ODA Annual Session
Sept. 13-16, 2018

More Engagement

More Achievement

2018 Exhibition Information
As an exhibitor, you will have the attention of nearly 5,000 dental professionals – including dentists, hygienists, front office staff and dental students – all in one place.

The ODA Exhibit Hall has consistently been one of the largest dental exhibitions in the five-state region. Held at the Greater Columbus Convention Center, the ODA Annual Session takes place near several unique and exciting attractions in Columbus, Ohio.

Plus, you’ll have plenty of opportunities for networking while enjoying the friendly, high-spirited environment.

**Featured 2018 Speakers**

- Judy Bendit, RDH
- Dr. Charles Blair
- Dr. Jeff Brucia
- Dr. Gordon Christensen
- Dr. Howard Farran
- Dr. Kathy Flaitz
- Dr. Howard Glassman
- Susan Gunn
- Dr. Brian Harris
- Dr. Mel Hawkins
- Dr. Doug Lambert
- Dr. Roger Levin
- Dr. Don Lewis
- John Molinari, PhD
- Dr. Mark Murphy
- Betsy Reynolds, RDH

Plus . . . CPR for Healthcare Professionals; Infection Control & Regulatory Compliance; Emergency Medicine for the Dental Practice; and Radiography for the Dental Assistant.

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**Booth Cost**

Please note that the pricing structure for booth space features three levels:

- **Premium** - $1625
- **Intermediate** - $1450
- **Standard** - $1175

Please see the exhibit hall map on the back of this prospectus to determine the cost of your preferred space(s).

**Exhibitor Applications**

Complete the enclosed application and forward it to the ODA with a minimum deposit of 50% of the total booth rental fee. An application may also be filled out electronically on the ODA website, www.oda.org.

Please note that acceptance of payment does not constitute a contract to exhibit. You will receive written confirmation of acceptance of your application.

If submitting a contract after July 2, 2018, full payment must be included.

**Space Assignments**

All applications received by January 1, 2018 will have priority. Please list your first five choices of location (see map of hall) and note booth type and location preferences on the enclosed application.

Assignment of exhibit space shall be made solely at the discretion of the association on a first-come, first-served basis. The number of continuous years of participation in the ODA Annual Session and the type of space requirements needed by the exhibitor shall also be taken into consideration.

Whenever possible, booth space will be assigned in accordance with the exhibitor’s preference. The association does not guarantee that it will assign the space requested. However, the ODA reserves the right to make exceptions as follows:

- To accommodate exhibitors who make early application and payment
- To accommodate former exhibitors of long standing who request a space comparable to what they have had in previous years
- To avoid placing competitive exhibits in the same area

**Exhibit Hall Map**

Be sure to examine the layout on the back of this prospectus carefully when choosing your space, as changes are made to the floor plan from year to year.

Visit www.oda.org in the spring of 2018 for access to an interactive floor plan and updated information regarding space availability and company locations.

**Booth Specifications**

Each exhibit booth is 10 ft wide by 10 ft deep. Standing signage is permitted, but may not exceed 10 feet in height from the floor of your booth. Signs hanging from the ceiling of the Greater Columbus Convention Center are also permitted, but Convention Center personnel must be hired for both installation and removal. Maximum weight limit for suspended signage is 75 lbs.

**Cancellations**

All cancellations must be in writing. Cancellations received after March 1, 2018 will be assessed a $100 administrative fee per booth. No refunds will be issued after August 1, 2018.
Booth Space
Confirmed exhibit space includes these benefits:

- Booth drape: 8’ tall back, 3’ tall sides
- Black & white identification sign with company name & booth number
- Five (5) free exhibitor registrations per 10x10 booth space*
- Inclusion in Annual Session Preview Program (if contracted by March 1)
- Company profile information included on event online floorplan
- Company profile included on official event mobile app
- Inclusion in Exhibitor Directory distributed on-site

Booth space does not include tables, chairs or other furniture, electricity or other services. All utilities (including Internet, electricity, etc) must be pre-ordered from the Greater Columbus Convention Center. Please visit www.columbusconventions.com for information.

*Additional exhibitor registrations will be available for $75.00 each, with a limit of 15 registrations per 10x10 booth space.

Show Decorator
Order information for materials and services will be included in the service kit supplied by the official show decorator, which will be available online as well as in hard-copy format. Furniture, floor covering, booth accessories, display labor and other services are available on a rental basis through this firm.

Information regarding rental and service orders will be made available to every confirmed exhibitor by the official show decorator approximately 60 days prior to the convention or upon receipt of a completed application thereafter.

The official show decorator is the Fern Exposition & Event Services, 1500 Old Leonard Ave., Columbus, OH 43219, (614) 253-1500, www.fernexpo.com. Advance material shipments may be sent to this address. Shipping information will be included in the service kit.

Exhibitor Directory
Exhibitors contracted by March 1, 2018 will be listed in the Annual Session Preview Program, which is the primary registration program mailed out to ODA members and previous attendees.

Exhibitors contracted by August 15, 2018 will be included in the official Exhibitor Directory available to all attendees at the convention. All contracted exhibitors will be listed in the online directory posted online at www.oda.org.

Details regarding all the opportunities listed below will be provided only to confirmed exhibitors.

Advertising
Details about advertising opportunities within the official event mobile app and online will be made available to contracted exhibitors.

Pre-show mailings
Various types of show logos, promotional materials and mailing lists will be available for pre-show mailings upon request.

Sponsorships
Many sponsorship opportunities are available, including continuing education courses, item giveaways, door prizes, food and beverage events, social events and unique signage and display opportunities.

Apply online at www.oda.org
Requirements:

- Corner booth
- Special placement (see below)

Preferences of booth location:

1. 1st Choice __________ Fee $__________
2. 2nd Choice __________ Fee $__________
3. 3rd Choice __________ Fee $__________
4. 4th Choice __________ Fee $__________
5. 5th Choice __________ Fee $__________

TOTAL NUMBER OF BOOTHS REQUESTED: ________

Require:  □ corner booth  □ special placement (see below)

☐ Do NOT place our booth near the following companies:
___________________________________________________________________________________________

☐ Do place our booth near the following companies:
___________________________________________________________________________________________

If the above spaces are not secured, the association may assign another location subject to approval. This application for space must be accompanied by a check for 50 percent of the cost of each booth, with the balance due on July 2, 2018. All exhibitor cancellations must be in writing. Any cancellation by an exhibitor after March 1, 2018 will result in a fee of $100 per booth. No cancellations will be accepted and no refunds will be made after August 1.

Indicate company name and address as it should be listed in the Annual Session Final Program

Company Name ________________________________
Address ___________________________________ City/ST ______ ZIP ___________
Phone ____________ FAX __________ Website address ____________________________

Information regarding this exhibit should be sent to (additional names may be submitted to the exhibit hall manager)

Contact Name ________________________________ E-mail ____________________________
Address ___________________________________ City/ST ______ ZIP ___________
Phone ____________ Ext. ________ Fax ____________

VISA/MC/DISC/AMEX#: ______________________________ Exp. ____________

We agree to adhere to all provisions and regulations as listed on this contract and within the prospectus.

SIGNATURE ________________________________ DATE _____________

Return to Annual Session Department, Ohio Dental Association, P.O. Box 182039, Dept. 367, Columbus, OH 43218
Phone: (614) 486-2700. Fax: (614) 486-0381. Make checks payable to: Ohio Dental Association

Please make a copy of this form for your records.
EXHIBIT RULES AND REGULATIONS

Rules governing Exhibits and Exhibitors are those of the Ohio Dental Association (ODA). ODA show management reserves the right to prohibit any exhibit or part of an exhibit for any reason which it deems appropriate, including, but not limited to, a finding that the exhibit or part thereof is, in management’s opinion, not suitable to or keeping with the character of the exhibition. Exhibitors should conduct themselves in a dignified manner at all times while in the exhibit hall.

Any complaints regarding infractions of the rules or regulations, or disputes between exhibitors should be made to the ODA and the ODA’s decision will be final. In the event of any restriction or eviction based on an infractions of rules or regulations or resulting from a dispute between exhibitors, the ODA is not obligated to refund any fees associated with the restricted or evicted exhibit. Exhibitors must abide by the terms and conditions of use when interacting with the ODA Annual Session Facebook page or any other social media platform.

RESTRICTIONS. Exhibitors shall not assign or apportion the whole or any part of their allotted spaces, or exhibit therein, or permit any other party to exhibit therein, any other goods than those manufactured or handled by the exhibitor in the regular course of his business; or permit any person or firm not an exhibitor to solicit in the space without written permission from the show management. Dental dealers or other companies that resell products or services must be authorized resellers of products & services they represent.

Two companies, whether or not they represent or distribute each other’s products, may not occupy one 10 x 10 booth location. However, independent manufacturers’ representatives may develop a multiple company exhibit. One company listing per 10 x10 booth space will be published in printed material. Additional listings will be provided as space permits.

All business activities of the exhibitor must be confined to the booth space rented. No business activities are to be undertaken in any aisles, lobbies, or other areas of the Greater Columbus Convention Center (GCCC). All exhibit booths must be manned appropriately throughout the posted show hours. Conducting clinical procedures on live patient models is prohibited. Exhibitors shall not display noisy electrical devices, sound equipment, or other devices that interfere with other exhibits. The playing of live or re-corded music in an exhibit booth without a music license and prior approval is prohibited.

Since booths have been arranged for maximum exposure to visitors, exhibitors shall not place any equipment which interferes with exposure of any other booth or impedes free use of the aisle. Displays shall not block diagonal line-of-sight above four feet to the front of any contiguous booth. More information on configuration will be sent to you by the show decorator.

From September 9 to September 16, 2018, exhibitors shall not advertise or solicit business outside their assigned booths, nor are they permitted space elsewhere in the Convention Center or adjacent hotels for the display of goods, or providing continuing education opportunities without the consent of show management.

Photography of displays, staff, or features within the hall other than the exhibitor’s own display and staff is prohibited unless permission is granted by show management.

In accordance with the Greater Columbus Convention Center permit, sales or giveaways of soft drinks, alcoholic beverages, tobacco products, confectons, or food are prohibited. Drawings or raffles involving cash or prize drawings are also prohibited unless approved by show management and conducted in accordance with state law. In accordance with state law, alcohol may not be carried onto the premises.

Under no circumstances shall the Exhibitor have authority to act on behalf of the ODA.

BOOTH SPECIFICATIONS. Each exhibit booth is 10 feet wide by 10 feet deep, and is furnished with a two-line sign. Booth space does not include tables, chairs, or other furnishings. Order information for such materials and services will be included in the service kit supplied by the official show decorator.

 Signs hanging from the ceiling of the GCCC are permitted. Convention Center personnel must be hired for both installation and removal of suspended signage. Maximum weight limit is 75 lbs.

SHOW DECORATOR. Rental and service order forms with descriptions and rates for all items will be mailed to every confirmed exhibitor by the official show decorator approximately 60 days prior to the convention or upon receipt of a completed application thereafter. Furniture, floor covering, booth accessories, display labor, and other services are available on a rental basis through this firm.

EXHIBIT INSTALLATION AND HOURS. Exhibit Hall C of the Greater Columbus Convention Center will be available only to exhibitors on Wednesday, September 12, from 8:00 a.m.-6:00 p.m. and on Thursday, September 13, from 8:00 a.m.-12:00 p.m. All exhibits must be in place by 12:00 p.m. on Thursday. Exhibit Hall hours* shall be determined by show management, but generally run: Thursday 12:00 p.m. – 6:30 p.m. Friday 10:00 a.m. – 6:00 p.m. Saturday 10:00 a.m. – 2:00 p.m.* Exhibit hours are subject to change. Booths not occupied by 11:00 a.m. on the first day of the exhibition will be considered forfeited unless prior arrangements have been made with show management. Exhibitors shall not dismantle exhibits prior to the official show closing time. Companies who dismantle their booths before the posting 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 Greater Columbus Convention Center by 6:00 p.m. on Saturday.

CERTIFICATE OF INSURANCE. Exhibitor agrees it has the sole responsibility for obtaining insurance as outlined below and that neither the ODA, the GCCC, Fern Exposition & Events, the City of Columbus, nor any other party has purchased insurance on exhibitor’s behalf and is under no obligation to do so. The exhibitor agrees to obtain the appropriate amount of insurance coverage for the duration of this event, including move in and move out dates, and must be able to provide a certificate of insurance upon request of show management. Failure to request proof of insurance shall not relieve the exhibitor from its insurance obligations.

CANCELLATION/TERMINATION. In the event that the ODA cancels or terminates the exhibition for any reason, the exhibitor waives all claims against the ODA for damages or expenses and agrees to accept in complete satisfaction and discharge of all claims against the ODA, a refund of all amounts paid by the exhibitor to the ODA in accordance with this agreement.

LIABILITY. Although qualified guards will be on duty in the exhibit hall on a 24-hour basis, the ODA does not insure exhibitors for loss by theft or otherwise. The ODA is not responsible for loss or damage resulting from any cause in connection with transfer, installation, maintenance, or removal of exhibits, or management of the convention. It should be noted that Ohio laws limit the liability of hotels for loss to guests. Exhibitors wishing to insure their goods must do so at their own expense.

Exhibitors shall hold the ODA harmless from any claims resulting from the breach of the Exhibitor’s obligations hereunder and/or the Exhibitor’s negligence or breach of any legal or statutory duty or obligation. Neither the ODA, the show decorator, nor the Greater Columbus Convention Center is responsible for any loss or damage of merchandise or personal injury to any exhibitor, respective employees, or representatives at any time before, during, or after exhibit hours.

Please contact the ODA Exhibit Hall Manager at (614) 486-2700 with any questions or concerns about the aforementioned regulations.