



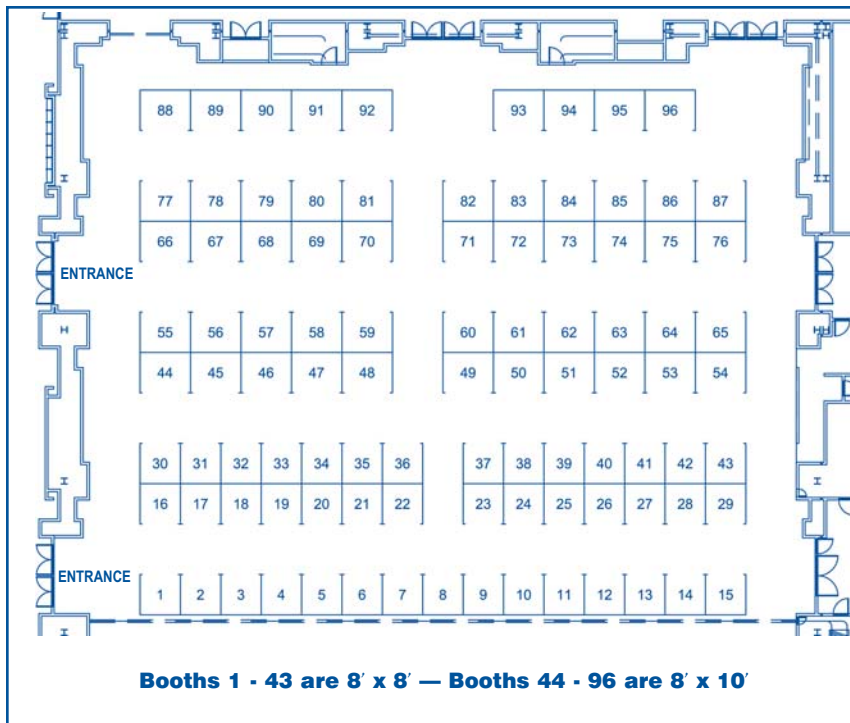
"Together we can do it"

Exhibitor's Prospectus

**Tennessee Dental Association
142nd Annual Session * May 14 - 16, 2009
* The Knoxville Convention Center *
Knoxville, Tennessee**

Knoxville Convention Center

701 Henley Street, Knoxville, TN 37902



- ★ Weekend Meeting for TDA Member Convenience
- ★ Prizes to be Given Away to Lucky TDA Members in Attendance at the Exhibits
- ★ List of Exhibitors Distributed to TDA Members in Advance of the Show to Promote Sales
- ★ 8' by 8' & 8' by 10' Booths
- ★ Staff Oriented Meeting
- ★ Complimentary Exhibitors' Lounge
- ★ All Meetings and Exhibits Under One Roof

Rules, Regulations & Instructions

The Commercial Exhibition at the Tennessee Dental Association's 142nd Annual Session will be presented in the Knoxville Convention Center, located at 701 Henley Street, Knoxville, Tennessee. This will be a two-day show beginning Friday, May 15, 2009 and ending Saturday, May 16, 2009. An attendance of more than 2,500 is expected of which 900 will be dentists. The Commercial Exhibition will not be open to the general public. Hotel reservation forms will be provided to you upon space assignment and a lounge area will be available for your use during exhibit hours.

SPACE CONTRACTS

Two copies of the application contract for exhibit space are enclosed. When making application for exhibit space, return one copy of the contract to the Tennessee Dental Association and retain the other copy for your records. The Association reserves the right to decline or prohibit any exhibit which, in its judgment, is not suitable for the exhibition.

TERMS OF PAYMENT

There will be a rental charge of \$700.00 (8 feet x 8 feet) or \$750.00 (8 feet x 10 feet) for exhibit booths. A *nonrefundable* initial payment of \$350.00 is required with your application. The balance will be due on or before March 15, 2009. Failure to remit the initial payment with your contract or to pay the balance when due will result in cancellation of the contract at the option of the Association. If space is applied for after March 15, 2009, a check for the full amount is due and payable with the application. *No refund will be made for any cancellations.* It is the policy of the Association that no exhibitor will place equipment in the exhibit hall until full payment for booth rental is received.

EXHIBIT HOURS

Setup may begin at 8:00 a.m. on Thursday, May 14. Exhibitors may remain in the hall until 5:00 p.m. Thursday evening. Setup will begin again at 7:00 a.m. Friday, May 15, and must be completed by 9:00 a.m. Exhibits will be open from 9:00 a.m. until 5:00 p.m. on Friday, May 15 and from 9:00 a.m. until 2:00 p.m. on Saturday, May 16. Exhibits cannot be dismantled before 2:00 p.m. on Saturday, May 16, yet must be removed from the Exhibit Hall by 12:00 midnight Saturday. Knoxville is in the Eastern Daylight Time Zone.

RELEASE & WAIVER OF LIABILITY

It is expressly understood and agreed that the Knoxville Convention Center and the Tennessee Dental Association shall have no liability for injury to any person or for any loss of, or damage to, goods or property of exhibitors prior to, subsequent to, or during the time of the exhibit; and that the exhibitor expressly releases the Tennessee Dental Association and the Knoxville Convention Center from every such liability and agrees to indemnify them against all claims for any such injury, loss or damage which may be caused, or contributed to, by the exhibitor. It is understood that consignment of goods is entirely at the risk of the exhibitor. The exhibitor's attention is invited to the fact that neither the Knoxville Convention Center nor the Tennessee Dental Association carry fire or theft insurance covering the exhibitor's property. The hotel has vault space available for small valuable items that might be the object of theft, should the exhibitor desire to use such space.

These rules and regulations are to be construed as a part of all space contracts. The management reserves the right to interpret them as well as to make final decisions on all points the rules and regulations do not cover.

CONDUCT OF BUSINESS BY EXHIBITORS

Both sales with delivery on the premises and sales for future delivery of products are permitted. (Note: A Tennessee Sales Tax Number is required by the State for making sales at the time of the show. For information concerning a sales tax number, contact the Tennessee Department of Revenue at 615/253-0600.) The method and manner of sale shall be proper and any exhibitor shall be subject to eviction without refund if his/her sales procedure is objectionable.

REGISTRATION

Each person attending the commercial exhibits will be required to register and wear an appropriate badge. Exhibitors will register at the Registration Desk. Anyone who permits an ineligible person to use his/her badge will be barred from further participation in the meeting. No individual will be issued a badge unless he/she is a representative of the company in which name the space is leased.

PRIZE CONTESTS

In addition to the Tennessee Dental Association sponsored drawings in the Exhibit Hall throughout the day on Friday and Saturday, exhibitors may conduct their own drawings.

SECURITY

The Association will furnish guards without charge day and night, but will not indemnify exhibitors against loss at any time. Competent uniformed security officers will be furnished by the Association from 8:00 a.m., Thursday, May 14, until 2:30 p.m., Saturday, May 16. The Association will not be furnishing guards for the removal of exhibit material after 2:30 p.m., Saturday, May 16.

BOOTH FURNISHINGS & EXTRA EQUIPMENT

- **Geo. E. Fern co.** will be the exhibit contractor. This firm will maintain a service desk in the exhibit area and will stand by, ready at all times, to be of assistance to representatives of exhibiting firms.
- **Booths:** Each booth will have an 8 foot high back wall, and 3 foot high side rails. Flameproof teal and silver drapery material will be used. A company name I.D. sign will also be provided for each exhibitor.
Note: Aisle space of the Knoxville Convention Center Exhibit Hall will be carpeted with dark gray carpet.
- **Labor:** Skilled labor will be \$58.00 per hour straight time. \$114.00 per hour will be charged on Saturdays, Sundays and on weekdays prior to 8:00 a.m., or after 5:00 p.m.; one hour minimum per man.
- **Your Needs in Advance:** An Exhibitor Service Kit, with forms for furniture, counters, labor, electrical work, shipping, signs and decorating, etc., will be provided in advance to facilitate matters. A complete set of order

blanks will be provided to each firm reserving exhibit space.

SUBLETTING OF SPACE PROHIBITED

Subletting of space is prohibited. No exhibitor shall assign, sublet or apportion the whole, or any portion, of the space allotted, or exhibit therein any goods, other than those manufactured or distributed by the exhibitor in the regular course of his business, nor permit any firm not exhibiting to solicit business or take orders in his place.

GENERAL RESTRICTIONS

The Association reserves the right, without recourse, to absolutely restrict or prohibit any exhibit, or any part of any exhibit or proposed exhibit, which in its opinion is not suitable or in keeping with the character of the exhibition. This reservation concerns persons, things, conduct, printed matter, souvenirs, catalogues, etc.

No live or prerecorded music is permitted in the Knoxville Convention Center.

Aisle space may not be used for exhibit purposes, for display of signs, for solicitation of business, or for distribution of cards, circulars or samples. Ample exhibit space should be leased to accommodate your products and sales representatives, etc. This provision will be strictly enforced.

All questions not specifically covered in this prospectus shall be subject to the decision of the Exhibits Committee of the Association for this meeting.

EXHIBIT RESTRICTIONS

Exhibitors with noisy electrical devices, sound producing movies or any other devices, which may be objectionable to other exhibitors because of noise, odor or other disagreeable features, must agree to regulate these devices so as to abate reasonable objections to these annoyances. No signs or other articles may be posted, nailed or otherwise attached to any of the pillars, walls, doors or other parts of the building. The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor.

Side panels of displays must not exceed eight feet in height or be located more than three feet forward from the back rail of each exhibit booth so as not to block adjoining displays.

ELECTRICAL, TELEPHONE, COMPRESSED AIR, WATER & DRAINAGE SERVICES

Electrical, telephone, compressed air, water and drainage services are provided by the Knoxville Convention Center. Order forms for these services will be included in the Geo. E. Fern Exhibitor Service Kit. Payment for these services must be made directly to the Knoxville Convention Center.

***All Reservations for Space Should be Sent to:
Tennessee Dental Association * Mrs. Sharon Melvin, Exhibits Coordinator
660 Bakers Bridge Avenue, Suite 300 * Franklin, TN 37067
Email: sam@tenndental.org * Telephone (615) 628-0208***



Tennessee Dental Association
142nd Annual Session * May 14 - 16, 2009
Knoxville, Tennessee * Knoxville Convention Center

APPLICATION CONTRACT FOR EXHIBIT SPACE

at the
142nd Annual Meeting of the Tennessee Dental Association
Knoxville, Tennessee

May 14 - 16, 2009

DO NOT WRITE IN THIS SPACE

Date Received _____

Amount Received _____

Unpaid Balance _____

Paid in Full _____

Booth Assigned _____

Date _____

Tennessee Dental Association
660 Bakers Bridge Avenue, Suite 300
Franklin, Tennessee 37067
Telephone: 615/628-0208 Fax: 615/628-0214

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|--|--|
| Exhibit Booths 1 - 43 are 8 feet wide x 8 feet deep. Rental is \$700.00 | Exhibit Booths 44 - 96 are 8 feet deep x 10 feet wide. Rental is \$750.00 |
|--|--|

You are authorized to reserve space in the Exhibit Area for use by the undersigned. Our space selections are:

(Give at least six) 1st choice _____ 3rd choice _____ 5th choice _____
2nd choice _____ 4th choice _____ 6th choice _____

We agree that:

1. Assignment of space made by the Association will be considered as accepted unless rejected by us within 10 days from date of receipt of notification of space assignment.
2. Payment in full will be made on or before March 15, 2009.
3. All the provisions of the official Rules and Regulations as published in the official Prospectus shall be a part of this contract.
4. Exhibitor agrees that the space purchased shall constitute the sole display area to be used by said exhibitor in Knoxville during the convention. This provision applies to aisle space in the exhibit hall, hotel rooms or other public service rooms not connected with the Exhibition Area. This provision will be strictly enforced.
5. Exhibitor agrees that all Hospitality Rooms be closed by 11:00 p.m., in the best interests of the exhibitor and the people being entertained.
6. Conduct of business by exhibitors: Both sales with delivery on the premises and sales for future delivery of products are permitted. The method and manner of sale shall be proper and any exhibitor shall be subject to eviction, without refund, if his/her sales procedure is objectionable.
7. No refund will be made for any cancellation.

PRODUCTS TO BE SHOWN:

Please list the products you plan to exhibit and underline those that will be featured.

LOCATION OF EXHIBIT:

Please list the names of companies which you do not wish to be located adjacent to.

(Please print or type your company name as it should appear in the program booklet.)

Firm Name _____

Street _____

City _____ State _____ Zip _____

Telephone (____) _____ Email _____ Website _____

By _____ Title _____

Enclosed is our initial payment of \$ _____ (Initial payment required with contract — \$350.00 per booth [nonrefundable].)

Credit Card # (MasterCard or Visa ONLY): _____

Three Digit CVV2 Code (on back of card following card #) _____ Expiration Date: _____

Signature: _____

Please list all representative(s) who will be attending the meeting: _____

One copy
is for
exhibitor's
file.