

# Exhibitor Application

THE AADSM MUST RECEIVE THIS APPLICATION, FULLY COMPLETED WITH PAYMENT, BY JANUARY 10, 2020 IN ORDER TO BE INCLUDED FOR PRIORITY POINTS.



## COMPANY INFORMATION:

<b>Please enter company name as it should appear in the Final Program. Use upper and lowercase.</b>			
Company Name:			
Primary Contact Person:			
Address:			
City:	State/Province:	Postal Code:	Country:
Telephone:		Email:	
Toll-free Number:		Fax:	
Website:			
On-site Contact Person* & Title:			
<small>* This person will be present at the meeting and can make decisions regarding badge allotments. Please notify the AADSM immediately should the on-site contact person change before the meeting begins.</small>			

## COMPANY DESCRIPTION:

Each company will be listed alphabetically in the final program and will include the company's name, city, state, toll-free number, website address, and a 50-word description. Type your final program company description in the box below, or if you exhibited at last year's meeting and would like for us to reuse last year's description, check the box below. Descriptions longer than 50 words will be edited at the discretion of the AADSM.

My company exhibited at last year's meeting and we would like to reuse our company description from last year.

<b>Otherwise, please type a description** for the final program below: (50-words or less)</b>
<small>**Descriptions must be sent in a digital format, not handwritten or scanned.</small>

**If a company description is not provided, only the company name, city, state, and country listed on the this application will be included in the final program.**



The AADSM makes every effort to accommodate your booth preferences. Please indicate booth numbers in order of preference:  
 (See floor plan at [www.aadsm.org/exhibits](http://www.aadsm.org/exhibits) for booth numbers.)

1st Choice:	3rd Choice:
2nd Choice:	4th Choice:
<b>While all preferences will be considered, requests to be near (or distanced from) particular companies may hinder your requested placement as indicated above.</b>	
Exhibitors we wish to be near:	Exhibitors we DO NOT wish to be near:

AADSM sponsors receive a discount off of the total cost of exhibit space. Become a sponsor today and save! If you are already a sponsor, please apply your discount to the pricing below. For additional information about the AADSM Sponsorship Program, contact Rose Zuniga, Exhibit and Education Coordinator, at (630) 686-1470 or [rzuniga@aadsm.org](mailto:rzuniga@aadsm.org).

**Platinum:** 30% off                      **Gold:** 25% off                      **Silver:** 20% off

Booth Rental	Make Your Selection	On or Before January 10	After January 10
10' x 8' Inline		\$1,800	\$2,300
10' x 8' Corner		\$2,000	\$2,500
20' x 8' Premium		\$4,000	\$5,000
<b>AADSM Sponsor Discount</b>			
<b>Section 3 Total</b>			

### SECTION 4: HANDOUTS/GIVE AWAYS

Handouts and give-aways, with the exception of company literature, must be approved in advance by the AADSM.

I/we request permission to distribute—in the manner of handouts, give-aways, drawings and/or contests—the following materials:  
 (Please enclose a sample if possible.)

### SECTION 5: EXHIBIT SPACE PLANNING

Check this box if your company plans to serve catered food and/or beverages from your booth.

## PAYMENT INFORMATION:

I agree to pay the Grand Total amount listed below.

**GRAND TOTAL:** *(Add together all section totals.)*

### Select payment method:

Personal Check or Money Order\*

Credit Card: *(Check One)*

Visa

American Express

MasterCard

Discover

Card Number:

Exp. Date:

Validation Code\*\*:

Billing Address:

City:

State:

Zip Code:

Name on Card:

Signature:

*\* Checks and international money orders should be made payable to the AADSM. Checks will not be accepted unless they are made in U.S. funds drawn*

*\*\* For VISA, Discover or MasterCard, the validation code is the last three digits in the signature box. For an American Express, the validation code is the four numbers above the credit card number.*

By signing in the space indicated below, the undersigned company agrees to (i) the terms and conditions set forth above in this application; and (ii) abide by the Exhibitor Rules and Regulations, as may be amended by AADSM from time to time, a copy of which are included in the Exhibitor Prospectus and attached hereto ("Rules and Regulations"). The Rules and Regulations are incorporated into this application and made a part hereof. If an exhibitor cancels or reduces their exhibit space prior to April 3, 2020, they will be responsible for 20% of the total contracted space costs set forth above. No refunds will be issued for cancellations/reductions after April 3, 2020.

AGREED & ACCEPTED:

Printed Name:

Title:

Signature:

Date:

**PLEASE SUBMIT THIS  
FORM TO:**

AADSM  
Attn: Rose Zuniga  
1001 Warrenville Rd., Suite 175  
Lisle, IL 60532

**Phone:** (630) 686-1470  
**Fax:** (630) 686-9876  
**Email:** [rzuniga@aadsm.org](mailto:rzuniga@aadsm.org)

## EXHIBITOR RULES AND REGULATIONS

### ACCESS TO EXHIBIT HALL

No one under the age of 16 is allowed on the exhibit floor at any time. This includes move-in and move-out. All company representatives must wear their exhibitor badges at all times. Independent service contractors must wear a badge in order to access the exhibit hall for booth installation. Contractors may pick up a badge at the exhibitor registration counter.

### AMERICANS WITH DISABILITIES ACT

Each exhibitor is responsible for compliance with the Americans with Disabilities Act (ADA) within its booth and assigned space.

### BOOTH CONDUCT

No exhibitor may operate in a way that interferes with the rights of another exhibitor. Exhibits and display materials may not span beyond the space allotted. All exhibits should be presented in a professional manner. Operation of sound devices is allowed if the volume is not disturbing to other exhibitors as determined by AADSM management. The AADSM reserves the right to curtail exhibits or parts of exhibits that are deemed inappropriate or unprofessional. The following practices are disallowed by the AADSM:

- ⑩ Loud electrical or other mechanical apparatus disturbing other exhibitors
- ⑩ Theater and/or presentation stages
- ⑩ Use of professional actors, magicians or performers (*May be allowed with prior approval.*)
- ⑩ Canvassing outside the booth including aisles, entrances or any other public space
- ⑩ Entering another exhibitor's booth without permission
- ⑩ Live music
- ⑩ Helium balloons may not be displayed or distributed
- ⑩ Door drops at the official meeting hotels  
(*Unless sponsored with AADSM approval.*)
- ⑩ Taking photographs of attendees or another exhibitor's booth without permission
- ⑩ Smoking in or around the exhibit hall or meeting space
- ⑩ Threats from exhibiting companies to staff or individuals representing other exhibiting companies

### BOOTH CONSTRUCTION

Each exhibit booth space will have an 8' draped background and 3' side drapes. Exhibitors are allowed to use the full cubic content of space. All display material is restricted to a maximum height of 4' in the front 4' of the booth, and a maximum height of 8' in the rear 4' of the booth. Company name and/or logo may not exceed maximum heights. Hanging signs from the ceiling are not permitted. Exhibit booth signs, banners, lighting grids or other related equipment should be freestanding and floor-supported and maintained within the confines of the booth area. No exhibitor shall install, maintain, operate or use any light, lighting or other contrivance, device or equipment of any type, which in the judgment of the AADSM, may be a source of interference or inconvenience to any other exhibitors or to the exhibit hall. Blinking lights and rotating signage are only permitted with the

prior written approval of the AADSM. Inspection of the exhibits will be made during set-up and exhibitors will be notified if any deviation from the AADSM exhibit rules is noted.

### DISPLAY OF PRODUCTS & SERVICES

All products or services exhibited must be consistent with AADSM's mission, purposes, guidelines, protocols and policies, as determined by AADSM management in its sole and absolute discretion. AADSM reserves the right to prohibit exhibition or advertisement of any product or service it deems unsuitable for exposition at the meeting. No AADSM endorsement, express or implied, is connected with any product or service exhibited or advertised. Only products that have been cleared by the FDA or other appropriate governmental agency shall be exhibited or advertised, unless approval is pending and a notice to that effect is prominently displayed with the product, or unless the product does not require such approvals.

### REJECTION OF APPLICATION

The AADSM reserves the right to reject an application, refuse rental of display space, cancel booth space after an application is approved, or curtail or close exhibits or parts of exhibits at any time prior to or during the AADSM Annual Meeting. The enforcement of this right is at the sole and absolute discretion of AADSM management.

### CANCELLATIONS, REFUNDS AND REDUCTIONS IN SPACE

All notices of cancellation must be received in writing. The date of receipt of such notice will be used as the official cancellation/reduction date. Notices received on or prior to April 3, 2020 will incur a penalty equal to 20% of the total contracted space costs. Refunds will not be given for cancellations/reductions received after April 3, 2020.

All refunds due based on actual booth assignment will be processed and returned following the final acceptance of the exhibit application and booth assignment notification letter.

### EXHIBITOR REGISTRATION

Each exhibiting company with a 10'x8' inline and corner exhibit space receives four complimentary exhibit hall only registrations and one complimentary full meeting registration. Each exhibiting company with a 20'x8' exhibit space receives six complimentary exhibit hall only registrations and two complimentary full meeting registration.

The AADSM requires exhibitors to register prior to May 15, 2020. If a company representative chooses to register on-site or is not pre-registered, the individual must provide proof of affiliation, such as business card and provide payment, there is an additional on-site administrative fee. Please expect delays at on-site registration.

Exhibitor badges will be distributed at the on-site registration counters. Company representatives and meeting attendees must wear a badge in order to enter the exhibit hall. Badges must be worn at all times and are required for entrance to the exhibit hall. Altering an exhibitor badge with the insertion of a business card is not permitted. Guest badges will not be issued for exhibitor guests. On-site changes to pre-registered

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company representatives are to be made only by the on-site company contact designated on the application. No swapping or substituting of badges is approved unless permitted by the on-site company contact.

### **DEMONSTRATIONS/PROMOTIONAL ACTIVITIES**

All demonstrations and promotional activities shall be confined to the space allotted to each exhibiting company in the exhibit hall. Exhibitors and their personnel, or any other company/organization, including those not exhibiting in the exhibit hall, are prohibited from displaying or demonstrating products, soliciting orders or distributing advertising materials anywhere in AADSM contracted space.

### **DRESS CODE**

The dress code at the AADSM Annual Meeting is business casual. All exhibitors are required to adhere to this dress code; the AADSM reserves the right to remove any exhibitor who does not comply with this dress code from the exhibit hall or meeting space.

### **ELECTRICAL**

Exhibitors will be responsible for making arrangements for electricity at their display booth with the AADSM's AV company. Additional information regarding electricity will be provided in advance of the meeting in the Exhibitor Service Kit.

### **FINANCIAL STANDING**

At any time leading up to the AADSM Annual Meeting, if it is determined that an exhibiting organization is not in good financial standing with the AADSM, the AADSM reserves the right to cancel the booth rental and apply that money to the outstanding debts of the exhibiting organization. The organization will be informed of this decision and will have 30 days to cure all debts. Only organizations in good financial standing will be allowed to exhibit at the AADSM Annual Meeting.

### **FIRE REGULATIONS**

The Fire Department has strict rules concerning fireproofing of all material used in booth construction and furnishings, as well as securing such things as oxygen tanks. Should your exhibit include an oxygen tank or other flammable substance, please be sure it is properly secured. It is necessary for you to bring the manufacturer's certification that your booth materials are fireproof. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, the AADSM reserves the right to cancel all or part of the exhibit proven to be irregular. The AADSM is not obligated to monetarily refund any exhibitors if they fail to comply with applicable fire regulations.

Fire regulations prohibit the storage of empties behind any exhibit or drapery. Exhibitors may maintain a one-day supply of materials within their booth. All excess materials must be removed from the exhibit floor.

### **FOOD & BEVERAGE DISTRIBUTION**

Exhibiting companies will be allowed to distribute a sampling of food (1-ounce portion) such as hard candy or miniature candy bars. Distribution of any other food or beverage items requires approval from the AADSM and is subject to the rules and regulations of the Hilton New Orleans Riverside. All requests should be submitted in writing to the AADSM. Permission will be granted on a limited basis. AADSM management reserves the right to deny permission for any food and beverage distributions.

### **HANDOUTS & GIVE-AWAYS**

Handouts and give-aways (including prize contests and drawings) are allowed by the AADSM. Please indicate on the enclosed contract the intended handouts/give-aways. Permission must be obtained prior to the opening of the exhibit hall for all handouts/give-aways and may only be distributed inside assigned booth space. Any distributed leaflets are limited to information about the company's products/services. Exhibitors may not distribute flyers that do not comply with the AADSM's advertising policy. The AADSM in its sole discretion shall have the right to prohibit the distribution of any samples or handouts that it deems objectionable or otherwise inappropriate.

### **LIABILITY & SECURITY**

The AADSM, Hilton New Orleans Riverside, and its agents are not and will not be liable or responsible for any injuries, theft, loss, damage of whatever nature, direct or indirect, to an exhibitor, its employees, agents, goods, or property of any of the foregoing, from any cause or omission whatsoever. Exhibitor agrees to protect, save and hold the American Academy of Dental Sleep Medicine, hotel and all agents and employees thereof (hereinafter collectively called Indemnities) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, and further, the exhibitor shall, at all times, protect, indemnify, save and hold harmless the Indemnities against and from any and all losses, costs, damages, liability or expenses (including attorney's fees) arising from or out of or by reason of any accident of bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees or business invitees, which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or any part thereof.

The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

The Exhibitor understands that neither the AADSM nor Hilton New Orleans Riverside maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

The AADSM and its agents shall have sole power in the interpretation and enforcement of all regulations contained herein, and the power to make amendments thereto and such further regulations shall be considered necessary for the proper

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conduct of the exhibition. Such decisions shall be binding upon exhibitors.

### **MARKET RESEARCH**

Market research is prohibited during the AADSM Annual Meeting and in the exhibit hall. Exhibit applications received from market research companies will be rejected.

### **PHOTOGRAPHY AND VIDEO RECORDING**

Photography or video recording, other than by the AADSM or registered press approved by the AADSM, is prohibited during installation, exhibition and dismantling. No cameras will be allowed on the exhibit floor or in the meeting rooms during these times. Exhibitors have control over their rented space and may prevent those considered their competitors from gaining access to photographing, videotaping or otherwise mechanically recording their exhibits or presentations. If meeting attendees are photographing, videotaping or otherwise mechanically recording exhibits or presentations, exhibitors should promptly notify AADSM staff. Violation of this rule could result in the confiscation of the film or recording device, deduction of points and/or the removal of the individual or exhibiting company from the exhibit hall or meeting room.

### **SELLING PRODUCTS**

It is the policy of the AADSM that exhibitors may not engage in the exchange of money for a service or product during the annual meeting. Exhibitors may provide order forms; however, they should not be processed until after the meeting.

### **STAFFING OF EXHIBITS**

Exhibits must be staffed and operational at all times during show hours by no more than four (4) representatives in a 10' x 8' booth and ten (10) representatives in a 20' x 8' booth. Move-out may not begin before 12:30pm on Sunday, May 31, 2020. Exhibitors who begin move-out prior to the assigned time may not be permitted to exhibit at future meetings.

### **SUBLETTING/SHARING**

No subletting or sharing of exhibit space is allowed. Exhibitors may show only products or services manufactured or dealt by them in the regular course of business. The featuring of a name or advertisement of a non-exhibiting firm or business is prohibited.

### **UNIONS AND CONTRACTORS**

Exhibitors agree to abide by the rules and regulations concerning local unions having agreements with the facility or with authorized service contractors employed by exhibit management. Only the official contractors designated by exhibit management will be permitted in exhibit areas unless otherwise authorized by exhibit management. Failure to comply with these or any other regulation or any amendments thereto may be sufficient cause to require the immediate removal of the offending exhibitors.

### **UNOFFICIAL FUNCTIONS/MEETING ROOMS**

Hosting social or educational forums, including a hospitality suite, requires approval from the AADSM. Requests for all function space at the Hilton New Orleans Riverside must be made and approved through the AADSM. In order to fully promote the educational activities of the meeting and the visitation of the exhibit hall, the AADSM prohibits the use of hospitality suites and meeting rooms during program hours. Companies that do not exhibit are not allowed to host hospitality functions, conduct market research or distribute handouts.

To receive permission for a meeting room, please submit the Affiliate Meeting Request Form to Randi Prince at rzuniga@aadsm.org. Please allow approximately one business week to process the request.

The deadline for meeting room requests is Friday, May 15, 2020.

### **USE OF AADSM NAME/LOGO**

The AADSM name, logo and acronym are proprietary and may not be used in signs, advertising, promotions or any product literature either inside or outside the exhibit hall. This rule applies before, during and after the annual meeting, unless prior authorization has been received from the AADSM.

### **AMENDMENTS**

AADSM may amend these Exhibitor Rules and Regulations at any time in its sole and absolute discretion. AADSM will distribute or otherwise make available a copy of any such amended Exhibitor Rules and Regulations.

### **ENFORCEMENT OF RULES & REGULATIONS**

Any violation of these Exhibitor Rules and Regulations, as determined by AADSM in its sole discretion, may result in (i) the rejection of a violator's application; (ii) refusal of rental of display space; (iii) cancellation of booth space after an application is approved; or (iv) curtailment or closure of an exhibit or parts of an exhibit at any time prior to or during the AADSM Annual Meeting. In addition, violators may be prohibited from exhibiting at future AADSM meetings.

No refund of any space rental fees will be provided.

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