



CHICAGO DENTAL SOCIETY™
MIDWINTER MEETING
THE RESPECTED LEADER IN SCIENTIFIC DENTAL MEETINGS

Exhibitor Prospectus

158th Chicago Dental Society
Midwinter Meeting

Feb. 23 – 25, 2023

McCormick Place West, 2301 S. Indiana Ave., Chicago

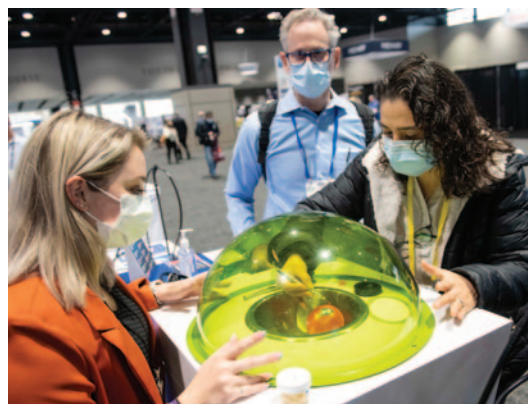
Find complete information and all forms at WWW.CDS.ORG

Welcome

We invite you to join us for the Chicago Dental Society's 158th Midwinter Meeting, Thursday – Saturday, Feb. 23 – 25, 2023. We return to the McCormick Place West Building for three days of the best in continuing education and commercial exhibitions.

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General information

HEADQUARTERS ADDRESS

Chicago Dental Society
401 N. Michigan Ave., Suite 200
Chicago, IL 60611-5585

CONTACT INFORMATION

Chicago Dental Society Show Management

Lisa Girardi

Director of Exhibit Services

Phone: 312.836.7327

Fax: 312.836.7339

Email: lgirardi@cds.org

On-site Exhibit Office: Hall F, next to the Exhibitor Lounge

Nathan Pease

Administrative Assistant, Exhibit Services & Finance

Phone: 312.836.7315

Fax: 312.836.7339

Email: npease@cds.org

Official General Contractor

Freeman: 773.473.7080

SEND BOOTH APPLICATION & PAYMENT TO:

Chicago Dental Society
P.O. Box 6500, Chicago, IL 60680-6500

EXHIBIT HALL

McCormick Place West Building
Level 3, Hall F
2301 S. Indiana Ave., Chicago, IL 60616

Exhibit Hours

- Thursday, Feb. 23, 9 a.m. – 5:30 p.m.
- Friday, Feb. 24, 9 a.m. – 5:30 p.m.
- Saturday, Feb. 25, 9 a.m. – 3 p.m.

ON-SITE REGISTRATION SCHEDULE

Wednesday, Feb. 23, 8 a.m. – 4:30 p.m.

Thursday – Friday, Feb. 23 – 24, 7:30 a.m. – 5 p.m.

Saturday, Feb. 25, 7:30 a.m. – 2 p.m.

OFFICIAL HOTELS/RATES

Available in October at www.cds.org.

WEATHER ADVISORY DURING SETUP/TEARDOWN

McCormick Place provides heat in the Exhibit Hall, but with the freight doors open during setup and teardown, the temperature in the West Building will be very cold. Please dress appropriately (scarves, gloves, hats, sweatshirts, coats, etc). Portable heaters are prohibited by the Chicago Bureau of Fire Prevention, as they are considered to be a fire hazard.

MIDWINTER MEETING LOGO USAGE

Exhibitors and third parties reporting on the Midwinter Meeting are granted a limited, revocable, non-exclusive license to use the Midwinter Meeting exhibitor logos only (to be provided by CDS via a separate attachment) solely in connection with exhibitor's use of exhibit space at the Midwinter Meeting, subject to the terms and conditions set forth below.

- Samples of proposed use of the CDS Midwinter Meeting logo must be submitted for approval by CDS.
- Use of the CDS logo within an exhibitor's booth space at the Midwinter Meeting is prohibited.
- In no event shall exhibitor use the logos in a manner that states or implies endorsement of exhibitor (or exhibitor's products or services) by CDS.
- The logos are the sole and exclusive property of CDS.
- The logos may not be revised or altered in any way, and must be displayed in the same form and colors as provided by CDS.
- Notwithstanding the foregoing, all uses by the exhibitor of the logos shall be subject to the prior approval of CDS.
- Without further notice, CDS reserves the right to prohibit use of the logos if it determines, in its sole discretion, that exhibitor's use, whether willful or negligent, is not in strict accordance with the terms and conditions of this license, or otherwise could discredit CDS or tarnish its reputation and goodwill.

DISCLAIMER

CDS reserves the right to make changes to any information provided within the Prospectus at any time. It is the responsibility of the exhibiting company to fully understand the rules and deadlines.

ADVERTISING & SPONSORSHIP OPPORTUNITIES

CDS offers a variety of ways to promote your company's participation at the Midwinter Meeting.

- Place an ad in the *CDS Review* member magazine leading up to the meeting.
- Place a banner ad on the CDS website to remind those who visit www.cds.org that you will be appearing at the Midwinter Meeting.
- Promote your company on site in our Midwinter Meeting digital, print publications and mobile app.

We offer opportunities to fit most every budget.

Get noticed as one of the premier exhibitors at one of the country's premier dental meetings. Take advantage of the many sponsorship opportunities available to make the most of your investment in the Midwinter Meeting.

FAQs

GENERAL EXHIBITING INFORMATION

When and where is the Midwinter Meeting?

Feb. 23 – 25, 2023, at McCormick Place West, 2301 S. Indiana Ave., Chicago

What are the Exhibit Hall hours?

Thursday, Feb. 23: 9 a.m. – 5:30 p.m.

Friday, Feb. 24: 9 a.m. – 5:30 p.m.

Saturday, Feb. 25: 9 a.m. – 3 p.m.

What is the cost for exhibit space?

- Standard/Inline: \$4,300
- Corner: \$4,800
- Aisle Space: \$4,300
- Meeting Rooms: \$4,000

How can I apply for exhibit space?

Submit the application for exhibit space along with a non-refundable deposit of \$1,000 per booth space/meeting room requested. You can apply online through the digital application link found here. The digital application only accepts credit card. If wanting to pay by company check or wire transfer, please contact CDS for a PDF copy of the application. An application is not considered as received until the deposit has been received by CDS.

How will exhibit space be assigned?

Booth space is assigned by seniority (the number of continuous years a company exhibits at the Midwinter Meeting).

When will exhibit space be assigned?

Round One of booth assignments will begin the week of June 6, 2022. Subsequent applications will be assigned on a first-come basis as space permits.

When is the full booth payment due?

Full booth payment is due Aug. 15, 2022. Subsequent applications require full booth payment at the time of application.

When can I set-up/tear-down by booth?

Set-up is Monday, Feb. 20 through Wednesday, Feb. 22.

Tear-down begins at 3 p.m. on Saturday, Feb. 25 and continues through 10 a.m. on Monday, Feb. 27.

Can I cancel my exhibit space?

All cancellations must be made in writing. Cancellations occurring on or before Aug. 15 will result in refund of the booth balance, less the non-refundable deposit per cancelled booth or meeting room. Cancellations occurring after that date result in 100% of the booth fee being forfeited. For cancellations occurring by exhibitors, after this date, the booth balance, less the non-refundable deposit, will be refunded if cancelled within 14 days of being assigned booth space. Cancellations made after that time frame will result in 100% of the booth fee being forfeited.

What is included with the booth?

Booth rental includes:

- Back wall pipe/drape (black/white)
- Side rail pipe/drape (black)
- Uniform sign indicating the company name, city/state/country, booth number
- Digital booth in the online floor plan and mobile app
- Six complimentary badges per 10' x 10' space rented

Is the booth space come furnished or have utilities included?

The booth space is sold in a raw state. Each exhibit may rent furniture through the general contractor or bring their own. All booths must have a floor covering. Carpeting may be rented through the general contractor. Complimentary WiFi will be provided in the hall. For dedicated WiFi or hardwired internet, contact McCormick Place through the online service kit to order those services.

BADGES

How many badges does my company receive with a booth?

Exhibitors will receive six complimentary badges per 10' x 10' booth purchased. Online registration begins Nov. 1. A unique email address for each person registered is required at the time of registration. All badges, unless otherwise noted, will be mailed, to all exhibitors who pre-register their staff on or before Jan. 17. Any badge registered after that date can only be picked up on site.

How can I exchange badges?

Exhibitors may change their badge staff up through Jan. 17. After that date, if badges were mailed, the physical badge must be returned to CDS or a charge will be assessed.

Will my badge admit me to scientific programs?

Exhibitor badges will admit exhibitors to the scientific program if the individual exhibitor has purchased the course or has pre-registered and paid/reserved that course.

HOUSING/TRAVEL INFORMATION

When will official hotels start accepting reservations?

The Official hotels will be available to exhibitors in October.

How can I make hotel reservations?

CDS does not use a housing bureau. You can contact the hotel of your choice directly to make reservations.

Where can I find housing and travel information?

Find all details at www.cds.org when it becomes available Nov. 1.

What if I get solicited to reserve hotel rooms through a different company?

CDS has not authorized any third party to act on our behalf for housing. Any agency attempting to present themselves as an official partner of CDS is doing so fraudulently.

How can I get a letter of invitation from CDS for visa purposes?

International exhibitors that require visas to travel to the United States can request invitation letters from CDS. These letters do not guarantee that visas will be approved but can be presented with your visa application process and may be required by the U.S. Consulate in some countries.

Go to on.cds.org/invitation to request an official CDS invitation letter.

BOOTH CONSTRUCTION

What is the height limit for my booth?

Linear booths: 8 feet; islands/peninsulas: 20 feet.

Can I hang signs from the ceiling?

Hanging signs are only available for island or peninsula booths and must not extend beyond the perimeter of the assigned booth space.

ORDERING SERVICES

Who are the official contractors for the meeting?

Freeman is our official general services contractor. You can find a list of all of the official contractors, including Freeman, and their contact information in the Service Contractors Directory.

How do I order carpet, electricity, furniture?

Booth services such as these can be ordered through Freeman, our general services contractor, from the Exhibitor Services Manual (Available October 2022)

How do I order other services such as catering, internet and lead retrieval?

These items can be ordered through our other official vendors. Information and ordering forms are included in the Exhibitor Services Manual.

2022 MIDWINTER MEETING ATTENDANCE

Dentists	4,211
Graduate Students/Residents	78
Dental Students.....	1,472
Hygienists.....	1,868
Assistants.....	1,312
Office Personnel.....	1,053
Medical Health Coordinators	45
Laboratory Technicians/Students	85
Hygienist/Assistant Students.....	622
Guests	840
Press	40
Trade	527
Exhibitors.....	4,053
TOTAL	16,206

SHIPPING

How and where do I ship my booth materials to Chicago?

You may choose the freight forwarder of your choice. If shipping advanced freight, please label your materials as follows:

Chicago Dental Society Midwinter Meeting 2023
Exhibiting Company Name/Booth Number
c/o Freeman
2500 W. 35th St., Chicago, IL 60632

If shipping direct-to-show site, shipments are targeted. Refer to the targeted floor plan when available at www.cds.org:

Label all direct shipments as follows:

RUSH DO NOT DELAY – CANNOT DELIVER BEFORE FEB. 20, 2023
Chicago Dental Society Midwinter Meeting
TO: EXHIBITOR NAME:
c/o Freeman
McCormick Place West Building,
2301 S. Indiana Ave., Chicago, IL 60616
Booth Number:
Number of Pieces:

MARKETING

How can I promote my booth to attendees?

CDS offers a wide range of promotional and advertising opportunities to suit any budget and goal. Take time to carefully review these opportunities. To maximize your company's visibility and exhibit investment. CDS also welcomes the opportunity to develop customized opportunities for you.

Are there speaking opportunities for exhibitors?

CDS offers a limited number of one-hour time slots in the Corporate Learning Theater.

To participate, submit a completed Corporate Learning Theater Form

Can I purchase an attendee list?

CDS is fully compliant with the GDPR rules of privacy and therefore, no longer makes attendee lists available for purchase. CDS does have a variety of opportunities available to get your message out to the attendees, through e-Newsletters; e-Blasts; digital tradeshow bag; and more.

WARNING – Mailing List Pirates: Chicago Dental Society has not entered into any agreement with any third-party vendor to providing attendees lists. Please disregard any emails or phone calls from such companies claiming to be working with the Chicago Dental Society.

Learn more about advertising and sponsorship opportunities

Start by visiting www.cds.org.

Dates & deadlines

2022

April 1

Round 1 Exhibitor Application posted online at on.cds.org/apply.

May 31

Application deadline for inclusion in Round 1 space assignments.
Non-refundable deposit of \$1,000 per booth due with application.

June 6

Round 1 booth assignments begin.
Exhibitors will be contacted in order of seniority.

July 8

Round 1 invoices mailed.

August 15

- Round 1 booth balances due.
- Final day to cancel/reduce for any refund – less the non-refundable deposit for Round 1 applicants.

September 1

Round 2 applications available at on.cds.org/apply2023. Booths assigned on first applied, first assigned basis, full booth payment due with application.

October 15

Exhibitor Services Kit available.

November 1

- Exhibitor badge registration begins.
- Products and Services listing due.
- Digital booth updates begin.
- Exhibitor housing opens.

2023

Jan. 5

- Exhibitor Certificate of Insurance due.
- Exhibitor-appointed Contractor's Certificate of Insurance due.
- Hanging Sign/Material design form request due.
- Mandatory Approval form for height variance, in-booth demonstrations, sound projection, celebrities at the booth, contests, raffles and giveaways due.
- Exhibitor-appointed Contractor Form due.

Jan. 17

Deadline to submit changes to online booth personnel registrations, marked "to be mailed."

Jan. 20

- Badges marked "to be mailed" will be mailed.
- Additional Badges Registered for will be held for on-site pickup.

Jan. 23

Advanced Freeman warehouse is open for shipments.

Ship to:

Chicago Dental Society Midwinter Meeting
Exhibiting Company Name/Booth Number
c/o Freeman
2500 W. 35th St., Chicago, IL 60632

Jan. 31

Deadline to submit Complimentary Lead Retrieval license.

Feb. 1

Exhibitor Press Conference Request.

Feb. 13

- Last day to accept advance shipments at the Freeman warehouse.
- Deadline for receipt of all hanging signs – which must be shipped separately from booth materials – to the Freeman warehouse.

Feb. 20 – 22

Move-in begins. Direct-to-show-site shipments are targeted.
View the targeted floor plan under the Exhibitor Services Kit

Feb. 22

On-site exhibitor registration opens, 8 a.m. – 4:30 p.m.

Feb. 23 – 25

On-site Registration Hours:

- Thursday, Feb. 23, 7:30 a.m. – 5 p.m.
- Friday, Feb. 24, 7:30 a.m. – 5 p.m.
- Saturday, Feb. 25, 7:30 a.m. – 2 p.m.

Exhibit Hall Hours:

- Thursday, Feb. 23, 9 a.m. – 5:30 p.m.
- Friday, Feb. 24, 9 a.m. – 5:30 p.m.
- Saturday, Feb. 25, 9 a.m. – 3 p.m.

(Exhibitors are permitted access to the exhibit floor two hours prior to the official start of day's business and one hour after the conclusion of the day's business.)

Feb. 25 – 27

Teardown begins at 3 p.m., Feb. 25, and continues through Feb. 27.

Before the meeting

Application & Payment Policy

As an exhibitor, you must agree to the following:

Do not mail any applications or deposit checks to the CDS headquarters office. This will delay your application process.

APPLICATIONS: ROUND 1

CDS will not guarantee that the space requested will be assigned to that applicant. Booth space is assigned on a seniority basis.

Applications for Round 1 space assignments must be filed on the official application found at on.cds.org/apply.

All applications must be accompanied by a non-refundable deposit of \$1,000 per 10' x 10' booth space requested.

No application will be processed without the required deposit, nor will booth space be assigned without submitting the completed official application and deposit.

If requesting a meeting room, a non-refundable \$1,000 deposit per 10' x 12' meeting room must also accompany the application and booth deposit.

Booth space may not be reserved by phone, fax or email.

All international exhibitors must submit the total booth rental fee with their applications, payable in U.S. funds and drawn on a U.S. bank. CDS strongly suggests International exhibitors use credit cards as their method of payment. If sending the booth fee by wire transfer, a \$50 bank fee must be included with the booth payment. Contact CDS directly for wire transfer banking details.

CDS may, at its discretion, accept or reject any application.

Round 1 deadline is June 6. After this date, booths will be allocated on a first-applied, first-assigned. Seniority will not be considered.

APPLICATIONS: ROUND 2

Posted online Sept. 1. Full payment due with Round 2.

PAYMENT

Acceptable forms of payment are check, money order, wire transfer, Visa, Mastercard and American Express. CDS does not accept any other major credit card.

Exhibitors who use Visa, Mastercard or American Express must complete the interactive version of the application only available online. All checks submitted with an application must be from the exhibiting company. Third party checks will not be accepted. Applications accompanied by a check issued from a third party (exhibitor-approved contractor or other agency) will be returned/refunded and the application will be considered invalid.

The application will not be processed until valid payment is made. To ensure proper credit to your exhibit account, all checks for payment should be made in U.S. funds and drawn on a U.S. bank.

Make checks payable to the Chicago Dental Society

Checks should be mailed with a completed application to:

Chicago Dental Society
Midwinter Meeting Exhibits
P.O. Box 6500
Chicago, IL 60680-6500

If the application is paid for with a credit card, the cardholder must be an employee of the exhibiting company. (Third party credit cards will not be accepted.)

If you use FedEx, UPS or any other express delivery services, please send application and payments to:

Chicago Dental Society
c/o Fifth Third Bank
Attn: Lockbox 6500
1400 Sixteenth St.
Oak Brook, IL 60523

Wire transfer information

International exhibitors must submit payment via wire transfer.

An additional banking fee of \$50 must be included with the amount submitted via wire transfer. For wire transfer banking details, please email Lisa Girardi, lgirardi@cds.org, or Nathan Pease, npease@cds.org.

DIMENSIONS AND RATES

Booth space

All booth spaces are 10' x 10'

- Inline/Standard booths: \$4,300
- Corner booths: \$4,800
- Aisle space: \$4,300

Booth fee includes:

- Piping and drapery 8' tall (2.5m) in the rear and 36" tall (91.44 cm) on each side.
- Uniform sign identifying the company name and booth number.
- Company name and product/service classification listing in the online Virtual Exhibit Hall and the on-site Product Locator.
- Company name and booth number listing in the digital floor plan, mobile app, *Official Program* and *You-Are-Here* locator signs (available only on site), as provided in the exhibiting company's application.
- Six complimentary exhibitor badges per 10' x 10' booth space rented (meeting rooms are not included in badge count).

Meeting rooms

- Meeting rooms are 10' x 12' and are fully carpeted
- Meeting room fee: \$4,000
- Meeting rooms are located on the exhibit floor

Aisle space

Aisle space fee is the Inline/Standard booth price of \$4,300 per 10' x 10' space. Aisle space may be rented only to those companies that have purchased two islands or peninsulas which are situated across the aisle from each other. Purchased aisle space may be used for decoration (i.e. carpeting, archways), as well as for exhibiting purposes, distribution of materials/literature, direct sales, exhibiting materials or booth furnishings, etc.

A complete rendering must be submitted to CDS for approval.

Island Booth Space Advisory

Exhibitors requesting island space MUST rent the extra space to create the island booth, unless it is a natural island. For example, if the exhibitor requests a 20' x 30' island (six booths), a 20' x 40' (eight booths) space will be needed to create the island. Unless otherwise instructed by the exhibitor, CDS will automatically carpet the additional two booths with the show aisle carpet, thus creating the island effect. Exhibitors requesting island or peninsula booth configurations must submit a rendering, which includes electrical and plumbing specifications.

All other aisles remain the property of CDS. Exhibitors may not encroach on these aisles for distribution of literature, mascots or any other miscellaneous activity.

Booth Assignment Procedure

Assignment of exhibit space shall be made solely at the discretion of the Chicago Dental Society. Assignment of exhibit space takes into account the number of continuous years of participation in the Midwinter Meeting, the type of space requirements needed by the exhibitor, and when the application to exhibit is received. All applications will be assigned in a fair and equitable manner.

The applicant's stated preference on the application and contract for a specific booth(s) is used as information only to assist CDS in determining the general area(s) in which the exhibitor wants to be located. To aid in the realistic assignment of space, we request that applicants not concentrate all their booth selections in one area of the Exhibit Hall. CDS does not guarantee that it will be able to assign the specific space requested on the application.

Requests for previous booth locations will be considered but cannot be guaranteed. In addition, CDS can not guarantee that competitors will not be placed next to or near one another. CDS reserves the right to relocate exhibitors should it become necessary for causes beyond its control or advisable in the best judgment of CDS.

Each exhibitor will be contacted to discuss booth space availability. The written confirmation will be emailed the day the verbal agreement for booth space is made. The exhibitor must sign the confirmation and fax or email it back to CDS within 24 hours. If the confirmation is not signed and returned within 24 hours, the application is considered invalid and the space may be offered to another exhibitor.

Cancellation or Reduced Footprint Policy

All cancellations of or changes to booth or meeting room space must be made in writing. Cancellations not submitted in writing will not be honored. The following rules apply:

Cancellation or reduced footprint of Round 1 space assignments*

- For cancellations made on or before Aug. 15, CDS will issue a refund for the booth/meeting room fees less the non-refundable deposit of \$1,000 for each booth/ meeting room cancelled or released to downsized footprint.
- No refunds will be issued for booth/meeting room cancellations made after Aug. 15.

Cancellation or reduced footprint of Round 2 space assignments*

- For cancellations made within two weeks from the date of assignment, CDS will issue a refund for the booth/meeting room fees less the non-refundable deposit of \$1,000 for each booth/meeting room cancelled or released to downsized footprint.
- No refunds will be issued for booth/meeting room cancellations after two weeks from the date of assignment.

***Money rolled over from previous meetings will be forfeited if the exhibitor cancels from the meeting.**

All assigned booth space not completely set up and occupied by 8 a.m. Thursday, Feb. 23 (the first day of the meeting), automatically reverts back to the Chicago Dental Society without obligation on the part of CDS to refund whatsoever to the exhibitor.

Exhibitors will not be relocated to any vacated booth space once setup begins at McCormick Place. CDS will make no exceptions.

Exhibitor Services Kit

The Exhibitor Services Kit will be available online at CDS.org beginning Nov. 1. This kit includes downloadable literature and forms from our official vendors and is designed to help you plan for your participation in the Midwinter Meeting.

We encourage you to order your services through one of our official vendors and take advantage of the discounted prices they offer.

OFFICIAL MIDWINTER MEETING VENDORS

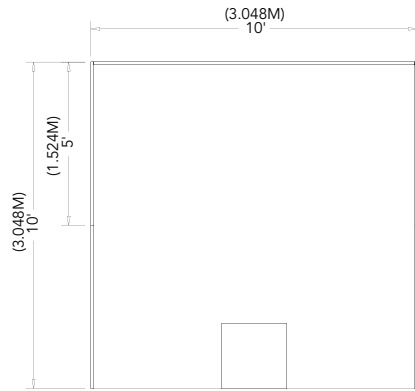
(Subject to change)

- Audiovisual: Freeman AV
- Booth Security: Armageddon Services
- Computer Equipment Rental: Freeman AV
- Copying Services: FedEx – Kinkos
- Electrical/Plumbing Contractor: Freeman
- Floral Arrangements: Floral Exhibits
- Food and Beverage: Savor
- General Contractor: Freeman
- Insurance: RainProtection
- Internet and Telecommunications Services: McCormick Place ETS
- Lead Retrieval: Advanced Tradeshow Technology (ATT)
- Security Cage Rentals: AMK Systems, Inc.
- Shipping: Freeman Transportation

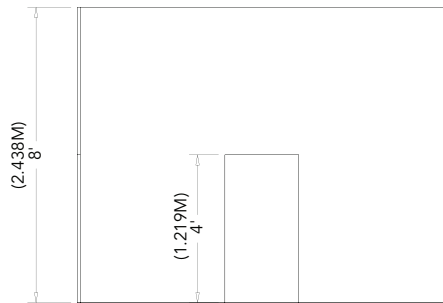
Booth Descriptions

INLINE/STANDARD OR CORNER BOOTHS

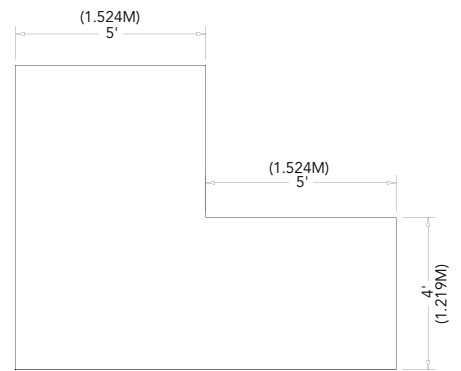
The minimum exhibit space is 10' x 10' and comes in multiples thereof. The back 5' of the basic exhibit may be occupied up to a height of 8'. The front 5' of the rent space may be occupied from the floor up to a height of 4'. Equipment may exceed the 4' height limit but may not be higher than 8' and must be placed so as not to block the view or impede the sight lines of adjacent exhibits. Live or video demonstrations must be confined to the back 5' of the rented space. CDS shall, at its expense, provide basic decoration such as side and back wall drape and a standard booth sign.



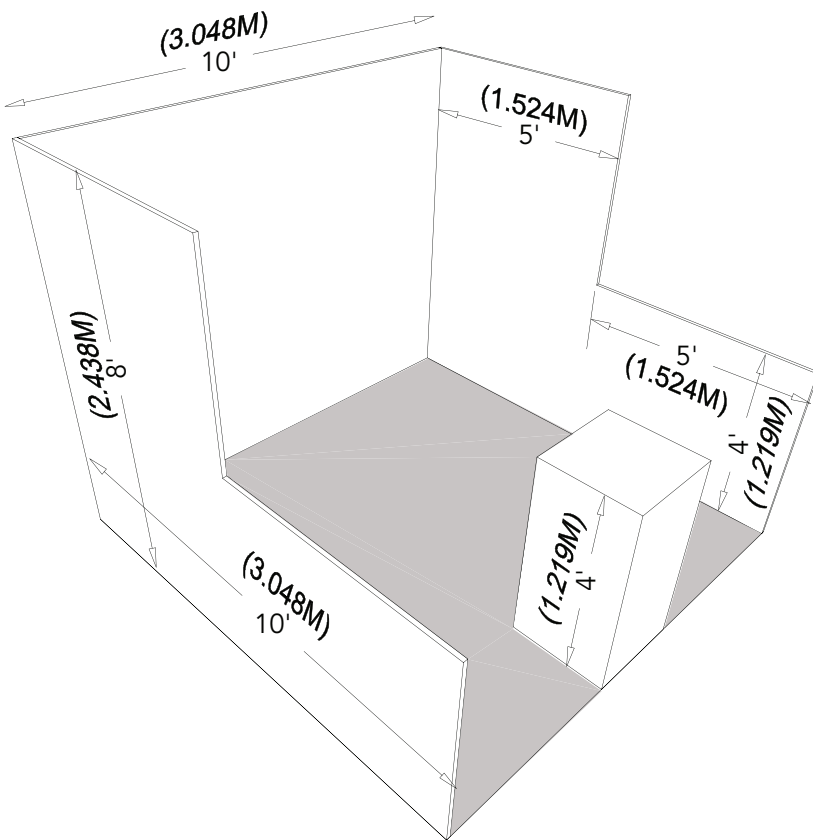
PLAN VIEW



FRONT VIEW



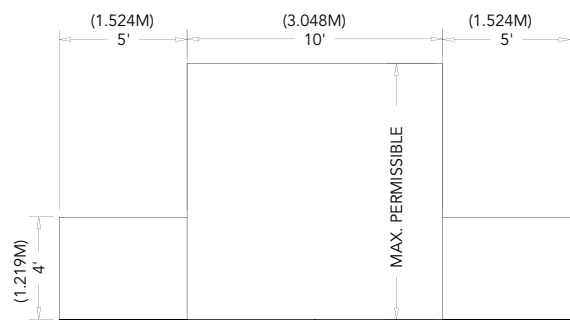
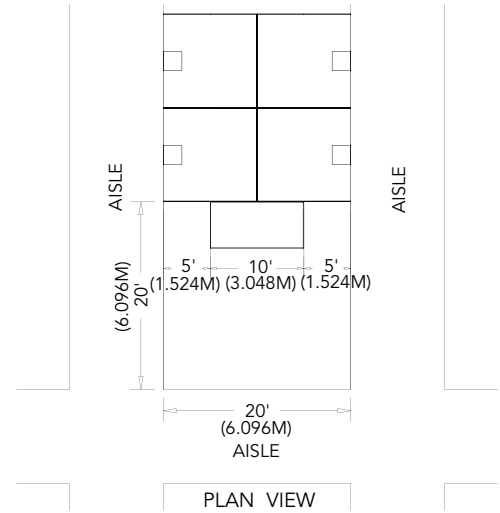
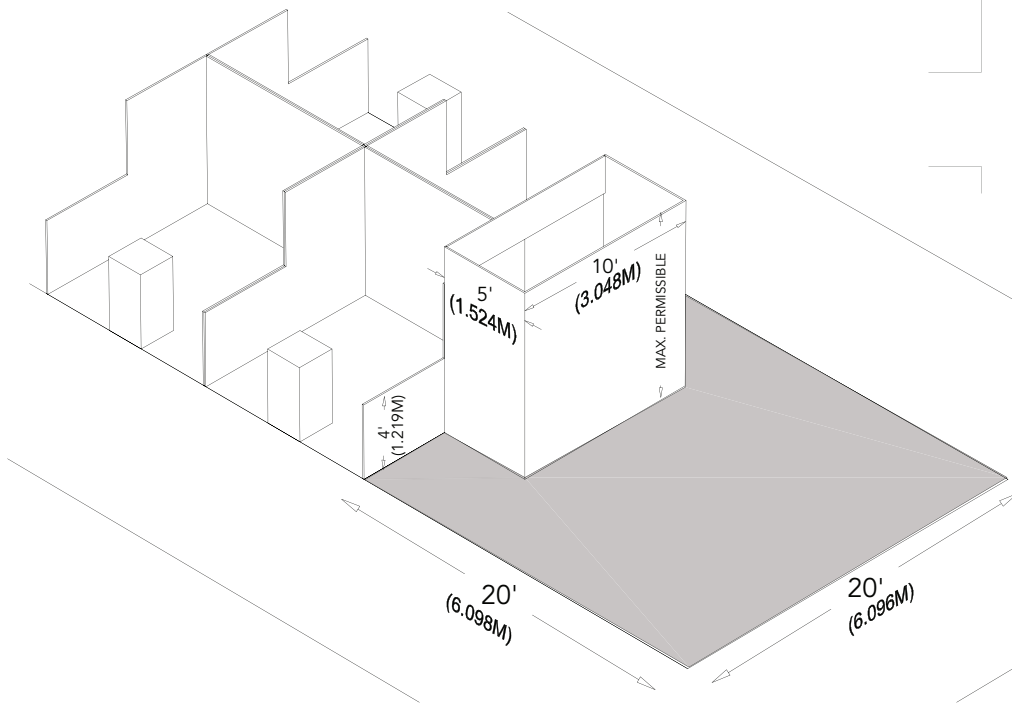
LEFT SIDE VIEW



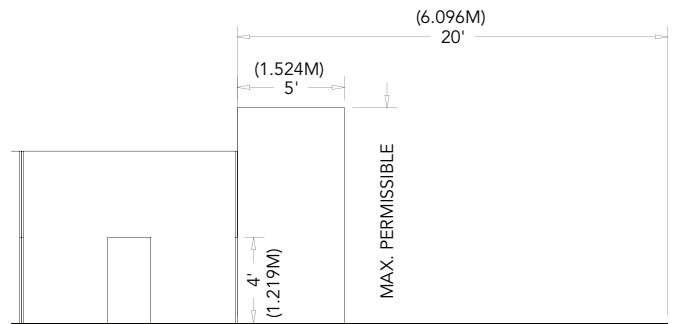
PENINSULA BOOTHS

A Peninsula exhibit is a grouping of 10' x 10' booths with aisles on three sides. The minimum space for a Peninsula Booth is 20' x 20'. End cap spaces (two corner booths at the end of an aisle) are not permitted and will not be sold. An exhibitor may not request two sets of end caps across an aisle from one another; instead, the four booths must be in a cube or square configuration. No part of the back wall of a peninsula booth may exceed a height of 8' from the floor of the Exhibit Hall. Complete scale drawings of all Peninsula Booths must be submitted to CDS for review. The back wall MUST be centered on and not exceed in width one-half the dimension of one side of a side wall (i.e. center is at 10' on a 20' x 20' Peninsula Booth). The remainder of the back wall must not exceed 48" in height. All portions on the rear of this back wall must be finished without any copy or graphic of any kind on it.

Peninsula exhibits must be designed to be accessible from all three aisles. A rendering of the proposed peninsula exhibit with detailed dimensions must be submitted to CDS with the application to exhibit. If your exhibit cannot comply with this policy, please do not apply for a peninsula space. Any peninsula exhibit that violates this policy will be brought into compliance on site; no exceptions. This rule does not apply to exhibitors who rent an island space.



FRONT VIEW



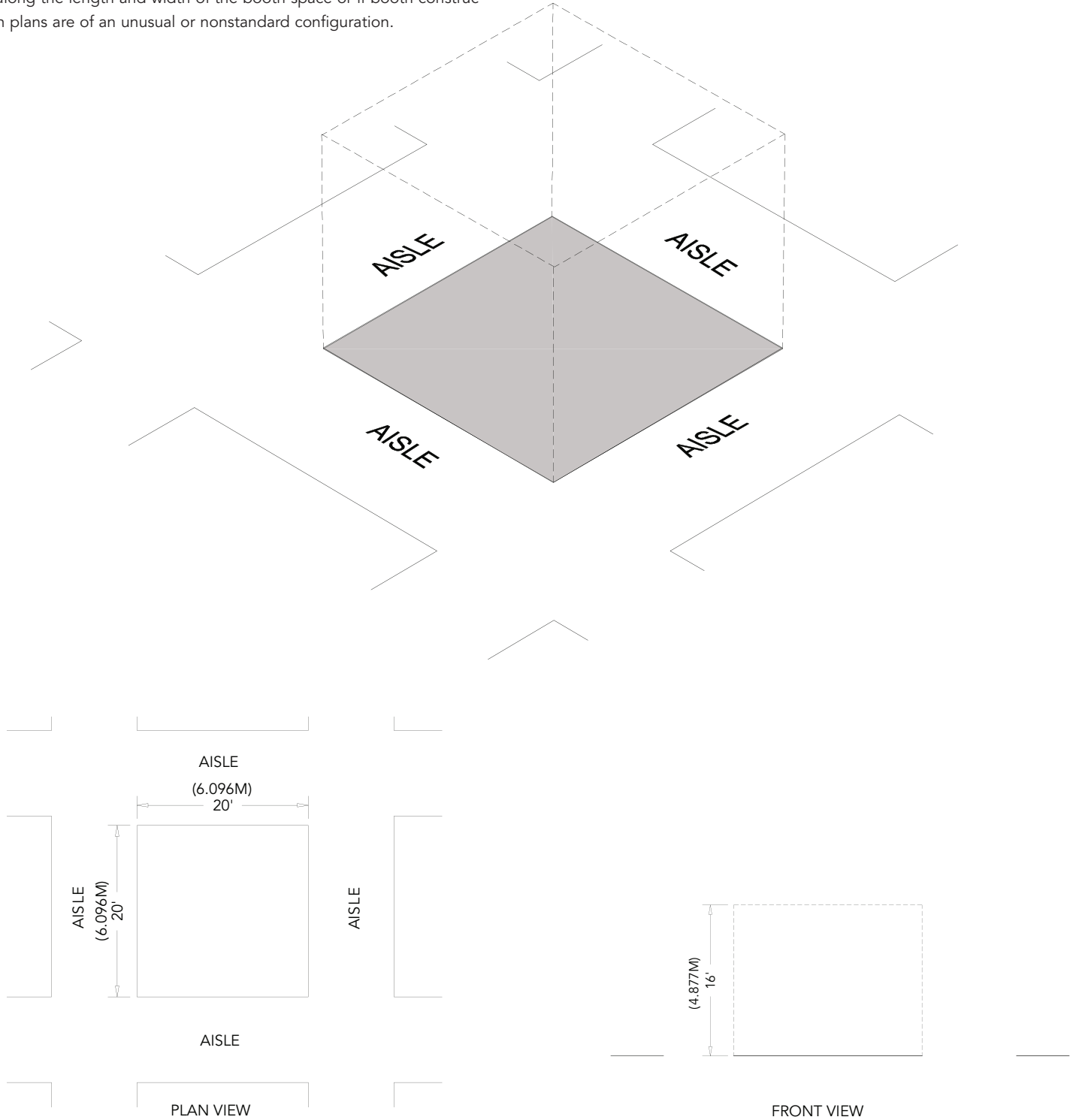
LEFT SIDE VIEW

ISLAND BOOTHS

An island exhibit is an open area of exhibit space with aisles on all four sides. Island/Freeform exhibits may extend to all outer edges of the booth space, but the design of the booth must allow for see-through visibility and accessibility from all four sides.

A rendering with detailed dimensions of the proposed island exhibit must be submitted with the application to exhibit. Written approval from CDS is required if an exhibit is designed to have a solid wall taller than 4' along the length and width of the booth space or if booth construction plans are of an unusual or nonstandard configuration.

Exhibitors who want to create an Island Booth smaller than those shown in the Exhibit Hall floor plan must purchase the extra booths needed to create the island footprint. This additional space then becomes the aisle. (For example, if an exhibitor wants a 20' x 30' [six booths] island, a 20' x 40' [eight booths] space must be rented).



At the meeting

Setting Up Your Exhibit

ADVANCED SHIPMENTS

Jan. 23 – Feb. 13, 2023

Ship to:

Chicago Dental Society Midwinter Meeting
Exhibiting Company Name/Booth Number
c/o Freeman
2500 W. 35th St., Chicago, IL 60632

DIRECT SHIPMENTS

All direct shipments to McCormick Place are targeted. Please refer to the color-coded Targeted Floor Plan for your shipment arrival date and time. **Please note:** if direct shipments arrive earlier than the targeted move-in date, they will not be accepted at McCormick Place.

Ship direct to:

Chicago Dental Society Midwinter Meeting
McCormick Place West, Level 3, Hall F
c/o Freeman
Exhibiting Company Name
Exhibiting Company Booth Number
2301 S. Indiana Ave.
Chicago, IL 60616
Exhibit Materials RUSH

MOVE-IN SCHEDULE

- Monday, Feb. 20, 8 a.m. – 4:30 p.m.
- Tuesday, Feb. 21, 8 a.m. – 4:30 p.m.
- Wednesday, Feb. 22, 8 a.m. – 4:30 p.m.

All exhibits must be fully set up by 4:30 p.m., Wednesday, Feb. 22.

Straight time is charged from 8 a.m. – 4:30 p.m. Overtime will be charged for any time worked after 4:30 p.m.

All empty containers must be labeled and ready for pick-up no later than noon Wednesday, Feb. 22.

MOBILE VEHICLE EXHIBITS

Mobile vehicles must be set up before Wednesday, Feb. 22. Exhibitors using mobile vehicles must contact Freeman for specific setup times.

Exhibit Space Provisions

All exhibitors will be provided with 10' x 10' booth space and a sign of uniform style identifying the exhibitor's name and booth number. CDS strongly recommends setting aside an area 12" wide at the back of the booth to remain unobstructed to allow electricians access to the electrical ports in the floor. The individual booth provided by CDS will consist of 8' tall black and white back drape and 36" tall white side rail draperies. Exhibitors ordering other colors do so at their own expense.

Clean Floor Policy

In order to ensure the timely opening of the Exhibit Hall, CDS has instituted a Clean Floor Policy. All empty containers must be removed and all exhibit properties must be set up by 4 p.m. Wednesday, Feb. 22. Exceptions must be communicated to CDS in writing prior to move-in.

Exhibitors are required to provide floor coverings for all booths.

Exposed parts of any display must be finished so as not to be objectionable to CDS or other exhibitors. CDS shall, at the exhibitor's expense, order the general contractor to provide masking drapery to cover any unfinished parts of the booth, as well as carpeting, if it has not been ordered.

Restrictions

No signs, custom displays or equipment will be permitted to extend beyond the official booth height of 8' unless the exhibitor occupies an island or peninsula space, in which case the ceiling height limit is 16' in the center of the booth. In the case of an exhibitor who does not occupy an island or peninsula space, purely decorative material may extend to a maximum ceiling height of 12' provided that it is – as determined by CDS – in good taste, in keeping with the general tone of the meeting, and does not interfere with or detract from adjoining exhibits.

Height variances

Exhibitors who request a booth height variance must submit a completed Mandatory Approval Form. The deadline for the Mandatory Approval Form is Jan. 5. The form must include a written explanation of design and variance being requested and a scaled floor plan to include dimensions, clearly identifying the area in which the variance is being requested. No variance will be granted on site. Double-sided signs are only allowed to those exhibitors who have an island or peninsula booth configuration.

Relocation of booth space

The relocation of booth space will only occur during the week prior to the first day of booth setup. Once the meeting opens, no booths will be relocated for any reason, unless it is deemed by CDS that the current space is impractical or impossible for the exhibitor to remain.

Booth assignments for unsold or vacated space will not be made on site.

HANGING SIGNS/MATERIALS

The exhibiting company must receive written approval from show management for all hanging signs/materials. The Mandatory Approval Form must be submitted for approval along with a rendering including dimensions of the hanging signs/materials. Photos will not be accepted. Hanging signs/materials will only be permitted for those exhibitors who have an Island or Peninsula Booth configuration in a size of 20' x 20' or larger. Hanging signs will not be allowed for Inline Booths. No exceptions.

- The top of any hanging sign/materials may not exceed 28'.
- Signs suspended over Peninsula Booths must be set back a minimum of 5' from the back wall line of the booth.
- No hanging sign/material may be hung lower than 20' from the floor.
- If the exhibitor is hanging a truss, the truss must be contained within the confines of the exhibitor's booth space and not protrude into any aisle space.

Hanging Sign Fees

A promotional fee of \$100 per 10' x 10' rented booth space will be charged for all hanging signs/materials, etc. There is a \$500 late fee for any application received after Jan. 5.

Shipping Hanging Signs

All hanging materials must be sent to the Freeman warehouse as advanced freight. The hanging materials must be packaged independently of the booth materials. The sign must be received no later than Feb. 6. Failure to send the hanging materials as advanced freight to the Freeman warehouse will result in the hanging items not being hung. No exceptions.

Ship hanging sign materials to:

Chicago Dental Society 2023 Midwinter Meeting
Exhibiting Company Name/Booth Number
c/o Freeman
2500 W. 35th St., Chicago, IL 60632

On-site Exhibitor Services

Exhibitor Lounge

The Exhibitor Lounge will be located on Level 3, Hall F, beneath the Overlook Café. Complimentary coffee/tea and bakery goods will be provided each day from 7 – 10 a.m. Please inform your sales staff that the Exhibitor Lounge is intended for exhibitors only. Do not schedule any meetings with any non-exhibitor; those individuals will be denied access. An Exhibitor badge is mandatory to gain entrance to the Exhibitor Lounge.

Exhibit Manager/Exhibits Committee Office

This office is located in the center of the Exhibit Hall, Hall F (under the Overlook Café, next to the Exhibitor Lounge).

Exhibitor Service Desk

The Service Desk will be located on Level 2 (one level below the Exhibit Hall).

Exhibit Hall Security

The security office will be located on the northwest side of the General Registration Area.

PRESS OFFICE

CDS operates a press office on Level 4, Room W476, during the meeting. The office is where members of the media register for badges and conduct business. Exhibitors who wish to display their press kits in this room may do so by making arrangements prior to the Midwinter Meeting with the CDS Communications Department: Rachel Schafer, rschafer@cds.org.

Exhibitor Personnel Registration

Each person attending the commercial exhibits is required to register and wear the official Midwinter Meeting badge at all times during the meeting. Companies may not deface the official badge or place a business card in front of the badge. By pre-registering your personnel online, you can avoid waiting in line to pick up badges on site.

EXHIBITOR REGISTRATION

Exhibitor personnel registration begins Nov. 1 and is only available online. Prior to beginning your registration, make sure that you have your CDS-issued five-digit password (which doubles as your CDS account number). A unique email address is required for all booth staff.

Each exhibiting company is allowed up to six complimentary (free) badges per 10' x 10' exhibit space. This does not include any rented meeting/conference rooms. Exhibitors have the option of having the badges held for on-site pick-up or having them mailed. You will be required to enter a shipping address even if you elect to have your company's badges held for pick-up on site. Badges will be mailed beginning Jan. 20.

International badges will not be mailed and will only be available on site during registration hours.

Exhibitors are allowed to change their mailing address from the default address listed on the exhibitor application one time only. Please be aware that if you choose to have the badges mailed to you, you are responsible for distributing the badges to your personnel and bringing the badges to the Midwinter Meeting.

Exhibitors who have had their badges mailed to them but have not brought them to McCormick Place will incur a \$25 per badge reprint fee. These fees are non-refundable. If badges are held for pick-up on site, each person must individually retrieve his/her own badge and provide a valid photo ID and company business card.

Booth personnel registration fees

If you are registering more than the complimentary number of badges your company has been allotted, the per person registration fees are:

- Tier 1 (November): \$55
- Tier 2 (December): \$65
- Tier 3 (January): \$75
- Tier 4/On site (February): \$95 (badges are not mailed, but will be printed on site only)
- Reprints: \$25 fee per badge

On-site payment options

Cash, check, Visa, Mastercard and American Express. No exceptions. Make checks payable to the Chicago Dental Society.

Claiming registered badges at the Midwinter Meeting

Exhibitor badges are not transferable and must be worn by the person whose name is on the badge. Fake name badges are prohibited; any exhibitor badge perceived to have a fake name will not be printed or mailed. In order to claim a suspicious badge, the specific individual will need to prove his/her actual name by presenting a business card from their exhibiting company as well as a photo ID to Exhibitor Registration on site.

Personnel changes for registered badges

Exhibitors may change the names on the badges at any point before Jan. 20 without incurring any penalty; the badges may be mailed or picked up on site.

If a name needs to be changed after Jan. 20 and the exhibiting company has elected to have the original badges mailed, then the badge must be returned to our registration company. Failure to do so may result in having to pay for badges if the exhibiting company has exceeded its allotted number of complimentary badges.

Registering as an exhibitor on site

Each individual will need proper company credentials (i.e. a business card and photo ID) in order to receive an exhibitor badge. Personnel who do not have the proper credentials will not be allowed to register as an exhibitor. Exhibitors will not be charged any registration fees unless they exceed their complimentary number. No refunds will be given during or after the meeting.

All members of an exhibit staff must be full-time employees of the exhibiting company or must be employed for the duration of the exhibit. A dentist who is a guest speaker, consultant, etc. may not register as an exhibitor unless he or she is an officer of the company or a full-time employee, not a practicing dentist. Consultants are not considered employees of the company.

Disclaimer

False certification of individuals as exhibitor representatives, misuse of exhibitor badges, or any other method or device used to assist unauthorized persons to gain admission to the exhibit floor may be subject to a fine of the applicable registration fee and/or expulsion of the exhibitor from the exhibition and he/she barred from further entrance to the floor without obligation on the part of CDS for refund of any fees. Upon the exercise of this authority by CDS, the exhibitor, his employees, and/or agents, waive any rights or claims for damages against the Chicago Dental Society arising out of the enforcement of the rules.

Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business of any form in the exhibition halls. Violators will be promptly ejected from the hall.

Exhibiting Rules & Regulations

ELIGIBILITY REQUIREMENTS

- All exhibits submitted for display at the Midwinter Meeting are subject to review.
- Exhibition is restricted to companies that are in good financial standing with CDS.
- CDS is under no obligation to extend application privileges to any company regardless of whether or not said company has exhibited at past Midwinter Meetings.
- All products and services exhibited must be germane to and effective and useful in the practice of dentistry.
- CDS shall be the sole judge as to the acceptability of exhibits.
- Products that fall under FDA guidelines must have FDA certification to exhibit.
- An exhibitor may not display any product or distribute advertisements for any product that infringes on the registered trademark, copyright or patent of another company.
- Exhibits must not be deceptive or misleading.
- Quality of life or leisure products – such as jewelry, massage chairs, ladders, blenders, flagpoles, infrared devices, luggage, vacuum cleaners and similar products – are not eligible to exhibit.
- Comparative claims must be fair and, unless they are “puffery,” must be substantiated adequately. Comparative claims may include the use of a competitor’s name and the description of a comparable product or service, including price, if the comparison is made in a manner that is not false or misleading. Unwarranted disparagement or unfair comparisons of a competitor’s products or services is not allowed.
- Miscellaneous products and services not specified in these standards may be eligible to exhibit on a case-by-case basis. All exhibitors are required to submit a completed official application when applying for Midwinter Meeting exhibit space.
- First-time exhibitors are required to submit proof of products and services. Any company that falsifies its products and services will have its booth shut down and be escorted from the meeting; no refund will be provided.

Abandoned space

Any space not completely set up and occupied by two hours prior to the official start of the exhibition (7 a.m. Thursday, Feb. 23) may be resold without refund. **An authorized company representative must staff all booths during all show hours.** Each exhibit must be open for the full duration of official show hours and must be closed at all other times. Invitations to participate in future Midwinter Meetings will be withheld if booth space is abandoned. If an exhibiting company will be delayed due to weather or any other circumstance, it must notify CDS.

Access to the Exhibit Hall

Only exhibitors will be allowed into the Exhibit Hall two hours before the official opening and one hour after the official close. Please do not schedule any meetings before the official opening of the Exhibit Hall (at your booth or within your meeting room) with any non-exhibiting personnel or dental professionals. Admittance into the Exhibit Hall for any non-exhibitor will be denied.

The official badge must be worn at all times while in the Exhibit Hall.

Certificate of Insurance

CDS requires exhibitors to provide an original Certificate of Insurance by Jan. 5, 2023, showing the policy in effect at least through March 15, 2023, and issued by an insurance carrier authorized to do business in the State of Illinois. This document must show evidence of insurance coverage with minimum limits of \$1 million combined single limit bodily injury and broad form property damage coverage, including broad form contract liability, as well as automobile liability with minimum limits of \$500,000, if any automobile will be used by the exhibitor or any of its contractors during the time the exhibitor is setting up or dismantling its booth installations and decorations, or otherwise occupying or using space in the McCormick Place Complex.

In addition to the exhibitor, certificates of insurance will name as additional insureds the Chicago Dental Society; Freeman; Metropolitan Pier and Exposition Authority; the directors, members, officers, agents and employees of each of the above. Exhibitors should have a rider on their insurance policies covering their exhibits transportation from their home base to the show, during the show, and when transporting their merchandise to their home base.

Exhibitors should be aware that the Chicago Dental Society, as well as the security contractor, will not be responsible for any property of the exhibitor due to loss, theft, pilferage or mysterious disappearance. This coverage should include all the shipping containers brought into or used throughout McCormick Place. CDS will not be responsible for any actions or omissions of any of the exhibitor’s employees or agents.

Hotel advertising and promotions

As a prerequisite to exhibit at the Midwinter Meeting, any exhibitor that wishes to promote its appearance at the Midwinter Meeting in any form (i.e. hotel keycards, in-room TV, lobby or elevator TV, door drops, in-room sampling, etc.) at any of the room block hotels must work through the Chicago Dental Society’s official advertising and/or sponsorship agency. Fox Associates is the advertising sales representatives for CDS print publications (i.e. *CDS Review*, *Midwinter Meeting Official Program*) mobile app, website and e-newsletters. To place an ad, email adinfo.cds@foxrep.com.

For information on CDS sponsorships, contact Lisa Girardi at lgirardi@cds.org or 312.836.7327.

Exhibitors who are found to have bypassed official CDS advertising and sponsorship representatives and have gone directly to hotels to advertise will be assessed the appropriate fee for the advertising and/or sponsorship. Failure to pay said fee will result in the exhibitor losing its booth placement seniority and possibly its ability to exhibit in the future.

Laser exhibiting companies

In keeping with safety precautions for lasers, CDS has adopted the following policies for those exhibitors displaying lasers in the exhibit area:

- Lasers must be operated only within a suitably enclosed space with the appropriate protective eyewear available for any personnel staffing the booth and attendees who will be viewing/operating the laser.
- All demonstrations of CO₂ lasers must be conducted in clear plastic boxes with all sides enclosed, including the top.
- Appropriate plastic colored cubicles must also be available for any

other type of laser being used, particularly dye and argon lasers.

- No laser equipment may be left unattended in operable condition.

A staff member must always be present at the booth during show hours.

- **Important note:** A description of each piece of laser equipment and its safety features must be submitted to CDS by December 1. Failure to submit this description will result in the denial of the lasers to be shown/demonstrated or the denial of exhibit space.

Mini courses and lectures

As a matter of safety and courtesy, all presentations, demonstrations and marketing/promotional activities, including meetings with customers and staff, must be confined to the exhibit space so as not to interfere with traffic flow in the aisles or encroach on neighboring exhibits.

Adequate space/seating for presentations and demonstrations must be provided within the exhibitor's booth. CDS reserves the right to have the exhibitor discontinue any activity or dismantle any display/demonstration feature that interferes with the normal traffic flow.

To conduct a demonstration lecture within an exhibit, the exhibit space must be a minimum of 600 square feet and must be in a 20' x 30' configuration. Exhibitors are required to allocate adequate exhibit space near these gathering zones to conveniently accommodate company personnel and visitors.

Companies expecting large crowds to gather are responsible for keeping the aisles around their space clear at all times. Linear exhibits do not qualify for demonstration lectures. The exhibitor must complete the Mandatory Approval Form and submit it for approval by CDS. A proposed exhibit layout complete with seating diagram and sound system design must be attached. The sound system must be designed with the speakers facing into the booth. In addition, the speaker volume must be kept to a respectable level as to not interfere with neighboring exhibitors. Any exhibitor who violates these rules will have its sound system deactivated for the duration of the meeting.

CDS encourages all exhibitors to use a wireless sound system, where the attendees use headphones to hear the sales message. Seating area perimeters should be secured with traffic limiting ropes/chain, low wall or low rail. CDS strongly recommends the use of interlocking chairs to prevent individual seating from being misplaced in thoroughfares (aisles), which causes a safety hazard. Demonstration lectures are not permitted to be conducted within any rented meeting rooms.

Exhibitors may not promote or offer continuing education credits for any demonstration or lecture given within its booth

Admission to scientific courses

Exhibitors may purchase access to scientific courses without re-registering as an attendee.

PROHIBITED ACTIVITIES

Business activities outside of booth space

All business activities of the exhibitor must be confined to the rented booth space. This includes the employment of mascots, models, etc. Exhibitors are not allowed to use the public spaces at McCormick Place to distribute literature, samples, etc. Any exhibitor found to have employed staff in these areas will have those staff immediately ejected from the meeting and its booth closed. The public areas include, but are not limited to, the Concourse, all corridors, lobbies, parking garages, shuttle buses and sky bridges. The use of Segway motorized vehicles is strictly prohibited at the Midwinter Meeting.

Cash and credit card sales

The exchange of cash and/or credit cards is prohibited for the sale of products and services at the Midwinter Meeting. Cash and carry purchases are prohibited. Credit card information may be taken only for future delivery. Any exhibitor violating this rule will have its exhibit closed for the current meeting and will be barred from participation in future meetings. This rule is strictly enforced.

Exhibition of merchandise and equipment to Midwinter Meeting attendees before the official opening of the Exhibit Hall on Thursday, Feb. 23 is forbidden.

Competing programs

Exhibitors renting space at the Midwinter Meeting agree not to sponsor or conduct seminars/lectures at any of the hotels in the Midwinter Meeting Room Block. Exhibitors who hold such seminars/lectures may lose seniority and the ability to exhibit at future Midwinter Meetings. CDS prohibits exhibitors from hosting or sponsoring any program or event or offering CE credit during the Midwinter Meeting scientific program and exhibit hours. Exhibitors may not promote or offer continuing education credits for any demonstration or lecture given in their booths and/or meeting rooms. CDS offers a comprehensive scientific program on a full array of dental topics during the scientific session. This program attracts the most attendees to the Midwinter Meeting. Therefore, CDS prohibits educational forums which may detract from the activities at McCormick Place during the days of the exhibition. If an exhibitor wants to provide an educational program prior to or after the official Midwinter Meeting dates, it must contact CDS so hotel meeting space can be assigned.

Exhibitors are prohibited from hiring lecturers who are participating in the current Midwinter Meeting scientific program. The exclusive agreement for all lecturers speaking at the Midwinter Meeting prohibits them from speaking in the Chicago metropolitan area for 30 days before and 30 days after the meeting. Exhibitors are advised that hospitality suites may not operate during the scientific program, as well as during exhibit hours. Any violation of this stipulation will cause sanctions to be applied to the exhibitor. Exhibiting companies must submit for approval the names and subject matter of their speakers for the demonstration lectures to the Director of Exhibit Services 60 days prior to the first day of the meeting.

Distribution of samples, souvenirs and promotional materials

- Distribution of samples, souvenirs or any other form of promotional material is permitted, provided that they only are distributed within the confines of the exhibitor's rented space and that, in the opinion of CDS, there is no interference with adjoining exhibitors and it is conducted on a dignified basis.
- Distribution of promotional balloons and labels is prohibited. Promotional stickers may be distributed, but must be applied to badges or jackets/sweaters.
- Promotional campaigns conducted prior to the meeting or on site must not misrepresent the Chicago Dental Society's involvement (i.e. no prominent use of the CDS name or logo that might indicate the Chicago Dental Society's involvement or approval of the promotion).
- Distribution of promotional materials that detract from the professional and educational purposes of the meeting is prohibited.
- Advertisements outside of the exhibitor's booth are prohibited.
- Exhibitors may not distribute any item/bags/carts with wheels.
- Exhibitors may not hang banners, post signs or have vehicles displaying company logos anywhere outside of their assigned booth or outside the Exhibit Hall visible to show attendees.
- Exhibiting personnel may not distribute any materials outside the confines of their booth space. The offending person will have his/her badge revoked and the violating exhibitor will be subject to a loss of its seniority for that given meeting.
- Mascots and booth personnel are prohibited from roaming the Exhibit Hall aisles as entertainment or to promote the exhibitor's booth.

Food and beverages in the booth

Exhibitors may dispense all food or beverages in their booth. All orders must be placed through the official caterer – Savor.

Live demonstrations

Exhibitors are prohibited from conducting demonstrations involving clinical procedures on patients or live models.

Precious alloy exhibitors

Exhibitors who sell dental gold are prohibited from displaying the gold as decorative items such as jewelry and objects of art. In addition, catalogs and signs featuring such items are also prohibited. Any exhibitor violating this policy will have its exhibit closed for the remainder of the show and may be barred from future participation at the Midwinter Meeting.

Sales by non-exhibiting companies

Solicitation by non-exhibitors is prohibited. Firms and representatives not assigned exhibit space are prohibited from soliciting business in any form anywhere throughout the McCormick Place campus and all official Midwinter Meeting hotels. Violators of this prohibition will have their badges revoked and be escorted from the facility.

Sharing booth space

No exhibitor shall assign, sublet or apportion the whole or any portion of space allotted, nor exhibit therein any goods other than those either manufactured or distributed by the exhibitor in the regular course of business, nor permit any representative of any firm not exhibiting to solicit business or take orders in their booth space. Any exhibitor violating these rules will have its exhibit closed for the current meeting and may be barred from participating at future meetings.

Exhibitors representing other companies must submit a complete list of those companies with contact persons, addresses and telephone numbers when applying for exhibit space. If these companies are not registered with CDS, the Chicago Dental Society may, without recourse, close that portion of the exhibit for the duration of the particular show. In addition, two or more companies, whether they represent or distribute each other's products, may not share one 10' x 10' booth location.

A reasonable number of booths, relative to the number of companies being represented, must be rented.

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

Sound/Music projection

The use of loudspeakers, sound movies, any audio playback devices, megaphones or sideshow tactics is prohibited.

Sound projection equipment or any other type of sound or noisemaking apparatus must receive advance written approval from show management and must not infringe on adjacent exhibits. If written approval is received, the decibel level must not exceed 85 dB as stated in Section 29 of Federal OSHA Regulation 1910.95, applicable to trade shows. Decibel readers will be used to monitor all approved sound projection equipment. If the level exceeds the maximum level allowed, you will be required to adjust the decibel level accordingly. If multiple warnings are given, your previous approval to use the sound projections equipment will be revoked. This applies to live and recorded music, including that played on all audio and video formats.

Movies must be so located as not to interfere with other exhibitors or aisle space. Operation of projectors is subject to union regulations. The playing of commercial music via any audio/video playback devices is strictly prohibited.

While the Chicago Dental Society has license agreements with both the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music Inc. (BMI), CDS does not accept responsibility for music played by exhibitors.

ACTIVITIES REQUIRING PERMISSION IN ADVANCE

Aisle space usage

The aisles are the property of the entire exhibition. As a matter of safety and courtesy to others, all presentations, demonstrations and marketing/promotional activities – including meetings with customers and staff – MUST be confined to the exhibit space so as not to interfere with traffic flow in the aisles or encroach on neighboring exhibitors. When large crowds gather to watch a demonstration or for sampling and interfere with the flow of traffic down aisles or create excessive crowds in neighboring booths, it is an infringement on the rights of other exhibitors.

Aisles must not be obstructed at any time, unless purchased as part of the rented exhibit space. This is to include any stanchion or crowd control chain/tape.

When utilizing stanchion or crowd control chain/tape, the booth design should allow for the stanchion or crowd control chain/tape to be positioned within the confines of the rented booth space. The queue of attendees may not extend into the aisle, but must be maintained within the exhibitor's booth. For crowd control, only one individual may be used at any given time to control crowds.

Aisle space may be purchased and used for exhibit purposes. Aisle space can be rented at the prevailing price for inline/standard booths. This option is only available to companies who rent a multiple island/peninsula booth configuration of 20' x 30' or larger.

Booth designs must be submitted to CDS for approval 90 days prior to the meeting.

Audio/Video broadcasting from the booth

CDS has sole authority over all audio and video broadcasts conducted anywhere at McCormick Place West during the Midwinter Meeting, including the Exhibit Hall, course rooms and all public spaces. Any company planning to conduct or record audio or video broadcasts on site – whether in its booth or elsewhere throughout the McCormick Place West Building – must visit the Press Office to register to obtain an audiovisual credential to affix to their badge. Only those companies credentialed by the Press Office will be allowed to conduct any video or audio broadcasts or recordings. Failure to register for credentials may result in denial of broadcasting, booth closure, ejection from the meeting or barring from future Midwinter Meetings.

Exhibitor-sponsored contests

Exhibitors who wish to sponsor any type of contest, raffle or drawing for prizes must obtain written permission from CDS prior to the exhibition. The deadline to submit proposals for a contest, raffle or drawing is Jan. 5. The following rules apply:

- Exhibitors must comply with all local, state and federal laws that apply to such raffles, contests or drawings.
- Contests, raffles or drawing rules must be posted at the booth. The rules must include eligibility, date and time of drawing (contest, raffle), No Purchase Necessary to enter, odds of winning, how winners will be notified, how participants can find out who won, etc.
- Exhibitors must agree to indemnify the Chicago Dental Society in case of any claims arising from the conduct of the raffle or contests.
- CDS must be notified of the name(s) of the winner(s) when the prize(s) has been awarded.

EMERGENCY SITUATIONS

In the event of an emergency (fire, medical or police), report it immediately on any exhibit or house phone by dialing 6060. The operator will notify the appropriate department at once. Please refrain from calling First Aid or any emergency department directly, or using the 6060 number for non-emergency matters.

Finally, DO NOT DIAL 911, as it bypasses and delays the McCormick Place immediate in-house

emergency response. The Fire Marshall in charge of the City of Chicago Fire Prevention Bureau reserves the right to make any final decision regarding the above requirements, according to Section 12-20 of the Municipal Code of Chicago on Fire Prevention.

Liability and indemnification

By occupying the exhibit space (whether or not this obligation is included in any other printed or written contract), each exhibitor agrees to protect, save and hold the Chicago Dental Society and McCormick Place and its ventures agents and employees, American National Bank and Trust Company of Chicago T/U/T-75405 and all beneficiaries and agents thereof, and McCormick Place and all agents and employees thereof (herein after 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 exhibitors or those holding under the exhibitor. Further, exhibitors shall at all times protect, indemnify, save and hold harmless the Indemnities against and from any and all losses, costs (including attorney's fees), damage, liability or expense arising from or out of or by reason of any accident or bodily injury or other occurrence to any person or persons, including the exhibitor, its agents, employees and business invitees which arises from or out of or by reason of said exhibitors occupancy and use of the exhibition premises or a part thereof.

These regulations are to be construed as a part of all space contracts. CDS reserves the right to interpret these regulations as well as to make final decisions on all points not covered in the regulations.

SAFETY PRECAUTIONS

Fire retardant materials guidelines

All material used in the construction and decoration of an exhibit must be fire retardant. This includes scenery, backdrops, drapes, display boxes, signs, table and dust covers. Any material considered a fabric must be sufficiently flame resistant to pass the NFPA-701 Standard Flame Test. Exhibit construction material not meeting this standard must be treated with a Class A fire retardant coating.

Polyurethane foam and any similar material is not permitted in exhibit construction or decoration unless it can pass the NFPA-701 Standard Flame Test. Corrugated cardboard and paper may be used only if they have been fire retarded at the factory. It is suggested that the Certificate of Flame Proofing be permanently affixed to your booth.

Enclosed Booths

Exhibits having enclosed ceilings or second decks in excess of 225 square feet must have plans submitted to CDS for review 90 days in advance of the show. Smoke detectors and fire extinguishers are required in each partition area below the enclosed ceiling. Exhibits with enclosures in excess of 1,000 square feet will also be required to have "special fire coverage." All exhibits with a second deck must submit plans signed by a structural engineer 90 days in advance of the show. (Be advised that enclosed exhibits may eventually be required to have special automatic sprinkler protection).

Hazardous displays and demonstrations

No hazardous display will be permitted without the approval of CDS. This includes any demonstration that involves lasers, laser cutting, cooking, open flames, lit candles, pyrotechnics, smoke-producing devices, heating appliances and any welding, brazing or cutting equipment. If approval is granted, the demonstration must be performed in a manner that ensures the absence of any danger to anyone or any nearby object. Plexiglas or similar protection must be utilized wherever sparking may occur. Specific fire extinguishers may also be required. A copy of all paperwork regarding the request and approval of the procedure should be forwarded to the McCormick Place Exhibit Hall Manager and to the CDS Director of Exhibit Services.

Demonstrations involving the use of any LP gas (including propane and butane) will not be permitted nor used at McCormick Place by orders of the Chicago Fire Department. No hazardous material will be permitted in an exhibit without the same prior approval of CDS. This includes the use of compressed gas or liquid cylinders, radioactive materials, gasoline, kerosene and any flammable, combustible or toxic liquid, solid or gas. If permission is granted, only a limited supply will be allowed in the demonstration device. Such material cannot be stored in McCormick Place overnight.

Smoking

City Ordinance prohibits smoking during setup, show hours and teardown. Smoking in public facilities and establishments is against the law. Smoking is only allowed in authorized areas. Smoking is prohibited within all enclosed space of McCormick Place, including exhibit halls, meeting rooms, lobbies, food service areas, hallways and parking garages. Smoking is prohibited within 15 feet of any entrance. Violations are subject to fines issued by the City of Chicago. Propping open emergency crash exits in Hall F is strictly prohibited.

Storage

Excess fuel/cylinders must be properly stored outside, and all transferring of fuel must utilize safety cans. All compressed gas cylinders in use must be securely anchored in the exhibits to prevent toppling and must be removed after show hours. Aerosol cans and other products containing flammable or combustible ingredients are not permitted in the exhibit area unless they are empty. Operating stoves and heaters inside booths also require prior approval. Kindly note that any chemical, substance or material deemed hazardous by OSHA must be accompanied with the appropriate Material Safety Data Sheets (MSDS), copies of which must be sent to CDS 90 days prior to the show.

Storage of any kind is forbidden inside the display area, behind the back drapes or beyond the display wall. All cartons, crates, containers, packing materials, etc., which are necessary for repacking must be labeled with "EMPTY" stickers and removed from the show floor. (All empty cartons must be labeled by noon Thursday, Feb. 23). All unwanted containers and refuse should be placed in the aisle directly in front of the exhibit for housekeeping removal. Only a one-day supply of operational and advertising material may be stored inside the exhibit.

Exhibitors dispensing matches are not allowed to store them in their booth overnight unless they are placed in enclosed metal containers. All fire hose cabinets, pull stations and emergency exits (including those inside an exhibit space) must be visible and accessible at all times. All main and cross aisles, corridors, stairways and other exit areas must be maintained at their required widths during show hours. Chairs, labels and other display equipment may not protrude into the aisles. Any vehicle or other apparatus that has a fuel tank and needs to be displayed must have a locking fuel cap and contain no more than 1/8-tank of fuel. The battery cable of such equipment must also be disconnected. Exhibits using a large amount of electricity are required to have approved carbon dioxide (CO₂) fire extinguishers, to be displayed in accessible areas of the booth at all times.

Distribution of balloons or other inflatable objects is prohibited. Use of remote controlled devices such as radio-operated blimps is forbidden.

SECURITY PRECAUTIONS

Exhibit merchandise and displays are prime selling tools. Exhibitors should take every precaution to protect this material. A few security tips:

- Ship materials in locked trucks or crates. If cartons are used, be sure they are securely taped or banded. Under no circumstances should the outside be marked by the name or type of articles contained inside.
- Ship with a qualified trucker or forwarder.
- Be sure to furnish the shipping company information with an accurate and complete bill of lading.
- Do not leave the booth unattended during the setup period.
- Be sure that all exhibit personnel wear their meeting credentials.
- Cover displays after setup and each night before departing. If merchandise is particularly valuable, consider private security or safety container rental.
- Do not leave merchandise under tables or displays.
- Escort your merchandise to your booth, if possible.
- Treat valuable goods, especially prototypes, as irreplaceable.
- Provide locked storage space for portable electronics.

- Do not, under any circumstances, include merchandise in containers to be stored with empties.
- At the close of the meeting, be sure to pack as quickly as possible and, under no circumstances, leave the space unattended during this period.
- Have an employee remain in the space with the shipment until it is actually picked up by the drayage contractor's personnel.
- Your freight forwarder should be informed as to the type/number of items they are picking up. That itemization should be indicated on the bill of lading submitted to the General Contractor.
- Most importantly, obtain proper insurance coverage for your goods to, during and from the show site.
- During setup and exhibit days, report all incidents to meeting security – Armageddon. Its office is located in Hall F.
- Once the drayage contractor's personnel remove the items from the Exhibit Hall, all incidents (damage or loss) should be reported directly to the general contractor, Freeman, 773.473.7080.

Should the exhibiting company decide to hire its own private security, CDS has an official security vendor: Armageddon. The security vendor form will be provided in the Exhibitor Services section online. Security cages may also be rented from AMK Systems, Inc., 773.735.1600.

CDS will maintain security during the official dates of the meeting. Limited security will be provided throughout teardown. However, the exhibitor is responsible for securing its own exhibit materials and/or merchandise once the exhibits officially close at 3 p.m. Saturday, Feb. 25, through the final removal of the exhibit materials on Monday, Feb. 27. Any material that is left in these areas after the designated storage area will be required to submit a bill-of-lading to the point of origin or returned to the Freeman warehouse and charged accordingly.

Do not leave merchandise unattended in your booth during the move-out. CDS, the McCormick Place Complex and the Metropolitan Pier and Exposition Authority will take all reasonable precautions against damage or loss by fire, water, storm, theft or strikes or other emergencies, but do not guarantee or insure the exhibitors against loss by reason thereof.

EXHIBITING PERSONNEL CODE OF CONDUCT

Exhibitor personnel are expected to behave in a professional manner at all times during the Midwinter Meeting. If you have questions or need assistance during the meeting, please contact or visit the Exhibits Office located in the Exhibit Hall, next to the Exhibitor Lounge.

Hours

Your booth must be fully operational and staffed during exhibition hours: Thursday, 9 a.m. – 5:30 p.m.; Friday, 9 a.m. – 5:30 p.m.; Saturday, 9 a.m. – 3 p.m. Exhibitors are not permitted to dismantle their exhibits before 3 p.m. Saturday.

Badge

The official CDS Midwinter Meeting badge must be worn at all times while in the Exhibit Hall. Don't deface badges by inserting company cards or applying novelty items.

Booth Space

Exhibiting companies are responsible for monitoring their own space. Exhibitors may not enter another exhibitor's booth space without first obtaining permission. Exhibitors are not permitted to enter an unstaffed booth of another exhibitor at any time.

Photography/Videography

Exhibitors are allowed to photograph, videotape and mechanically record their company's booth during regular floor access hours. Exhibitors will be asked to refrain from photographing, videotaping or mechanically recording if such activity interferes with setup, show activities or teardown. Exhibitors are not allowed to photograph, videotape or mechanically record another company's booth without permission.

Presentation/Demonstration areas

As a matter of safety and courtesy to others, all presentations, demonstrations and marketing/promotional activities, including meetings with customers and staff, must be confined to the exhibit space so as not to interfere with traffic flow in the aisles or encroach into neighboring exhibits. Solicitation outside your booth in any way is strictly prohibited.

Sound

Sound must not exceed 85 decibels when measured by CDS from any adjacent aisle so that it does not disturb neighboring exhibits.

Market research

Exhibitors may conduct market research as a booth activity. Attempting to survey or gather data in other areas of the convention center is strictly prohibited.

An exhibitor shall not infringe upon the rights and privileges of other exhibitors. Any complaints regarding infractions of the rules or disputes between exhibitors will be adjudicated by CDS and its decision is final.

Any exhibiting personnel violating these rules will have their badges revoked and will be escorted from the meeting. Unethical conduct or infraction of the rules on the part of the exhibitor or its representatives will be subject to dismissal from the Exhibit Hall and forfeiture of booth space, booth fees and/or seniority status in booth assignments. CDS shall make no refund and the exhibitor and/or its representatives will make no demand for redress in the event an exhibitor engages in unethical behavior or otherwise breaks the rules. These regulations are to be construed as part of all space contracts. CDS reserves the right to interpret its rules as well as to make final decisions on all points not covered in these regulations.

ENFORCEMENT OF RULES

The rules and regulations as presented in this prospectus are intended to bring order and fairness to the technical exhibition. Without enforceability, however, these would have little value. In addition to being subject to restriction or termination of an exhibit as specifically stated above, Midwinter Meeting exhibitors who violate any of the stipulations of the regulations presented in this prospectus will be subject to the following sanctions:

- 1 violation: loss of current show seniority point.
- 2 violations: loss of half of accrued seniority points
- 3 violations: loss of all seniority status

To contact CDS on site

Lisa Girardi, Director of Exhibit Services
312.617.1170

Floor managers

CDS has an Exhibits Committee, which acts as official Floor Managers during the Midwinter Meeting. Floor Manager badges will identify these individuals. They act in conjunction with show management and have the authority to enforce CDS rules.

While show management will exercise reasonable care in safeguarding your property, neither the meeting management, facility, security coordinator, drayage contractor, nor any of their directors, trustees, officers, agents or employees assume responsibility for such property.

First aid and reporting injuries

The McCormick Place First Aid Room is located on Level 1, adjacent to the Transportation Center (Gates 43 – 44). If an attendee or exhibit personnel is injured near your booth, please notify show security, whose office is located in the General Registration area on the west side.

EXHIBITOR-APPOINTED CONTRACTORS

If an exhibitor plans to use a contractor other than the general contractor (Freeman) for installation and dismantling of their exhibit, it must submit an Exhibitor-appointed Contractor (EAC) Form to CDS on or before Jan. 5.

If using the services of an EAC, please be sure to provide them with all the necessary information, such as your official booth number, booth size (dimensions), copies of floor plans or any other information. The EAC should not contact CDS for this information. The exhibitor must also notify Freeman in writing of its intention to use an EAC no later than Jan. 5.

EACs may not set up hospitality desks or otherwise utilize any part of the exhibit hall for conducting business. The EAC may only assemble and dismantle the booths for which they have been contracted and approved within the confines of that space. An official Midwinter Meeting wrist band is required during exhibit hours for management personnel. Wrist bands will be distributed each day of setup/teardown by the show security firm, Armageddon.

Exhibitor-appointed Contractor Code of Conduct

Exhibiting companies are responsible for notifying independent contractors of these rules:

- EACs may not solicit business at any time during setup/teardown. Violators will be removed from the premises.
- EACs must provide CDS with a Certificate of Insurance by Jan. 5.
- The Certificate of Insurance must list the Chicago Dental Society, McCormick Place Complex and Metropolitan Pier and Exposition Authority, Freeman, its members, employees and agents, as additional named insureds, as set forth in the indemnification and insurance provision in the contract for exhibit space. The policy should include a \$1 million comprehensive general liability, \$1 million worker's compensation insurance including employee liability coverage, and \$500,000 with respect to damage of property. EACs who fail to meet the deadline will not be allowed in the Exhibit Hall.
- EACs must provide CDS with a copy of its license to operate in the State of Illinois and within McCormick Place.
- EACs must abide by the rules and regulations included in this exhibitor prospectus.
- Notification must come from the exhibiting company, not the independent contractor. Requests coming directly from the independent contractor will not be acknowledged.
- EACs must wear a wristband to gain access to the Exhibit Hall during setup. Wristbands must be obtained from the Security Office located on Level 3, Hall F. Show Day wristbands will be available to EACs granting them access to the Exhibit Hall from 8 – 10 a.m. and from 3 – 5 p.m.

After the meeting

MOVE-OUT SCHEDULE

The freight marshalling yard will be open during the following hours:

- Saturday, Feb. 25, 3 – 8 p.m.
- Sunday, Feb. 26, 8 a.m. – 4:30 p.m.
- Monday, Feb. 27, 8 a.m. – 10 a.m.

All exhibits must be packed and ready for removal from the Exhibit Hall by noon Monday, Feb. 27. A move-out notice will be presented to each exhibitor Friday, Feb. 24. This notice will instruct each exhibitor how to proceed for a smooth move-out.

OUTBOUND FREIGHT

All outbound freight must have a bill of lading. All bills of lading are to be brought to the freight desk at the close of the exhibition. Bills of lading will not be accepted before 3 p.m. Saturday, Feb. 25.