



## EXHIBITORS

**Mark your Calendars!**

**September 14-16, 2017**

**JOINT ORTHO MEETING**

**Great Lakes Association**

**Midwestern Society**

**Southwestern Society**

# *The Roosevelt New Orleans*

**September 14-16, 2017**

JOIN US FOR THE MEGA FESTIVITIES WITH 3 CONSTITUENT ORGANIZATIONS, 17 COMPONENT ORGANIZATIONS, AND 2 CANADIAN PROVINCES IN ONE OF THE HOTTEST PLACES IN THE COUNTRY

Booth applications are available for Masquerade in New Orleans starting in September 2016. An application is considered submitted when the signed contract and a 10% or greater deposit is received. All booth balances are due by 4/1/2017.

For 125 years The Roosevelt has represented everything that makes New Orleans one of the world's great destinations to celebrate and have fun. Throw in a world-class program of orthodontic education for a well-rounded gathering of your current and potential clients.

## GLAO

Indiana  
Michigan  
Ohio  
Ontario  
Pennsylvania

## MSO

Illinois  
Iowa  
Manitoba  
Minnesota  
Missouri

## SWSO

Arkansas  
Kansas  
Louisiana  
Oklahoma  
Texas

## OFFICIAL COMPANY NAME

List the company name as it should appear in the Program, SWSO website and the booth identification sign.

Company Name:

Brief Product/Service Description (*Required*):

Website:

Contact Name and Title:

Contact E-Mail (for meeting correspondence):

Billing Street Address:

City, State, Zip/Postal Code:

## BOOTH SELECTION

\_\_\_\_\_ **8'x10' Booth (\$2500 each)**

\_\_\_\_\_ I would be interested in a larger booth space if available

**Note that the floorplan is not yet drawn so booth numbers are not yet available.**

**Specific booth numbers will be available Second Quarter 2017 upon payment in full.**

Exhibitors You **PREFER** Not To Be Near (*Required*)

1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_ 4. \_\_\_\_\_

## PAYMENT OPTIONS

**A deposit of \$250 per booth is due at the time of contract. Once you submit your signed contract with acknowledgement of terms and conditions and payment of the deposit, your place in the priority line is reserved. Payment in full is due by April 1, 2017 to maintain your place in the priority line.**

## PAYMENT CONTINUED

(1) **Credit Card:** \_\_\_ AMEX \_\_\_ Visa \_\_\_ MasterCard

Card Number \_\_\_\_\_ **Expiration Date** \_\_\_\_\_  
CVV Code (on back of card) \_\_\_\_\_ Payment amount: \$ \_\_\_\_\_

Name on Card : \_\_\_\_\_

Billing address: \_\_\_\_\_  
(Please print)

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Application with credit card may be faxed to: 404-261-6856

(2) **Check:** \_\_\_\_\_ **Check No.:** \_\_\_\_\_ **Amount:** \$ \_\_\_\_\_

**Make checks payable to: Southwestern Society of Orthodontists**

**Mail application with check to:**

Southwestern Society of Orthodontists ■ PO Box 13909 ■ Atlanta, GA 30324

### Authorization:

I am an authorized representative of the company with full power to sign and deliver this application. The company listed agrees to comply with all instructions, terms and conditions and agrees to promptly submit all information required by the SWSO.

Authorized Officer Name \_\_\_\_\_ Title \_\_\_\_\_  
(Please print)

Authorized Officer Signature \_\_\_\_\_ Date \_\_\_\_\_

## EXHIBITOR TERMS AND CONDITIONS

**I HAVE REVIEWED THE TERMS AND CONDITIONS IN FULL AND SIGN TO ACKNOWLEDGE MY UNDERSTANDING AND ACCEPTANCE OF THEM:**

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Please read the Rules and Regulations for Cancellation, Insurance, Name badge policies, and other items of importance.**

### Official Contractor & Service Kit

There will be an official Contractor selected for the SWSO Annual Meeting. The Contractor acts in their own behalf and are not agents, employees or representatives of the SWSO. The Contractor will bill Exhibitors directly for their services. The SWSO does not assume any liability or responsibility for any act performed or omitted by the official contractor.

An official Exhibitor Service Kit will be emailed to registered exhibitors and will be available on the SWSO web site ([www.SWSO.org](http://www.SWSO.org)) to all exhibitors July 2017. The Exhibitor Service Kit will include information and order forms for electricity.

**Please review these rules and regulations carefully. Your signature on the application binds you and your company to this contract and the terms expressed herein.**

### **1. Assignment of Booth Space**

SWSO reserves the right to make variations in the assignment system and/or relocate previously assigned space. The SWSO reserves the right to determine island configuration availability.

### **2. Terms of Payment and Refund Policy**

Any space not claimed and occupied may be reassigned by SWSO without refund of rental paid. Exhibit displays cannot be opened unless fee is paid in full.

#### **Refund Policy for Cancellations or Reductions in Space:**

Requests for cancellations or reductions in exhibit space must be made in writing. Refunds will be made in accordance with the following schedule less an administrative fee and mailed within 30 days of cancellation.

**Prior to April 1:** Full refund less \$100.00

**April 1-August 1:** Full refund less \$250.00

**After August 1:** No refund will be given

### **3. Exhibit Space**

Booth cost includes identification signage. It does not include electrical use. The exhibitor service kit will include forms for your additional requirements. **Flooring: the Exhibit Hall is carpeted.**

### **4. Installation and Dismantling**

Exhibit installation is Thursday September 14 1:00-5:00PM. All exhibits must be completely installed by 4:00PM. The SWSO staff reserves the right to reassign space to another exhibitor or to make other use of space, as deemed necessary or appropriate, with no refund being made to the original exhibitor. Booths must be kept intact until the closing of the exhibits (Saturday September 16 at 5:00PM). All display materials must be fully removed by 6:30PM. If displays are not removed by 6:30PM, management has the right to remove them and charge the expense to the exhibitor.

### **5. Fire Regulations**

No combustible decorations such as crepe paper, cardboard, or corrugated paper shall be used at any time. All packing containers, excelsior, wrapping paper, which must be flameproof, are to be removed from the hall. All muslin, velvet, silken or any other cloth decorations must withstand a flameproof test as prescribed by local fire ordinances. Gasoline, kerosene, acetylene or other flammable or explosive substances will not be permitted in the exhibit area. Exhibits must meet local fire code regulations. An inspection will be conducted prior to the opening of the exhibition; violations must be corrected before the show will be allowed to open.

### **6. Care of Exhibit Space and Property**

The exhibitor must surrender the display space in the same condition as it was when it was first occupied. Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Special care shall be taken to protect the carpet in the exhibit hall from damage. Application of promotional gummed stickers or labels is strictly prohibited. Anything in connection therewith necessary or proper for the protection of the building, equipment, or furniture will be at the expense of the exhibitor.

### **7. Show Cancellation**

In case the facilities shall be destroyed by fire, or the elements, or by any other cause, or in case any other circumstances shall make it impossible for the SWSO to permit the contracted space to be occupied by the exhibitor, this lease shall terminate and the exhibitor shall waive claim for damages or compensation except to request return of the amount paid for the space less \$100 for the initial cost and promotion.

## 8. Operations/Restrictions.

Exhibitor will keep the exhibit open and staffed at all times during the show hours. Firms are restricted to **two** authorized representatives from their company for **each** 8'x10' booth rented. Additional representatives (employees) from that company will be charged **\$300** each. Maximum capacity for an 8' x 10' booth is 6 people. All business, contacts and demonstrations shall be confined to the exhibitor's own booth. Any treatment demonstration must be performed by an orthodontic specialist licensed to practice in Louisiana. SWSO reserves the right to restrict exhibit to a minimum noise level, and to suitable methods of operation and display of materials. **No loudspeakers, in-house sound systems, tape recorders, sound movies, etc. that interfere with adjoining exhibitors will be permitted.**

If for any reason, an exhibit or its contents are deemed objectionable by SWSO, the exhibit will be subject to removal. In the event such an eviction or restriction is enforced, SWSO will not be liable for refunding rental fees or funds for exhibit equipment rental, except at its own discretion. Exhibitor agrees that SWSO may substitute actual space assigned to exhibitor if necessary.

## 9. Booth Guidelines

If an exhibitor is using its rental space in a manner that is detrimental to the Society, convention or exposition, or infringes on the rental of space by other exhibitors (including sight observation, soliciting products or services outside of the booths assigned, excessive noise, heat, light or pollution emanating from exhibits), or if an exhibitor's display is not in keeping with the character and purpose of the show, the SWSO, reserves the right to request corrective action. If an exhibitor is unable or refuses to comply with this request, the Society reserves the right to cancel the use for that space, or bar from the Exhibit Hall that exhibit or any part of that exhibit, person or thing, and to remove the exhibit from the Hall. In the event that such action is necessary, the exhibitors shall forfeit all money paid or due the Society for rental of the booth space.

## 10. Subletting/Sharing Space

**Exhibitors cannot sublet, assign or share any portion of the assigned exhibit space to any other person or company. Nor can there be a display of any product or service in the assigned exhibit space other than the product or service normally distributed in the regular course of business without written consent of the SWSO. Violations can result in immediate closure and removal of the exhibit from the Exhibit Hall without refund of space rental fees.**

## 11. Security

SWSO will provide general security service for the show period but neither the SWSO, The Roosevelt New Orleans or their corporate entities will guarantee exhibitors against loss and will not be responsible for loss of any material by or for any cause. Each exhibitor must make provision for the safe-guarding of his/her goods, materials, equipment and display at all times.

## 12. Hold Harmless Clause:

Exhibitor assumes responsibility and agrees to indemnify, defend and hold harmless Hotel, Hilton Worldwide, Inc., and the Hotel's Owner, and their respective owners, managers, subsidiaries, affiliates, employees and agents (collectively, "Hotel Parties"), and Group from and against any claims or expenses arising out of the use of the exhibition premises.

Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Exhibitor's indemnity in this Responsibility Clause. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Hotel, Hilton Worldwide, Inc. the Hotel's Owner, and each of such entities' owners, subsidiaries and affiliates (collectively, "Hotel Parties") and Group shall be named as additional insureds on such policy, and Exhibitor shall supply the Hotel with Certificates of Insurance at least 30 days prior to the use of the exhibition premises.

The Exhibitor understands that neither the Group nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

### 13. Functions:

Educational or Social functions sponsored by exhibitors or other organizations cannot be held during exhibit hours or conflict with any meetings or activities conducted by the SWSO. An exhibitor may not host any function without prior approval of the SWSO President.

The SWSO reserves the right to unilaterally terminate the exhibitor's space contract at any time before or during the session for any violation of the Exhibitor's Rules and Regulations. In case of termination, the exhibitor surrenders possession of booth space immediately upon notice and will be prohibited from exhibiting at the SWSO meeting the following year.

### 14. In-Booth Hospitality:

Any in-booth hospitality must be provided by The Roosevelt New Orleans.

### 15. Booth Height &Arrangement of Exhibits:

The 8'x10' booths are provided with an 8'-high back drape and a 3'-high side rail All displays must be confined in order to avoid blocking the sightline from the aisle to the adjoining booth. The SWSO reserves the right to reconfigure the floor plan as necessary according to final space assignment, facility restrictions and fire codes. Exhibitors must arrange their displays so as not to obstruct the general view of other exhibits.

### 16. Use of Music:

The use of music in an exhibitor's booth requires an appropriate license from BMI, ASCAP and/or other similar licensing agencies. It is the exhibitor's responsibility to obtain these licenses and have such licenses on the show premises for inspection and to pay for all and any related fees. The exhibitor agrees to hold harmless SWSO, its agents and/or employees if such licenses are not obtained.

### 17. Distribution of Printed/Promotional Material:

Distribution of materials or promotional items by exhibitors or their agents is limited to the area rented by the exhibitor in the exhibit hall. Flyers or other printed material may not be delivered to hotel rooms of SWSO registrants without advance permission from the SWSO. Any costs for such authorized distribution shall be the sole responsibility of the exhibitor. Other than the above, advertising circulars, brochures, etc. may only be distributed from exhibit booths, and may not be placed in any other areas of the exhibit hall, convention center or hotel.

### 18. Solicitation or Admittance by Non Exhibitors or Guests:

Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business in any form in the exhibition area or elsewhere in the convention facilities. Representatives of firms not exhibiting will be prohibited from admittance to exhibit hall. **Exhibitors may not register orthodontists, dentists, representatives from another company or other individuals as exhibitors unless they are employed by or officially represent the company and will staff the exhibit. Exhibitors who do so will be assessed a fee representative of the on-site fee for non-members and must be paid prior to closing on Saturday, October 22, 2016. Firms attempting to register representatives who are not employed by their firm may be prohibited from exhibiting with the SWSO the following year.**

### 19. Amendments:

These rules and regulations are to be construed as part of all space contracts. SWSO reserves the right to interpret the rules and regulations as well as to make final decisions on all points the rules and regulations do not cover. These rules and regulations may be amended at any time by the SWSO and will be equally binding to all parties affected. Written notice of any such amendments will be forwarded to exhibiting companies.