges for these services will be made directly to the exhibitors, however, if you prefer to use your own furniture, you may do so at no additional cost. Exhibitors must use a credit card, personal check or corporate check for decorations, etc. ordered at the meeting. The George E. Fern Company does not bill for these services. If you have any questions regarding the services provided by the Fern Company, you may reach them at (502) 367-0254.

Electrical Service:

All Electrical Service must be ordered directly from the Kentucky International Convention Center. Order forms will be sent from the George E. Fern Company.

Police:

The Kentucky Dental Association will furnish police protection day and night, but will not guarantee exhibitors against loss of any kind. Nothing may be removed from the exhibit hall after 6:00 p.m. on Thursday, March 8th (Set-up day) and 6:30 p.m. on Friday, March 9th.

Registration:

Each person attending will be required to register and wear a badge, which will distinguish him/her as a member, exhibitor, visitor, etc.

Sales: ABSOLUTELY NO CASH SALES ALLOWED.

Correspondence:

All correspondence relative to exhibits should be directed to:

Kentucky Dental Association
Janet Glover, Director of Meetings
1920 Nelson Miller Parkway
Louisville, KY 40223
Phone: (502) 489-9121