



Hawaii

AAP 96th Annual Meeting

American Academy of Periodontology
96th Annual Meeting Exhibition

In collaboration with the Japanese Society of Periodontology

October 31-November 2, 2010

INVITATION TO EXHIBIT

Hawai'i Convention Center
Honolulu, Hawaii

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CERTIFICATES OF INSURANCE

Exhibiting companies must submit an original 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:

October 30-November 2, 2010

Coverage Dates:

October 27-November 3, 2010 (This includes exhibitor move-in, show dates and move-out.)

Additional insured:

American Academy of Periodontology, Japanese Society of Periodontology, SMG Hawai'i Tourism Authority, and the State of Hawai'i, and their respective members, officers, trustees, directors, agents, employees, contractors and assigns. Use of facilities for convention being held through November 2, 2010. 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 an Exhibitor failing to meet this insurance requirement.

ACADEMY INFORMATION

The American Academy of Periodontology (AAP) is an 8,000-member association of dental professionals specializing in the prevention, diagnosis and treatment of diseases affecting the gums and supporting structures of the teeth; and in the placement and maintenance of dental implants. The Academy is dedicated to advancing the art and science of periodontics, and improving the periodontal health of the public. Periodontics is one of the nine dental specialties recognized by the American Dental Association.

ELIGIBILITY

Companies that market periodontal dental-directed products, equipment or services are eligible to exhibit at the 96th Annual Meeting of the American Academy of Periodontology in collaboration with the Japanese Society of Periodontology.

EXHIBIT HALL ATTRACTIONS

- Complimentary morning coffee breaks for professional attendees
- Complimentary lunches for professional attendees
- Concessions
- Continuing Education Pavilion
- Internet center

BREAKS/LUNCHESES

Coffee Break

Sunday (10/31) - Tuesday (11/2)
7:00 - 8:00 am

Attendee Lunch

(Complimentary for professional registrants)

Sunday (10/31) - Tuesday (11/2)
12:45 - 2:00 pm

EXHIBITION VENUE

Hawai'i Convention Center
1801 Kalakaua Avenue
Honolulu, HI 96815

Exhibit Halls: Kamehameha I & Kamehameha II

AAP BADGE ALLOTMENT POLICY

Each exhibiting company is allowed four (4) complimentary badges per 100 square feet of exhibit space. Additional representatives may register at a fee of \$100 each (advance) and \$150 each (on-site). No refunds will be issued for additional badges purchased and unused. Badge information will be e-mailed to the contact. Registration fees must be paid prior to, or at the time of, registration. Badges will not be issued for children 18 years of age and under.

EXHIBITOR SERVICE MANUAL

A comprehensive service manual will be available online beginning August, 2010. Exhibitors that are paid in full will receive a service manual.

AAP WEB SITE INFORMATION

Log on to <http://www.perio.org> to learn more about the Annual Meeting.

ANNUAL MEETING HOTELS

Ala Moana

Hilton Hawaiian Village (Headquarters)*

Hyatt Regency Waikiki*

Sheraton Waikiki*

Housing reservation information will be e-mailed from the Academy's housing and registration vendor for those who did not pre-register on-site at the Boston meeting.

SHUTTLE SERVICE

*Shuttle service will be offered between the convention center and hotels.

SOCIAL AND EDUCATIONAL FUNCTIONS/SEMINARS

Exhibiting companies of the 2010 Annual Meeting that wish to hold a social or educational function must submit a written request to the Exhibition Manager no later than sixty (60) days before the Annual Meeting. A form will be included in the Exhibitor Service Manual. See Rule # 27, Exhibitor Regulations, for available dates and times.

EXHIBITION DATES AND HOURS

EXHIBITION DATES AND HOURS

Sunday, October 31	7:00 am - 2:00 pm
Monday, November 1	7:00 am - 2:00 pm
Tuesday, November 2	7:00 am - 2:00 pm

INSTALLATION/EXHIBITOR MOVE-IN

Target move-in (freight only):

Wednesday, October 27	2:00 - 5:00 pm
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Target move-in:

Thursday, October 28	8:00 am - 5:00 pm
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General exhibitor move-in:

Friday, October 29	8:00 am - 5:00 pm
Saturday, October 30	8:00 am - 5:00 pm

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

DISMANTLE/EXHIBITOR MOVE-OUT

Tuesday, November 2	2:00 - 11:59 pm
Wednesday, November 3	8:00 am - 2:00 pm

Outside carriers should be checked in by 2:00 pm on Wednesday, November 3, 2010.

A comprehensive service manual will be available online beginning August, 2010.

EXHIBITOR REGISTRATION

Exhibitors in the United States and Canada who register in advance will have their badges and badge holders mailed to the Exhibitor Contact in advance of the Annual Meeting. On-site registration hours are as follows:

Thursday, October 28	2:00 - 5:00 pm
Friday, October 29	8:00 am - 5:00 pm
Saturday, October 30	8:00 am - 5:00 pm
Sunday, October 31	7:00 am - 2:00 pm
Monday, November 1	7:00 am - 2:00 pm
Tuesday, November 2	7:00 am - 2:00 pm

BOOTH COSTS AND OTHER FEES

BOOTH COST

Booth space will be charged at the rates indicated below:

- \$28 per square foot (\$2,800 for each 10' x 10' unit; 100 square feet)
- \$150 charge for each corner

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

A deposit of \$1,000 per 100 square feet of space is due on September 14, 2009. The remaining balance is due by April 1, 2010. Space assigned after September 14, 2009 must be accompanied by the full amount due. Companies that have not paid their balance by May 3, 2010 will be charged an additional \$100 per 100 square feet of space. Booths not paid in full by June 30, 2010 will be cancelled without notice.

EXHIBIT SPACE FEE INCLUDES:

- Rental of booth space
- Standard 8' high draped back wall and 3' high draped side rails
- Aisle carpeting
- Booth identification sign
- 24-hour hall security
- General cleaning of hall aisles and lounge area
- Four (4) complimentary registration badges per 100 square feet of exhibit space
- One (1) listing in the Annual Meeting on-site program of company name/address/phone/fax/website
- Products and services listing in Annual Meeting on-site program
- Use of Exhibitor Lounge

LABOR RATES

Straight Time (ST):

Monday - Friday, 8:00 am - 5:00 pm

Overtime (OT):

Monday - Friday, 5:00 pm - 8:00 am

- \$88/hr Straight Time
- \$176/hr Overtime

Drayage/Material Handling Rates

- Warehouse: \$119.75/cwt
- Dock: \$114.50/cwt

BOOTH ASSIGNMENT PROCEDURES

Assignment of exhibit space is based on a priority point system. This system is as follows:

- 1 point for each year of Annual Meeting Exhibition participation within the last five years (2005 - 2009)
- 1 point for participation in the AAP/AAO Joint Conference (February 2009)
- 1 point for each 10' x 10' booth unit rented at an Annual Meeting within the last five years (2005 - 2009)
- 1 point for every \$50,000 pledged to the AAP Foundation Endowment Fund
- 1 point for each year of payment to the AAP Foundation Endowment Fund retroactive to 1993
- 1 point for \$10,000 - \$19,999 advertising dollars spent in an AAP publication between January 1 - December 31, 2009
- 2 points for \$20,000 and over advertising dollars spent in an AAP publication between January 1 - December 31, 2009
- 1 point for every \$10,000 spent for Annual Meeting Sponsorships within the last five years (2005-2009).

Companies that selected booth space on September 14, 2009 should submit a \$1,000 (per 100 square feet space) deposit with the Application and Contract for Exhibit Space. The balance is due by April 1, 2010. All companies requesting booth space after September 14, 2009 must submit full payment with the return of the Application and Contract for Exhibit Space.

In all space assignments, AAP Show Management will make the final determination in the best interest of the Exhibition.

Copies of the priority point system were distributed to exhibitors in August, 2009. To obtain additional copies, or if you have questions regarding the priority point system, please e-mail the Exhibition Manager at melodie@perio.org.

Contracts will be assigned under the priority point system for booths selected on September 14, 2009. After this date, space is assigned on a first-come, first-served basis.

FUTURE BOOTH ASSIGNMENT INFORMATION

Booth space for the 2010 AAP Annual Meeting Exhibition in Honolulu, HI will be assigned on Monday, September 14, 2009 in the Exhibitor Lounge in Exhibit Hall A of the Boston Convention & Exhibition Center (BCEC). An appointment schedule and 2010 Annual Meeting exhibition floor plan was mailed to all 2009 exhibitors in August, 2009.

APPLICATION AND CONTRACT FOR 2010 EXHIBIT SPACE

- Complete and sign the Application and Contract for Exhibit Space - sides A and B, authorized signature required.
- Submit a deposit of \$1,000 per 10 x 10 booth (100 square feet) for booths reserved on September 14, 2009. The remaining balance is due by April 1, 2010.
- Booths reserved after September 14, 2009 must submit full payment due.
- Enclose literature on all products and services to be exhibited at Annual Meeting (new exhibitors only).
- Enclose an original copy of your company's Certificate of Insurance.

Submit To:

Melodie Anderson
Senior Manager, Exhibits
The American Academy of Periodontology
737 N. Michigan Avenue, Suite 800
Chicago, Illinois 60611
Phone: 312-573-3214
Fax: 312-573-3225
E-mail: melodie@perio.org

BOOTH GUIDELINES

LINEAR BOOTH

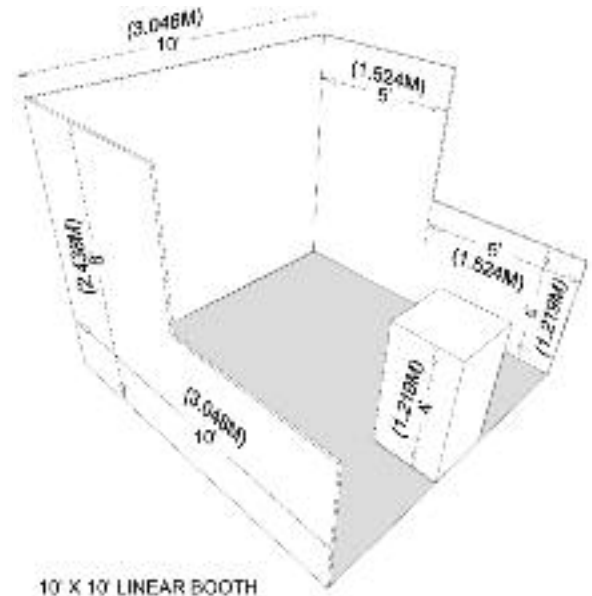
Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called "in-line" booths.

DIMENSIONS

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

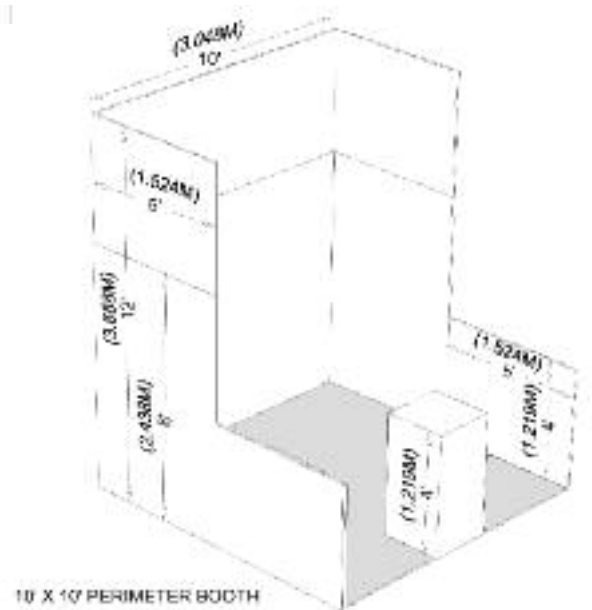
A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

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).

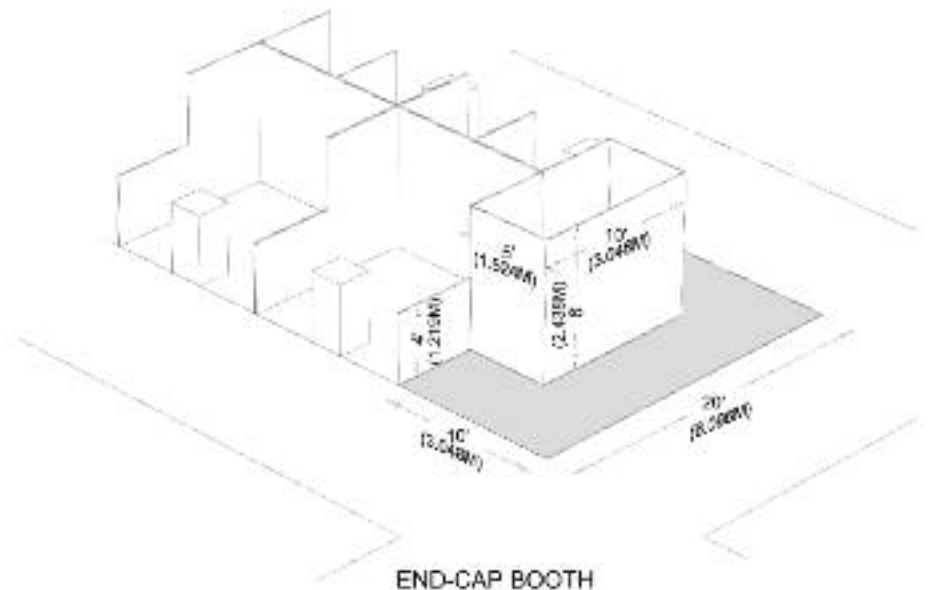


END-CAP BOOTH

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

DIMENSIONS

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

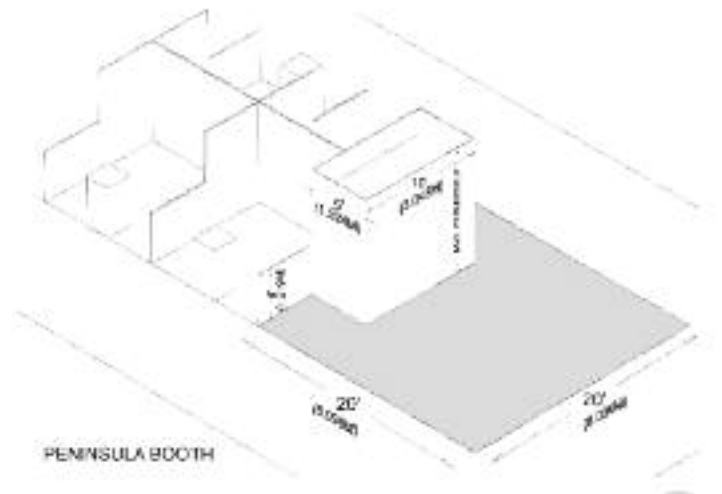


PENINSULA BOOTH

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



ISLAND BOOTH

An Island Booth is any size booth exposed to aisles on all four sides.

DIMENSIONS

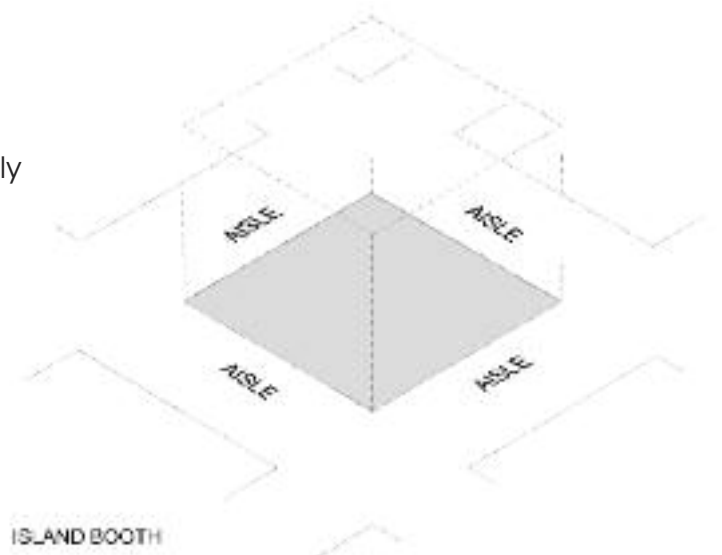
An Island Booth is typically 20ft x 20ft or larger, although it may be configured differently.

USE OF SPACE

The entire cubic content of the space may be used up to the maximum allowable height, which is usually 16ft (4.876m), including signage.

In addition, Academy rules and regulations mandate that companies must maintain 50% visibility and accessibility from all four aisles.

No hanging signs are allowed.



IMPORTANT DATES AND DEADLINES

September 14, 2009	\$1,000 deposit, (per 100 square feet of space) due for booths reserved on this date
April 1, 2010	Remaining balance due for booths reserved on September 14, 2009 Booth cancellation with full refund
April 2 - May 3, 2010	Booth cancellation with 50% refund
May 4, 2010	No refund for booths cancelled on or after this date
August 2010	Exhibitor Service Manual available online
August 30, 2010	Social/Educational Function request deadline
September 30, 2010	Letter of Intent to Use a Non-Official Contractor deadline Certificates of Insurance for Installation and Dismantle Companies deadline
October 2010	Badges mailed
October 27, 2010	Targeted freight move-in begins
October 29-30, 2010	General exhibitor move-in
October 31, 2010	Exhibition opens at 7:00 am
November 2, 2010	Exhibition closes at 2:00 pm
November 3, 2010	Outside carriers must be checked in by 2:00 pm

Other important dates will be outlined in Exhibitor Bulletins.

EXHIBITOR PARTNERS

EXHIBITOR ADVISORY COUNCIL

Companies of various sizes serve on the Exhibitor Advisory Council, and work closely with AAP Show Management and the Official Service Contractor in developing a better exhibition. These council members work in conjunction with Show Management on exhibit hall hours, new incentives and programs that are offered by the Academy. Companies are divided into three categories, (100 square feet/200-300 square feet/400 square feet or greater) each with two representatives per category.

Please contact Melodie Anderson at melodie@perio.org, or by phone at 312-573-3214 if you are interested in serving on the council.

Official Service Contractor

Shepard Exposition Services
P.O. Box 402716
Atlanta, GA 30384-2716
Phone: 404-720-8600
Fax: 404-720-8755

Show Management

Melodie Anderson
Senior Manager, Exhibits
The American Academy of Periodontology
737 N Michigan Avenue, Suite 800
Chicago, IL 60611
Phone: 312-573-3214
Fax: 312-573-3225
E-mail: melodie@perio.org

2010 ANNUAL MEETING PROPOSED SCHEDULE OF EVENTS

SATURDAY, OCTOBER 30, 2010

8:00 - 11:00 am

Clinical and Basic Science Symposium

8:00 am - 12:00 noon

Sedation Session

8:00 am - 12:00 noon

Speaker Development

8:00 am - 12:00 noon

Dental Hygiene Symposium

8:00 am - 12:00 noon

Hands-On Workshop (provisionalization)

8:00 am - 12:00 noon

Pan Asian Symposium sponsored by JACP & TAP

11:00 am - 12:00 noon

District 8 Section Meetings

1:00 - 4:00 pm

American Board Review Part 2

1:00 - 4:00 pm

Balint Orban Memorial Program

1:00 - 5:00 pm

Speaker Development (repeat of AM session)

1:00 - 5:00 pm

Hands-On Workshop (repeat of AM session)

1:00 - 4:45 pm

Corporate Forum

6:00 - 8:00 pm

Aloha Reception at the Hilton Hawaiian Village

SUNDAY, OCTOBER 31, 2010

7:00 - 8:00 am

Coffee Break in Exhibit Hall

7:00 am - 2:00 pm

Exhibition

7:30 - 10:00 am

General Session

10:15 am - 12:45 pm

Continuing Education

12:45 - 2:00 pm

Lunch in Exhibit Hall

2:00 - 3:00 pm

District and Associate Member Forums

5:00 - 7:00 pm

Student & New Member Reception

2010 ANNUAL MEETING PROPOSED SCHEDULE OF EVENTS

MONDAY, NOVEMBER 1, 2010

7:00 - 8:00 am

Coffee Break in Exhibit Hall

7:00 am - 2:00 pm

Exhibition

8:00 - 10:00 am

General Session

10:15 - 11:45 am

Innovations in Periodontics Session 1

10:15 - 11:45 am

Clinical Technique Showcase

10:15 - 11:45 am

Focused Continuing Education

10:15 am - 12:45 pm

Continuing Education

12:45 - 2:00 pm

Lunch in Exhibit Hall

2:00 - 3:00 pm

General Assembly

5:30 pm and on

Alumni receptions

TUESDAY, NOVEMBER 2, 2010

7:00 - 8:00 am

Coffee Break in Exhibit Hall

7:00 am - 2:00 pm

Exhibition

8:00 - 10:00 am

General Session

10:15 - 11:45 am

Innovations in Periodontics Session 2

10:15 - 11:45 am

Clinical Technique Showcase

10:15 - 11:45 am

Focused Continuing Education

10:15 am - 12:45 pm

Continuing Education

12:45 - 2:00 pm

Lunch in Exhibit Hall

1:00 - 2:30 pm

Awards Luncheon

THURSDAY, NOVEMBER 4, 2010³

8:30 am - 12:30 pm

Big Island Post-Meeting CE Symposium

FRIDAY, NOVEMBER 5, 2010

8:30 am - 12:30 pm

Big Island Post-Meeting CE Symposium

*NOTE:
Schedule is subject to change*

PROMOTIONAL AND MARKETING OPPORTUNITIES

ATTENDEE MAILING LIST

Mailing labels for all 2010 AAP Annual Meeting professional attendees will be sold exclusively to 2010 Annual Meeting exhibiting companies. To assist with your marketing efforts, advance attendee and total attendee mailing labels will be available after October 1, 2010. The cost is \$350 for advance attendees and \$450 for total attendees.

Companies that have exhibited with the AAP for a minimum of 5 consecutive years receive a 50% discount. Further information and an order form was provided in the online Exhibitor Service Manual (online August 2010).

ADVERTISING

Place an ad in the Annual Meeting issue of the *Journal of Periodontology* to direct potential customers to your booth before they even step onto the exhibit floor. Enhance your booth investment and get a jump on the competition by reserving your ad space today!

For more information, contact:

Todd Goldman
The Goldman Group
P.O. Box 270
Lutz, FL 33548
Phone: 813-949-0054, ext. 222
Fax: 813-433-5181
E-mail: todd@ggpubs.com
Web site: www.ggpubs.com

EXHIBITOR COUPON BOOKLET

This limited opportunity allows exhibitors to reach attendees directly with an advertisement of a show special. The booklet will be made available to all attendees in the registration area. This space-limited opportunity is complimentary to all exhibitors, first-come, first-served. More information will be included in the online Exhibitor Service Manual.

HOTEL ROOM DROP

Advertise show specials and have them placed in the attendee's hotel room on Saturday, October 30, 2010. Additional fees apply. More information will be included in the online Exhibitor Service Manual.

PRE-EVENT MAILER

Companies can send advertising directly to attendees before the start of the meeting. Attendees generally receive the mailer 2-3 weeks prior to the meeting. Additional fees apply. More information will be included in the online Exhibitor Service Manual.

MARK YOUR CALENDAR WITH THESE FUTURE AAP ANNUAL MEETING EXHIBITION DATES!

November 13-15, 2011 • Miami Beach, FL

October 7-9, 2012 • Los Angeles, CA

September 29-October 1, 2013 • Philadelphia, PA

2009 ANNUAL MEETING EXHIBITORS

3D Diagnostix Inc.	DecisionBase, Inc.	Implant Direct LLC
A. Titan Instruments, Inc.	Deka Laser Technologies	Implant Practice US
Accelerated Practice Concepts, Inc.	Dental Economics/RDH	ImplantVision
ACE Surgical Supply Company	Dental R.A.T.	IMTEC, A 3M Company
ACIGI/Fujiiryoki	Dental USA, Inc.	Innovative Implant Technology
Acteon North America (Satelec)	Dentatus USA Ltd	J. Morita USA
AetonMedical	Dentaurum	Keystone Dental, Inc.
AFP Imaging/NewTom	Dentium USA	Kilgore International, Inc.
AlphaDent	DENTSPLY Tulsa Dental Specialties	Klockner of North America, Inc.
American Dental Websites	DePlaque, Inc.	KLS-Martin, L.P.
American Express OPEN	Designs For Vision, Inc.	Laschal Surgical Instruments, Inc.
Anatomage	Dexis Digital X-Ray	Lester A. Dine, Inc.
Apex USA Instruments	DSN Software, Inc.	Lexi-Comp Publishing
Aseptico, Inc.	E-Woo Technology	LifeNet Health
Astra Tech	Ellman International, Inc	Look/Angiotech (Formerly Surgical Specialties)
Benco Dental Company	Exactech, Inc.	Materialise Dental
Best Instruments USA Inc.	Florida Probe Corporation	Medtronic, Inc.
Beutlich LP Pharmaceuticals	Gendex Dental Systems	MegaGen Co Ltd
Bicon Dental Implants	GlaxoSmithKline	Meisinger USA
Biohorizons	Global Implant Solutions	Meta Biomed Inc.
Biolase Technology, Inc.	Global Surgical Corporation	Microsurgery Instruments, Inc.
Biomet 3i	Glustitch Inc.	Millennium Dental Technologies
Blue Sky Bio	H & H Company	Miltex, Inc.
Brasseler USA	Hartzell & Son, G.	MIS Implants Technologies Inc.
BTI of North America	Harvest Technologies Corp.	Natural Dentist
Cain, Watters & Associates, PLLC	Havel's Inc.	Neoss
CareCredit	Healthfirst Corporation	Nobel Biocare USA, Inc.
ChaseHealthAdvance	Henry Schein Dental	nSequence
CK Dental Industries	High Q Dental	Optronics
Clinipix, Inc.	Hiossen Inc.	OralDNA Labs Inc.
Colgate-Palmolive Company	Hu-Friedy Manufacturing Company, Inc.	OraPharma, Inc.
ConeScan	IDEA Interdisciplinary Dental Education Academy	Osada, Inc.
Consult Pro	Imaging Sciences International	Osseous Technologies of America
Crest Oral-B P&G Professional Oral Health	Impladent, Ltd	Osstell
Dear Doctor Inc.		(continued)

2009 ANNUAL MEETING EXHIBITORS

continued:

Osteogenics Biomedical	Stradis Healthcare
Osteohealth	Strata Pathology Services
Palisades Dental	Straumann
Panda Perio Software	Suni Medical Imaging Inc.
Patterson Dental Supply Inc.	Sunstar Americas
PBHS Web Site Design & Marketing	SurgiTel/General Scientific Corp
PDT Inc.	Sybron Implant Solutions
PeriOptix, Inc.	Synthes CMF
PerioVision	Tel-A-Patient
Periowave Dental Technologies Inc.	Televox Software
Philips/Sonicare	TePe Oral Health Care Inc.
PhotoMed	Tess Corporation
Piezosurgery, Inc.	Thommen Medical USA
Planmeca, Inc.	Tolmar Inc.
PracticeWorks/Kodak Dental Systems	Tom's of Maine, Inc.
Predictable Surgical Technologies	Upholstery Packages & Services
Prexion, Inc.	Vista Dental Products
ProSites	ViziLite Plus - Zila Pharmaceuticals
Quality Aspirators	W&H IMPEX Inc.
Quintessence Publishing Company, Inc.	Wiley-Blackwell
RGP Dental, Inc.	XCPT, Inc.
Riemser	Xemax Surgical Products, Inc.
Rx Honing (Sharpening) Machine	Yodle
Salvin Dental Specialties, Inc.	Zimmer Dental
Saunders/Mosby	Zoll-Dental
Schumacher Dental Instruments	
Septodont, Inc.	
Simpact	
Sirona Dental Systems	
Snoasis Medical	
Softech, Inc.	
Southern Anesthesia & Surgical	
Southern Implants, Inc.	
Springstone Patient Financing	

The Academy would like to thank these companies for participating in the 2009 Annual Meeting.

ATTENDEE PROFILES

Annual Meeting registration numbers from 2002-2008

2002 New Orleans, LA

Doctors	1,827
Hygienists	233
Office Staff	185
Dental Students	494
Spouses	417
Exhibitors	533

2003 San Francisco, CA

Doctors	3,141
Hygienists	783
Office Staff	321
Dental Students	521
Spouses	573
Exhibitors	581

2004 Orlando, FL

Doctors	2,500
Hygienists	302
Office Staff	291
Dental Students	477
Spouses	428
Exhibitors	1,226

2005 Denver, CO

Doctors	2,049
Hygienists	320
Office Staff	202
Dental Students	458
Spouses	369
Exhibitors	1,217

2006 San Diego, CA

Doctors	2,489
Hygienists	373
Office Staff	253
Dental Students	592
Spouses	393

2007 Washington, DC

Doctors	2,911
Hygienists	501
Office Staff	234
Dental Students	584
Spouses	522

2008 Seattle, WA

Doctors	2,242
Hygienists	193
Office Staff	245
Dental Students	531
Spouses	314

Expected professional attendance at the 2010 Annual Meeting is between 1,800 -2,000 periodontists.

1. SPONSOR: The word "Sponsor" means The American Academy of Periodontology (AAP) and the Japanese Society of Periodontology (JSP) 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 Exhibition Hall will be open to attendees during designated hours on October 31-November 2, 2010. 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: AAP welcomes exhibitors at the American Academy of Periodontology 2010 Annual Meeting in collaboration with the Japanese Society of Periodontology, 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 AAP 2010 Annual Meeting in collaboration with the Japanese Society of Periodontology 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 or consumption of alcohol is prohibited. The use of propane, butane or other combustible bottled gas is prohibited. Helium balloons are prohibited.

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 Exhibition. The Sponsor reserves the sole and absolute right to determine which firms and products are appropriate in its judgment for inclusion in the Exhibition 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. If appropriate, the Exhibitor may be eligible to be reimbursed for the rental fee paid, prorated for unused time.

5. SPACE ASSIGNMENT: The AAP uses a priority system for assigning booth space, as outlined under "Booth Assignment Procedures and Deposits". Booths will be assigned under the priority point system on Monday, September 14, 2009. All other space is reserved on a first-come, first-served basis. A \$1,000 (per 100 square feet of space) is due with the Application and Contract for Exhibit Space for on-site space selection. The balance is due by April 1, 2010. All space assigned after September 14, 2009 will require 100% payment with return of the Application and Contract for Exhibit Space.

Written or telephoned requests for specific space must be followed with a completed contract and full payment within five working days of the request. Otherwise, space will be offered to another Exhibitor.

6. RATES, DEPOSITS, CANCELLATION, REFUNDS: Booth space will be charged at \$28.00 USD per square foot with a \$150.00 charge for each corner assigned. The minimum purchase is 100 square feet. **New this year: Booths assigned on September 14, 2009 must submit a \$1,000 per 100 square feet of space when the application/contract is returned. The balance is due by April 1, 2010. Booth space assigned after September 14, 2009, must be accompanied by 100% payment. If space is cancelled on or before April 1, 2010 a full refund of all monies will be made. If space is cancelled after April 1, 2010 but before May 3, 2010, 50% of the total will be retained. No refund will be given for space cancelled after May 3, 2010.**

New this year: Notification of an exhibitor's decision to reduce space must be sent in writing on company letterhead to the Exhibition Manager, at the Academy office. Notification dates and percentages of penalty fees for reduction of exhibit space as the same as for cancelling exhibit space. The cancellation penalty is assessed on the space that has been eliminated. The Academy cannot guarantee that the company will be able to retain their original booth location and the company may be re-located to another area at the discretion of the Academy. The Academy also reserves the right to cancel the contract entirely and re-sell the exhibit space. For space reductions made after April 1, 2010 the Exhibitor agrees that all payment is retained by the Sponsor and that the Exhibitor is legally obligated to remit any unpaid balance for such space.

7. SPACE REASSIGNMENT: Any or all 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 it deems to be 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,

EXHIBITOR REGULATIONS

although the total square footage occupied by Exhibitor resulting there from 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 of 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, Hawai'i Convention Center 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, Hawai'i Convention Center, 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, Hawai'i Convention Center, 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 Exhibition 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 Sponsor an original 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.

12. EXHIBITION CANCELLATION: If the Exhibition 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 Exhibition impractical, the Sponsor may at

its sole discretion cancel the Exhibition, but shall return the unused prorata 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 that sell products must submit their tax ID number to the Sponsor at least 30 days prior to the meeting. Companies are responsible for all taxes to the state of Hawaii.

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. Exhibitors may not bring in outside food. All food & beverage must be ordered through the Hawai'i Convention Center/SMG as they are the exclusive in-house food & beverage provider. PRIZE AWARDS, DRAWINGS, RAFFLES, LOTTERIES OR CONTESTS OF ANY KIND WITHIN THE EXHIBITION HALL ARE PROHIBITED INCLUDING ADVERTISEMENT OF ANY AND ALL RAFFLES, CONTESTS, ETC.

15. 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. See Enforcement of Rules and Regulations/Violations Policy on page 20.

16. 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 backwalls and siderails 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; telephone service and furniture/accessories.

Independent contractors must conform to International Association of Exhibitions and Events guidelines (IAEE). 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.

17. INSTALLATING OF EXHIBITS: CHILDREN UNDER 18 YEARS OF AGE ARE NOT PERMITTED ON THE EXHIBIT FLOOR DURING INSTALLATION OR UNDER ANY CIRCUMSTANCES. GUESTS OF THE EXHIBITOR ARE NOT PERMITTED ON THE EXHIBIT FLOOR UNDER ANY CIRCUMSTANCES.

Targeted move-in (freight only): Wednesday, October 27, 2:00 - 5:00 pm, Thursday, October 28, 8:00 am - 5:00 pm. General exhibitor move-in is Friday, October 29, 8:00 am - 5:00 pm and Saturday, October 30 from 8:00 am - 5:00 pm.

18. 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 FLOOR DURING DISMANTLE OR UNDER ANY CIRCUMSTANCES. GUESTS OF THE EXHIBITOR ARE NOT PERMITTED ON THE EXHIBIT FLOOR UNDER ANY CIRCUMSTANCES.

ALL EXHIBITS MUST REMAIN INTACT UNTIL THE OFFICIAL CLOSING OF THE EXHIBITION AT 2:00 PM ON TUESDAY, NOVEMBER 2, 2010. 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. An Exhibitor who violates this regulation may be ineligible to participate in any future Sponsor exhibitions.

19. 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 16'0", 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. No portion of the booth, or its related parts, contents or signage may be suspended from the ceiling of the exhibit hall. All booths must be carpeted.

20. 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 the hours the Exhibition 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. so as 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.

21. FLAMMABLE MATERIALS: Flammable or other dangerous fluids, substances, materials, equipment or other items, the use of which is in violation of Honolulu County laws or regulations, shall not be used in any booth. Exhibitor must use flame resistant decorative materials.

22. 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.

23. CANVASSING AND OTHER ACTIVITIES: No person, firm or organization not having contracted with the Sponsor for the occupancy of space in the Exhibition will be permitted to display or demonstrate its products, processes or services, or distribute promotional materials in or on the premises of the Exhibition Hall or in the Hawai'i Convention Center. 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. PRIZE AWARDS, DRAWINGS, RAFFLES, LOTTERIES OR CONTESTS OF ANY KIND ARE PROHIBITED INCLUDING ADVERTISEMENT OF ANY AND ALL RAFFLES, CONTESTS, ETC.

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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 Exhibition as a whole, in which case its liability shall be limited to a prorated refund of the rental fee.

24. SPECIAL SOUND AND VISUAL EFFECTS: Audiovisual and other sound and attention-getting devices and effects will not be permitted.

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. Decibel readers may be used to monitor all sound projection equipment. 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 Exhibition. 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.

25. 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 exhibition 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 required to wear identification badges at all times throughout the Exhibition. 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 Exhibition by any person other than the one for whom it was issued. Badges must be worn at all times by any person in the Exhibition Hall during set-up, exhibit hours and dismantling. All temporary labor wear a badge. Employees of independent contractors must wear security badges at all times. These badges must be obtained at the Official Service Contractor Desk 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.

26. EXHIBITION ATTENDEES: The Exhibition is open to any person registered for the AAP 2010 Annual Meeting in collaboration with the Japanese Society of Periodontology. No children under 18 years of age will be admitted; minors 18 and over must be accompanied by an adult. The Sponsor reserves the right to refuse to admit to and 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 exhibition. No persons, including those persons otherwise eligible to attend the Exhibition and be on the Exhibition floor, will be permitted to attend the Exhibition for the purpose of demonstrating their products or distributing advertising materials in the Exhibition Hall.

27. SOCIAL AND EDUCATIONAL FUNCTIONS/SEMINARS: Any social or educational function must be approved by the Sponsor. Exhibitors must submit a written request for any function that they wish to hold during the 2010 Annual Meeting to the AAP Exhibition Manager no later than sixty (60) days prior to the meeting. Social and educational functions are allowed only during program-free hours

- October 30, 2010 (Saturday): 8:00 pm - 12:00 midnight;
- October 31, 2010 (Sunday): 7:00 pm - 12:00 midnight;
- November 1, 2010 (Monday): 3:00 pm - 12:00 midnight;
- November 2, 2010 (Tuesday): 2:30 pm - 12:00 midnight.

Social or educational functions in public space will not be permitted at any other times. Invitations shall be issued only to AAP 2010 Annual Meeting in collaboration with the JSP registrants. It shall be made clear that these are non-official functions. Any Exhibitor who violates the above agreement may be ineligible to participate in any future Sponsor Exhibitions.

28. 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.

29. SPONSORSHIP: Upon written request, AAP will consider an exhibiting company's offer to sponsor or partially sponsor an official AAP function or service at the AAP 2010 Annual Meeting. AAP reserves the right to determine which proposals will be accepted. Each proposal must be submitted in writing to the AAP Exhibition Manager at least three (3) months prior to the meeting.

30. NO SMOKING POLICY: Smoking in the Exhibit Hall of the Hawai'i Convention Center, including lounge areas, is prohibited at all times.

31. EXHIBITION ADVERTISEMENTS: Exhibition of a product or service at the AAP 2010 Annual Meeting in collaboration with the Japanese Society of Periodontology does not constitute an endorsement of the product or service, or its promotional materials. As a condition of exhibiting at the AAP 2010 Annual Meeting, the Exhibitor agrees not to include in any promotional materials claiming that it has exhibited at a Sponsor Annual Meeting or Conference. Nor may the exhibitor 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 "The American Academy of Periodontology Annual Meeting in collaboration with the Japanese Society of Periodontology Exhibition." Use 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.

32. MARKET RESEARCH/SURVEYS: Any Exhibitor wishing to conduct market research or surveys during the 2010 Annual Meeting Exhibition must adhere to the following:

1. Surveys and questionnaires must be submitted for approval to the AAP Show Management no later than thirty (30) days prior to the Exhibition.
2. All surveys/questionnaires must be conducted within the confines of the Exhibitor's booth.
3. At no time may exhibit personnel leave their booth to encourage participation or to survey/question attendees.
4. Market research companies must identify the names of the clients for whom they are conducting research.
5. Survey documents and any publication or results may not include the name of The American Academy of Periodontology (Sponsor) or make any reference to the AAP 2010 Annual Meeting which might cause respondents or readers to believe the Academy is sponsoring, approving or involved with the research.

An Exhibitor who violates the above guidelines is subject to other penalties (see violations summary for further details).

33. ROOM DROPS: Conducting a room drop at any official hotel of the AAP 2010 Annual Meeting Exhibition in collaboration with the Japanese Society of Periodontology will be allowed only for exhibitors that receive prior approval from the Sponsor. Materials may only be slid under the door of the attendees' hotel room. Exhibitors may not hang bags or other promotional material on the door of the attendees' room, nor may have staff enter into the attendees' room. Exhibitors who violate this rule will be ineligible to participate in any future Sponsor Exhibitions. Further information regarding room drops 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 or not said company has exhibited at past AAP 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 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 later. 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. Alcohol is prohibited and is not allowed on the Exhibition floor at any time. Exhibitors may not perform experimental procedures, demonstrate intraoral techniques or otherwise practice dentistry upon patients in the convention hall. 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, nor the Japanese Society 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

EXHIBITOR REGULATIONS

37. FDA CLEARANCE (*continued*):

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 Sponsor liability, if any, exceed the rental payment made to Sponsor 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.
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 un-cleared device with a pending 510(k) submission, 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:

1st Violation

Loss of current year priority points

2nd Violation

Loss of one half of accrued priority points

3rd Violation

Loss of remainder of priority points

4th 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.

FOR MORE INFORMATION, CONTACT:

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