



59<sup>th</sup> Annual Meeting

Boston

October 20-23, 2010

AMERICAN ACADEMY OF IMPLANT DENTISTRY

# NAVIGATE ZONES OF IMPLANT DENTISTRY

Complications

Confidence

Comfort

EXHIBITOR & SPONSOR  
PROSPECTUS



**NO SPONSORSHIP PRICE INCREASE IN 2010!**

# exhibitor listing 2009 Annual Meeting

COMPANIES IN ALL CAPS WERE 2009 ANNUAL MEETING SPONSORS

● Research Foundation Contributors

- 3D Diagnostix, Inc. ●
- A. Titan Instruments
- AB Dental
- Ace Surgical Supply Company ●
- ACIGI/Fujiiryoki
- AFP Imaging - New Tom Dental
- American Dental Software
- Anatomage
- Apex USA Instruments
- Aseptico
- ASTRA TECH, INC.
- BICON DENTAL IMPLANTS
- BIOHORIZONS IMPLANT SYSTEMS
- Biolase Technology, Inc.
- Blatchford Solutions ●
- Brasseler USA
- BTI of North America ●
- Burbank Dental Lab ●
- Camlog ●
- Chase Health Advance
- Community Tissue Services
- Consult-Pro ●
- Dental Arts Laboratories
- Dental Tribune
- Dental USA, Inc.
- DentalXP, LLC ●
- Dentatus USA, Ltd
- DENTIUM USA ●
- DePlaque, Inc. ●
- Designs for Vision, Inc.
- Dutton Dental Concepts, Inc. ●
- Ellman International, Inc.
- Elsevier Publishers
- E-Woo Technology
- Exactech, Inc. ●
- Gendex Dental Systems
- Glidewell Laboratories ●
- H & H Company ●
- Hartzell, & Son, G.
- Harvest Technologies Corp.
- Hu-Friedy Mfg.
- IMAGING SCIENCES INTERNATIONAL
- Impladent, Ltd. ●
- Implant Direct, LLC
- ImplantVision
- IMTEC, a 3M Company ●
- Innovative Implant Technology
- Instrumentarium/Soredex
- INTRA-LOCK INTERNATIONAL
- KAT Implants, LLC
- Materialise Dental ●
- Medco Instruments, Inc.
- Medical College of Georgia
- Meisinger USA
- Midwest Implant Institute
- MIS IMPLANT TECHNOLOGIES, INC.
- NEODENT
- Neoss, Inc.
- NOBEL BIOCARE ●
- nSequence Center for Advanced Dentistry
- OCO Biomedical ●
- OraPharma, Inc.
- Oregon Academy of General Dentistry
- Osada, Inc.
- OSTEOGENICS BIOMEDICAL ●
- Osteohealth
- Pacific Implant Institute
- Palisades Dental
- PBHS ●
- PeriOptix, Inc.
- PhotoMed International
- PIEZOSURGERY, INC.
- Pikos Implant Institute ●
- Planmeca, Inc.
- PracticeWorks Systems, LLC
- Preat Corporation
- Predictable Surgical Technologies
- PREXION
- ProtoMed
- Q-Optics/Quality Aspirators
- Quintessence Publishing Co., Inc. ●
- RGP Dental Inc.
- Riemser, Inc. ●
- Rocky Mountain Tissue Bank ●
- Root Dental Laboratory, Inc.
- Salvin Dental Specialties, Inc.
- SheerVision, Inc.
- Simpact
- Sirona Dental Systems
- Smile Reminder
- Southern Anesthesia
- Southern Implants, LLC
- Sterngold
- SurgiTel/GSC
- SYBRON IMPLANT SOLUTIONS
- Tatum Surgical, Inc. ●
- Tel-A-Patient
- Tess Corp/AIT Dental
- Thommen Medical USA, LLC
- TRELOAR & HEISEL, INC.
- Ultimatics
- Whip Mix
- Windent
- XCPT, LLC
- Zimmer Dental, Inc. ●
- Zoll Dental

**YOUR CUSTOMERS ARE  
LOOKING FOR YOU AT**

# AAID'S 59<sup>TH</sup> ANNUAL MEETING

**Implant World Expo  
October 20 – 23, 2010  
Boston, Massachusetts**



## Why sponsor or exhibit at AAID's 59th Annual Meeting

AAID's annual meeting attracts dentists who are buyers. Our surveys consistently show that **90% of dentists reported that they make purchases** during or as a direct result of the AAID Implant World Expo.

In addition, 90% of the dentists visit the exhibit area in between scheduled exhibit breaks.

We expect 1,500 attendees, including more than 1,000 dentists and staff. Because space is limited to only about 120 companies, we can deliver a buyer to exhibiting company ratio of over 9 to 1.

General dentists provide the growth area for your products and services implant related and otherwise. AAID's Annual Meeting is the place where

you will find general dentists who have made implants a key part of their practice, but are not necessarily committed to a particular product or service. 75% of attendees are general dentists and 25% are specialists, primarily periodontists, prosthodontists and oral surgeons.

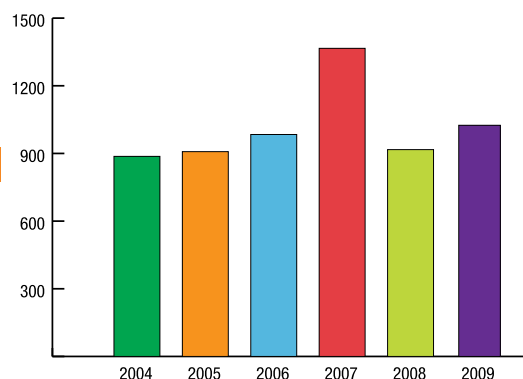
**EACH YEAR THE SPONSORSHIP OPPORTUNITIES AS WELL AS EXHIBIT SPACE HAVE SOLD OUT AND WE HAVE HAD A LONG WAITING LIST. DON'T HESITATE TO RESERVE YOUR SPOT TODAY.**

## Highly Qualified Buyers attend AAID's Annual Meeting

A world-class faculty and outstanding scientific programs along with an exciting location will assure that a large and diverse blend of dental and allied dental staff professionals from around the world will attend AAID's Annual Meeting. These are your current and future customers

### QUALIFIED BUYERS AT AAID ANNUAL MEETING

2004 New York City, NY	887
2005 Scottsdale, AZ	908
2006 Chicago, IL	984
2007 Las Vegas, NV	1,366
2008 San Diego, CA	917
2009 New Orleans, LA	976



## Your current and potential customers belong to AAID.

Founded in 1951, the American Academy of Implant Dentistry is the first professional organization in the world dedicated to implant dentistry. The Academy's mission is simple: **To advance the science and practice of implant dentistry through education, research support and to serve as the credentialing standard for implant dentistry for the benefit of mankind.**

Through our comprehensive educational offerings and court-recognized credentialing program, we provide valuable expertise in the field of oral implantology—expertise that ultimately benefits the patients dentists serve.

There has never been a more exciting time in implant dentistry. The advances in technology and techniques that have occurred, and those we are currently exploring, are making implant dentistry more sophisticated and successful, bringing it to the forefront of the dental field. AAID is at the forefront of the profession and AAID's Annual Meeting is where those professionals from around the world gather to find out about the latest products and services as well as to obtain comprehensive dental implant focused education.

### AAID Active Membership (as of November 30, 2009)

Credentialed members (U.S./Canada)	662
Credentialed members (International)	99
General members (U.S./Canada)	2,440
General members (International)	301
Residents and students	124
Other	4

### Total AAID Membership 3,630

General dentists	76%
Specialists	
• Oral & Maxillofacial Surgeons	8%
• Periodontists	4%
• Prosthodontists	7%
• Endodontists	1%
Other (e.g. students, residents, technicians, etc.)	4%

(Percentages based on 2008 AAID Member Survey)



AAID high visibility sponsorships are the ideal complement to your company's marketing plan. Increase your exposure to the over 1,000 dentists and dental staff who will attend the AAID 59th Annual Meeting.

Call Sara Cameron May, AAID Director of Meetings, at 312.335.1550 or e-mail [sara@aaid.com](mailto:sara@aaid.com) for more information.

## PREMIUM SPONSORSHIPS

Great visibility through Education Sponsorship and premium Exhibit Booth Location. See the Sponsor Benefits Matrix on page 6 for a full listing of benefits.

### THE DIAMOND SPONSOR - \$60,000

The Diamond Sponsor, our highest level, recognizes a sponsor for their outstanding support for our Annual Meeting. Benefits typically include four exhibit booths in premium location, two New Trends, Techniques and Technology Presentations, and two Symposia presentations. The Diamond Sponsor receives two full-page ads in *AAID News* and the highest level of visibility at the meeting and in AAID publications and promotional materials.

### THE PRESIDENTIAL SPONSORS - \$30,000

The Presidential Sponsors also enjoy premium booth placement with two exhibit booths, one New Trends, Techniques and Technology day speaker and one Symposium presentation. Presidential Sponsors enjoy a very high level of visibility in AAID publications, the website and at the meeting and receive one full-page ad in *AAID News*.

### THE PLATINUM SPONSORS - \$20,000

The primary benefits for the Platinum Sponsors include two exhibit booths in premium location, and one New Trends, Techniques and Technology day presentation. Platinum Sponsors have first choice of location after the Diamond and Presidential Sponsors. Benefits include one half-page advertisement in *AAID News* and high level of visibility in AAID publications, the website and at the meeting.

### THE GOLD SPONSORS - \$14,000

Gold Sponsors receive one exhibit booth plus one presentation during the New Trends, Techniques and Technology day. They receive a quarter-page complimentary advertisement in the *AAID News*, as well as other visibility opportunities.

### THE SILVER SPONSORS - \$7,500

Silver Sponsors are entitled to one exhibit booth with priority booth location selected before non-sponsor exhibitors. They also receive priority advertisement location in the program book and special listing on the AAID web site, and in the preliminary and final program books.

## EDUCATIONAL SPONSORSHIPS

(available to Sponsors and Exhibitors, except as otherwise noted)

**New Trends, Techniques and Technology Programs** are available to Gold Level or higher sponsors! They will be presented on the opening day of the Annual Meeting, on October 20, 2010 to the **full audience in attendance. No other programs are scheduled during this time.**

Working with AAID, sponsors select speakers and topics for the 30-minute lectures.

In order to have their speaker slot confirmed by the Annual Meeting Committee, Sponsors must send the following information to Sara May by March 1, 2010:

- Presentation title and Abstract
- Speaker name as to be listed
- Speaker biography (No CV's please!)
- High resolution photo of speaker (300 DPI jpg format preferred)

The Annual Meeting Committee will review your course to determine if CE credits will apply to the course being offered.

## SYMPOSIA

Two types of symposia are being offered at the 2010 Annual Meeting:

**Round Table:** 90 minutes in length with a limit of 20 attendees.

**Hands-on Workshop:** 180 minutes in length with a limit of 25 to 50 attendees depending on the program. Restricted to hand-on and designed to familiarize attendee with particular techniques or materials. At least 75 percent of class time must be devoted to hands-on to qualify.

The AAID Annual Meeting Committee has final approval of the company presentations.

## ANNUAL MEETING UNRESTRICTED GRANTS

Companies may wish to contribute unrestricted educational grants to the Annual Meeting education Fund to underwrite the cost of the meeting. Contributions start at \$1,000. Companies that contribute at least \$7,500 are eligible to select booths in sponsorship row if they wish and their grant has been received by May 1, 2010.

## HIGH VISIBILITY OPPORTUNITIES

all prominently featuring Sponsor's logo

*\* Sponsorship fees are in addition to the actual cost. Please contact Sara May for fee and estimated direct cost of products.*

**INTERNET KIOSKS** – Individual kiosks and headers available.

**BADGE HOLDERS AND LANYARDS**

**VINYL OR CLOTH VALISES (TOTE BAGS)**

**WRITING PADS AND/OR PENS FOR NOTE TAKING**

**HOTEL ROOM KEY CARDS**

**VIDEO IN HOTEL ROOM**

**DOOR DROPS**

## PRINT OPPORTUNITIES

**PRELIMINARY PROGRAM** - \$2,000 | Full page | 4 color only

**AAID NEWS** or **JOURNAL OF ORAL IMPLANTOLOGY** – 15% discount for sponsors and exhibitors; contact Ed MacMillan at [emacmillan@allenpress.com](mailto:emacmillan@allenpress.com) or 800.627.0932 x 212 for additional opportunities and to place your ad.

## EVENT OPPORTUNITIES

Sponsor benefits for the following functions include signage, mention in all promotional materials, the web site and the onsite Program Guide. Contact Sara May for pricing.

**WELCOME RECEPTION**

Wednesday, October 20 evening

**IMPLANT WORLD EXPO LUNCH**

Thursday, October 21 noon

**IMPLANT WORLD EXPO RECEPTION**

Thursday, October 21 evening

**PRESIDENT'S CELEBRATION**

Saturday, October 23 evening

**CONTINENTAL BREAKFAST**

(Only 4 available)

**EXHIBIT HALL BEVERAGE BREAKS**

(Only 7 available)

# sponsor opportunity matrix



Sponsorship Benefit	Diamond Sponsor \$60,000 May negotiate Custom benefit package	Presidential Sponsor \$30,000	Platinum Sponsor \$20,000	Gold Sponsor \$14,000	Silver Sponsor \$7,500
Complimentary 8' X 10' booth (additional booths may be purchased at regular prices)	4 booths near main entrance (16' x 20')	2 booths near main entrance	2 booths near main entrance	1 booth	1 booth
Speaker for the New Trends, Techniques and Technology day on Wednesday, October 20	Two 30-minute speakers	One 30-minute speaker	One 30-minute speaker	One 30-minute speaker	N/A
Speaker for Symposium of your choice	Two symposia	One symposium	N/A	N/A	N/A
Annual meeting registrations for dentists	4 free registrations	3 free registrations	2 free registrations	1 free registration	N/A
Tickets for your staff to attend the Welcome Reception (Wednesday night)	4 free tickets	3 free tickets	2 free tickets	1 free ticket	N/A
Tickets for the President's Celebration on Saturday evening	4 free tickets	3 free tickets	2 free tickets	1 free tickets	N/A
Complimentary advertisement in the AAID newsletter, <i>AAID NEWS</i>	Full page 4-color ad in 2 issues	Full page 4-color ad in 1 issue	1/2 page 4-color ad in 1 issue	1/4 page 4-color ad in 1 issue	N/A N/A
Listing on the Sponsor Section of AAID web site	YES	YES	YES	YES	YES
Acknowledgment in the preliminary and final program books	YES	YES	YES	YES	YES
Discounted advertising in the <i>Journal of Oral Implantology</i> and <i>AAID News</i>	YES	YES	YES	YES	N/A
Recognition on Exhibit Hall signage	YES	YES	YES	YES	YES
Sponsorship ribbons for exhibit staff badges	YES	YES	YES	YES	YES

# application/contract for sponsorship



## AMERICAN ACADEMY OF IMPLANT DENTISTRY

59th ANNUAL MEETING  
October 20 - 23, 2010  
Marriott Copley Place  
Boston, Massachusetts

Please type or print neatly. Complete all sections and return with your full payment to the: American Academy of Implant Dentistry  
211 East Chicago Avenue, Suite 750  
Chicago, IL 60611-2699  
P 312.335.1550; F 312.335.9090  
Make checks payable to the AAID.

The sponsor agrees to abide by all rules, requirements, restrictions and regulations set forth in this agreement or as may be designated by the AAID, Marriott Copley Place or the City of Boston. Failure to abide by such rules and regulations will result in the forfeiture of all monies paid to the AAID under the terms of this agreement.

### CONTACT FOR SPEAKER COMMUNICATION

Date of Application \_\_\_\_\_

Company Name \_\_\_\_\_ Web site \_\_\_\_\_

Contact Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**PLEASE COMPLETE AND RETURN THE EXHIBITOR FORM ON PAGE 12 SO WE HAVE ALL THE INFORMATION WE NEED.  
DO NOT COMPLETE THE PAYMENT SECTION OF THAT FORM.**

### RESERVATION AND PAYMENT

Please reserve the following sponsorships:

(Contact Sara May at 312.335.1550 or sara@aaid.com for information)

#### PREMIUM SPONSORSHIPS

- DIAMOND SPONSOR** - \$60,000
- PRESIDENTIAL SPONSOR** - \$30,000
- PLATINUM SPONSOR** - \$20,000
- GOLD SPONSOR** - \$14,000
- SILVER SPONSOR** - \$7,500

#### EVENT OPPORTUNITIES

- Welcome Reception
- Implant World Expo Lunch
- Implant World Expo Lunch Opening Reception
- President's Celebration
- Continental Breakfast
- Exhibit Hall Beverage Break

#### HIGH VISIBILITY OPPORTUNITIES

(\*Sponsorship fees are in addition to the actual cost. Contact Sara May at sara@aaid.com for information about cost.)

- INTERNET KIOSKS**
- BADGE HOLDERS & LANYARDS**
- TOTE BAGS**
- WRITING PADS AND/OR PENS**
- HOTEL ROOM KEY CARDS**
- VIDEO IN HOTEL ROOM**
- DOOR DROPS**

- PRINT OPPORTUNITIES**  
**PRELIMINARY PROGRAM** -  
\$2,000 | Full page | 4-color

#### AAID NEWS AND JOURNAL OF ORAL IMPLANTOLOGY

- 15% discount for sponsors and exhibitors; contact Ed MacMillan at emacmillan@allenpress.com or 800.627.0932 x 212 for additional opportunities and to place your ad.

\_\_\_\_ # OF ADDITIONAL EXHIBIT BOOTHS  
**AT \$3,200 INSIDE (\$3,400 AFTER MAY 1, 2010)**

**TOTAL \$** \_\_\_\_\_

Payment method:  Visa  MasterCard  Check (Must accompany application - fax of check not accepted)

Card #: \_\_\_\_\_ Exp. Date \_\_\_\_\_ W2 \_\_\_\_\_ Signature \_\_\_\_\_



## Included in Exhibit Fee

### PRE-MEETING MAILING LIST

Exhibitors will be e-mailed an Excel® spreadsheet of pre-registrants to send product information or invitations to sponsored events or sessions. The list will be sent by October 4, 2010 and will include all registrations received by the September 20 early-bird registration deadline (other than those few that opt out) to provide exhibitors with the maximum number of registrants.

### MEETING ATTENDANCE LIST

Each exhibiting company will be e-mailed an Excel® spreadsheet of 2010 AAID Annual Meeting attendees (other than those few that opt out). The list will be sent by approximately November 1, 2010.

### FULL-PAGE ADVERTISEMENT IN ON-SITE PROGRAM BOOK

All exhibitors are entitled to a complimentary full-page advertisement in the program book. Ads are due July 1, 2010, and must be digital (no film or lasers), minimum 300 dpi, black and white, high resolution jpg or tiff format on PC or MAC platform.

### SPECIFICATIONS FOR ADS IN ON-SITE PROGRAM BOOK

Final trim size is 8.5 x 11. Full bleed allowed. Please allow 1/4 inch on all sides for bleed. Live area is 8 x 11 because the book will be GBC-bound and there is a gutter of approximately 3/8 inch. CMYK preferred. Files must be digital, minimum 300 dpi, high resolution jpg or tiff format preferred. If high resolution pdf is provided, all fonts, files, and graphics MUST be embedded. PC or MAC platforms accepted.

### OPPORTUNITY TO HOST PRIVATE FUNCTIONS

Exhibitor-sponsored private functions are separately organized events during which exhibitors meet with AAID participants outside of the exposition for the purpose of networking, entertaining and continuing business begun on the exhibit floor. Exhibitors sponsoring any type of private function are required to adhere to the following guidelines:

1. All costs related to private functions are the responsibility of the host company.
2. AAID must be informed in writing of and give approval for all planned social and hospitality functions.
3. Hospitality and social functions may only be scheduled during times that will not interfere with official AAID scheduled activities.
4. Social and hospitality functions should be handled on an invitation only basis. Host companies must make it clear to their guests that the event is not an official AAID function.
5. Host companies agree to assume all liability arising out of or in conjunction with such functions and agree to indemnify AAID against any and all liability and claims and demands arising out of or in connection with the foregoing undertakings.
6. Sponsoring companies requiring hotel services should contact AAID at 312.335.1550.
7. Nonexhibiting firms are prohibited from hosting functions or distributing information during the Annual Meeting.

## Other Opportunities Available from AAID

### AAID PUBLICATION ADVERTISING

Advertising in the *Journal of Oral Implantology*, official journal of the American Academy of Implant Dentistry, is the ideal vehicle for contacting Academy members. The Journal is mailed bimonthly to more than 4,000 dental professionals. Format offers four-color as well as black-and-white advertising. Advertising in the Academy's quarterly newsletter, *AAID News*, is another opportunity for communicating your message to AAID members.

For information on placing your ad in the *Journal* or *AAID News*, contact Ed MacMillan at 800.627.0326, ext. 212, or e-mail him at [emacmillan@allenpress.com](mailto:emacmillan@allenpress.com). Exhibitors and sponsors receive a 15% discount on advertising in *Journal of Oral Implantology*. Specifications and costs can be found online at [www.joionline.org](http://www.joionline.org).

### MAILING LABELS

Exhibitors may purchase the AAID MEMBERSHIP file for \$1,000. Quantities will be approximately 3,700 depending on use of entire mailing list or USA only. Several sort options are available. Written or faxed requests must be received for mailing labels. A copy of the proposed mailing piece must be submitted and must be approved by the AAID.





## PURPOSE

The AAID Exhibition provides dental and allied dental professionals the most current information on products and services related to dental health care. The purpose of the exhibits is to complement the program sessions by providing an opportunity for display and/or demonstration of products and services.

## MEETING LOCATION AND DATES

Boston Marriott Copley Place  
110 Huntington Avenue  
Boston, Massachusetts 02116  
The Exhibit Hall is located in Back Bay Exhibit Center, 3rd floor

The official dates of the 59th Annual Meeting are  
October 20 - 23, 2010.

## EXHIBIT HOURS

Thursday, October 21 9:30 am - 7:00 pm  
Friday, October 22 9:30 am - 5:00 pm  
Saturday, October 23 9:30 am - 1:00 pm  
Exhibit hours are subject to change. Exhibitors will be notified if a change in hours is necessary.

The AAID Implant World Reception will take place on Thursday, October 21 from 5:30 pm until 7:00 p.m. in the exhibit hall.

## EXHIBIT SET-UP AND STAFFING

**Wednesday, October 20, 2010 – 2:00 pm – 8:00 pm**  
Access to the exhibit hall begins at 2:00 pm, and all exhibits must be setup by 8:00 pm on Wednesday, October 20. As a courtesy to the attendees and fellow exhibitors, please open your exhibits on time and staff them throughout the meeting. Exhibitors will be allowed in the exhibit hall one hour before the exhibits open each day and may remain in the hall one hour after closing.

## EXHIBIT DISMANTLING

**Saturday, October 23, 2010 – 1:00 pm - 5:00 pm**  
No packing of equipment or literature, or dismantling of exhibits is permitted until exhibit closing time, 1:00 pm, Saturday, October 23. Any exhibit not dismantled by 5:00 pm — or for which arrangements for tear-down have not been made — will automatically be dismantled at the exhibitor's expense and liability for proper dismantle. The floor must be cleared by 5:00 pm. Exhibitors who dismantle early without express permission of show management will forfeit all points earned at the 2010 meeting.

## ABANDONED SPACE

Any space not completely set-up by 9:30 a.m. on October 21, except with express permission of AAID Show staff, or last in, first out as noted on floor plan, will be regarded as abandoned and may be resold or reassigned by AAID. Each exhibit must be open for the full duration of show hours. An exhibitor who abandons its space prior to the official show close (except with permission of AAID Show Management) may forfeit their points earned in 2010. AAID has sole authority on whether an excuse for delay or abandonment is acceptable.

## EXHIBITOR BOOTH PERSONNEL REGISTRATION

To avoid on-site delays, exhibitors are encouraged to register their exhibit personnel in advance. A registration form is available online at [www.aaid.com](http://www.aaid.com). AAID will issue badges for booth personnel and have them ready at the registration desk upon check-in if the exhibiting company submits names by October 4, 2010.

A special section of the registration area will be designated for Exhibitor Registration. Registration hours will be:

Tuesday, October 19: 1 pm – 7 pm  
Wednesday, October 20: 7 am – 6 pm  
Thursday, October 21: 7 am – 6 pm  
Friday, October 22: 7 am – 5 pm  
Saturday, October 23: 7 am – 1 pm

## ADMISSION TO AAID SESSIONS

Your exhibit badge permits you to attend any session or open meeting for which there are no fees. Exhibitors may purchase tickets for other functions on a space available basis.

## HOUSING

### Boston Marriott Copley Place

110 Huntington Avenue  
Boston, MA 02116  
From \$289 single/double  
**You are strongly encouraged to utilize the AAID block of rooms.**  
Make your reservations online at [www.aaid.com](http://www.aaid.com) or call the Boston Marriott Copley Place at 1.506.474.2009 or 1.800.266.9432.

## IMPORTANT DATES

**March 1 Sponsor speaker information due**  
**April 30 Last day for sponsors to select premium booth location**  
**May 1 Non-sponsor booth assignments begin**  
**May 1 Early Bird Registration Ends**  
**June 1 Description of company/product(s) for onsite program book due**  
**July 1 Ad for onsite program book due**  
July 31 Exhibitor Service Kit emailed or available at [www.aaid.com](http://www.aaid.com)  
**July 1 Research Foundation Corporate Auction inserts due to AAID**  
July 31 Cancellation deadline - \$200 per booth cancellation fee  
Aug. 31 Cancellation deadline - 50% of total booth cost cancellation fee  
Sept. 15 Cancellation deadline - 75% of total booth cost cancellation fee  
**Oct. 4 Deadline for submitting names of booth personnel to AAID for badges & providing certificate of insurance**  
Oct. 4 List of pre-registered attendees sent by e-mail  
Oct. 20 Exhibitor setup, 2:00 pm - 8:00 pm  
Oct. 21 Official opening of exhibits at 9:30 am  
Implant World Expo Reception 5:30 pm - 7:00 pm  
Oct. 23 Official closing of exhibits at 1:00 pm  
Oct. 23 Exhibits and material must be removed from Exhibit Hall by 5:00 pm.  
Nov. 1 AAID emails final attendance list

## Future Annual Meeting Sites

2011 Las Vegas, Nevada.....October 19-23  
2012 Washington, DC.....October 3-6

## AAID CONTACT INFORMATION:

211 E. Chicago Avenue; Suite 750, Chicago, IL 60611  
Phone: 312.335.1550 Fax: 312.335.9090 Web site: [www.aaid.com](http://www.aaid.com)  
Sponsorships: Sara May, Director of Meetings | [sara@aaid.com](mailto:sara@aaid.com) Ext: 225  
Exhibits: Jessica Robinson, Exhibit Coordinator | [jessica@aaid.com](mailto:jessica@aaid.com) Ext: 222  
Ads: Ed MacMillan, Allen Press | [emacmillan@allenpress.com](mailto:emacmillan@allenpress.com) | 800.627.0326  
Ext: 212



## EXHIBIT HALL INFORMATION

The Exhibit Hall is carpeted. Booth cleaning is mandatory after move-in and is NOT included in the exhibit rental fee. The Academy has the right to order daily cleaning if booth appearance is unsightly. Cost will be charged to the exhibiting company.

**The exhibition will be in the Back Bay Exhibition Center. Drapes are black and beige. Carpet is multi-color (predominantly blue). Ceiling Height is 8' 2" unless noted on floor plan.**

## FACILITY PROTECTION

Nothing may be taped, posted, nailed, screwed or otherwise attached to columns, walls, drape, floor or any interior or exterior surface of the exhibit hall or furniture contained in the facility. The use of stick-on decals is discouraged and the distribution and display of helium balloons are prohibited in the exhibit hall.

Signs, parts of exhibits, supplemental lighting or any other exhibit material suspended from the ceiling or attached to the ceiling of the exhibit hall must be approved by AAID.

## GENERAL BOOTH CONSTRUCTION AND ARRANGEMENTS GUIDELINES

Booth decorations are to be professional, standard booth design. When designing exhibits and planning for the display of products and literature, for both in-line and island booths, good judgment and consideration for neighboring exhibitors and attendees should be the exhibitor's primary objective. No signs, parts of exhibits, supplemental lighting or any other exhibit material may be suspended from or attached to the ceiling of the exhibit hall. Exposed or unfinished sides and/or backs of exhibits and displays must be draped or finished so as to present an attractive appearance when viewed from aisles or adjoining exhibits. All exhibits will be inspected during setup and, at the direction of the AAID, the decorator will install draping at the exhibitor's expense to any part of the exhibit deemed objectionable by other exhibitors or AAID.

## STANDARD BOOTH

All linear booths are 80 sq ft (8' x 10') unless otherwise noted. Booths have a back wall drape that is approximately 8' high, with sidewall drapes that are 36" high. Total height of exhibits (including decorations) may not exceed 8' in height. All display fixtures over 4' in height and placed within 10 linear feet of an adjoining exhibit must be confined to that area of the exhibitor's space that is at least 5' from the aisle line. The intent of the height and depth restrictions is that each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit.

Exhibits are not permitted to span an aisle by ceiling or floor covering.

## AMERICANS WITH DISABILITIES ACT

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

## REGULATIONS

Children under 12 years of age are not allowed into the Exhibit Hall under any circumstances. This policy has been established for the safety of the children of AAID members and other meeting attendees. Your support and compliance are appreciated.

## LIABILITY

It is mutually agreed that the Academy and the facilities in which the AAID meetings are being conducted shall not be held liable by an exhibiting company for any damage to or for the loss or injuries to the exhibitor resulting from any cause. All claims for any such loss, damage, or injury are expressly waived by the exhibiting company. Each exhibitor by signing an application to exhibit, expressly understands that he/she thereby releases the American Academy of Implant Dentistry and the Marriott Copley Place from and agrees to indemnify each against any and all claims for any such loss, injury or damage.

Each party agrees to be responsible for its own property through insurance or self-insurance and shall hold harmless the Academy and the facilities in which the AAID meetings are being conducted for any damage caused by theft and those perils normally covered by fire and extended coverage policy.

## CERTIFICATE OF INSURANCE

All exhibitors must send an original certificate of insurance to the American Academy of Implant Dentistry by October 1, 2010. No exhibitor will be allowed to set up with the required certificate of insurance.

Your certificate of insurance should include:

- 1) Your company must be listed as the insured.
- 2) You must carry and maintain a minimum of \$1 million insurance coverage that provides general liability coverage, coverage against damage to persons and property, and hazard insurance, insuring the exhibitor's property and its exhibit space, to fully protect it and the AAID and the additional insured (see below) against all risks in connection with its exhibit at the AAID 59th Annual Meeting, or under the 2010 Rules and Regulations, or otherwise.
- 3) Required dates must cover the dates of the expo, including set-up and breakdown: October 20 – 23, 2010.
- 4) All insurance shall name as additional insured Shepards Exposition services and the Marriott Copley Place Hotel.
- 5) The certificate holder must be listed as follows:  
American Academy of Implant Dentistry  
59th Annual Meeting  
211 E. Chicago Avenue; Suite 750  
Chicago, IL 60611

If you do not carry general liability insurance, you may purchase this in the form of event insurance.

The AAID and Marriott Copley Place Hotel will not be responsible for damage or loss to any property of the exhibitor, including the shipping containers brought into or used in or about the expo floor, nor for any acts or omissions of the exhibitor's employees, agents or representatives.

## SECURITY

As a courtesy to exhibitors, the Academy will provide security service in the exhibit area. The furnishing of such service is in no case to be understood or interpreted by exhibitors as guaranteeing them against loss or theft of any kind.

## CANCELLATION BY AAID

It is mutually agreed that in the event the 2010 AAID Annual Meeting is cancelled due to disasters, strikes, governmental regulations or causes that would prevent its scheduled opening or continuance, then and thereupon this agreement will be terminated and the management of the American Academy of Implant Dentistry shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and commitments already made.

Fire and Safety Regulations Federal, state and city fire laws must be strictly observed. Aisles must be kept clear of boxes and crates during installation and dismantling. Empty boxes and crates may not be stored in exhibit booth or behind drapery. Wiring must comply with fire department and underwriters' rules.

All decorations must be flame retardant to the satisfaction of the Fire Department and the Fire Marshal's requirements. All table coverings, walls, paper, or any decorative material whatsoever must have a flameproof certificate or tag. All certificates must be prominently attached to the material so they can be easily seen by the facility Fire Marshal. This does not apply to your product or any decorations provided by the official service contractor.

## HAZARDOUS WASTE DISPOSAL

Hazardous waste is any material being stored, recycled, or thrown away that could cause injury or death, or pollute air, land, or water. Exhibitors who utilize material fitting any of these criteria should inform the AAID and the Marriott Copley Place staff of the presence and planned disposition of hazardous waste at the time of space application to allow for thorough planning and preparation.



## ELIGIBILITY TO EXHIBIT

Submission of an Application/Contract for Exhibit Space or other communication requesting exhibition space at the Annual Meeting constitutes an offer on the Applicant's part to lease exhibition space. By submitting an application or making other communications regarding the leasing of exhibition space, the applicant acknowledges that AAID is under no obligation whatsoever to accept the application or other request for space. Nothing contained in the Exhibitors' Prospectus Application or other information, or material prepared or provided by AAID, grants or confers any right or rights on an applicant to obtain, lease or rent exhibition space.

This exhibition is designed for the display and demonstration of products and services relating to the practice and advancement of the art and science of implantology and the professional education of AAID members. AAID reserves the exclusive right to determine the eligibility of all exhibitor space applicants.

## CONTRACT FOR SPACE

The information contained in this Exhibitor Prospectus, the Application for Space, and the Formal Notice of Assignment constitute a contract for the right to use the space allocated.

## BOOTH ASSIGNMENT PROCEDURE

Sponsor booths are selected first. Non-sponsor exhibitors will be given the opportunity to select their booth space after May 1, 2010 based on a priority point system. In this system, 1 point is awarded to each exhibiting company. An additional point is awarded for each booth purchased per year. The company contact will receive an e-mail from the Academy with a floor plan from which you can make your booth selection. Full payment is required prior to a booth assignment. AAID reserves the right to adjust the floor plan, relocating exhibit booths as necessary. AAID will periodically add booth numbers to the list of exhibiting companies on the AAID Web site.

In the event of a company merger/acquisition, only the higher priority point total of the two merging companies will be recognized. Merging companies may not combine their priority points to achieve a higher ranking. The AAID Exhibition Manager must be notified in writing in order for the acquiring company to assume the higher point total.

## SUBLETTING SPACE

The subletting, assignment or apportionment of the whole or any part of this exhibit space by any exhibitor is prohibited. No exhibitor may permit any other party to exhibit in its space any goods other than those manufactured or handled by the contracting exhibitor in the regular course of its business, nor permit the solicitation of business by others within its space. Advertising material or signs of persons or firms other than those actually engaging the space are prohibited.

## EXHIBITOR LISTING

Exhibiting companies will be listed in the Program Guide if information is received by the AAID by the established deadline. This publication contains an alphabetical listing with booth number, contact information and a description of exhibitors' products and/or services.

## SPACE RENTAL FEES

BOOTH SIZE	LOCATION	ON OR BEFORE MAY 1	AFTER MAY 1
8' x 10'	inside	\$3,200	\$3,400

A limited number of corner booths may be available. If you choose a corner booth, the fee is \$3,400 on or before May 1, 2010 and \$3,600 thereafter.

## PAYMENT SCHEDULE

The total booth price must accompany the signed contract before booth space is selected. Applications will not be processed nor space guaranteed without the required payment.

The Application/Contract for Exhibit Space Form and the payment must be sent together for a company to reserve space. Telephone reservations will NOT be accepted.

## CANCELLATION BY EXHIBITING COMPANY

Notification of booth space cancellation or reduction of booth space must be made in writing and received on or before the dates listed. Cancellations sent via FAX will be accepted at 312.335.9090.

There will be no refund for exhibitors who for any reason do not exhibit at the AAID Exhibition and have not submitted a written cancellation request prior to the deadlines outlined. Exhibitors canceling exhibit space must also cancel hotel reservations.

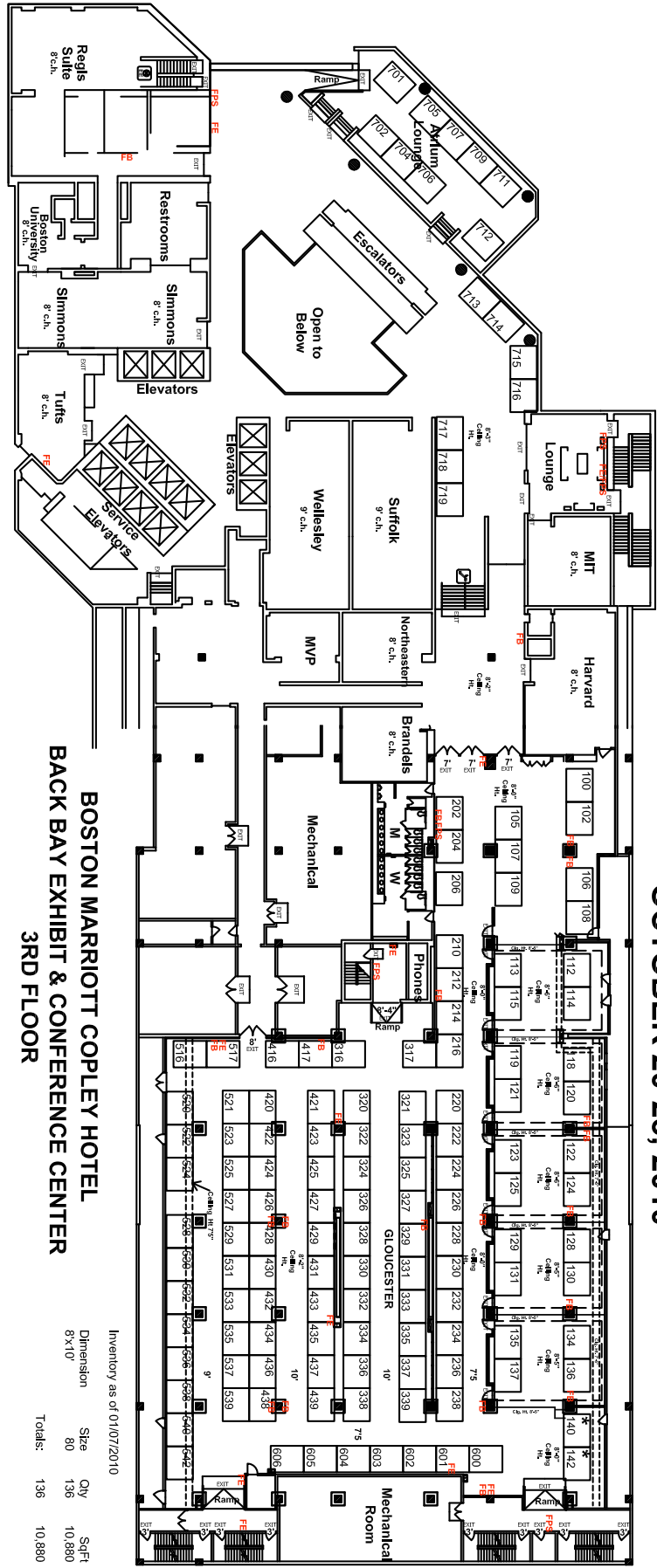
Any cancellation or reduction of booth space for any reason is subject to the following refund schedule and terms:

Date Written Cancellation received by AAID and amount retained:

On or before July 31, 2010:	\$200 per booth
August 1 to 31:	50% of total booth cost
September 1 to 15:	75% of total booth cost
After September 15:	100% of total booth cost will be retained by AAID.

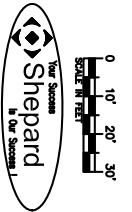
The retained rental will cover direct and indirect costs incurred by management for organizing, setting up and providing space for exhibitor, and losses and additional expenses caused by Exhibitor's withdrawal including reletting the space. All cancellations must be in writing and refunds will be based on the above schedule according to the postmarked or facsimile transmission date on the refund request.





AMERICAN ACADEMY OF IMPLANT DENTISTRY  
OCTOBER 20-23, 2010

- Ceiling Heights as noted.
- FA - Fire Alarm
  - FB - Fire Beacon/Stroke
  - FEC - Fire Extinguisher Cabinet
  - FE - Fire Extinguisher
  - FHR - Fire Hose Rack
  - FHC - Fire Hose Cabinet
  - FPS - Fire Pull Station
  - Fire Hose Cabinets in booths must be kept clear.
- UTILITIES
- - Typical column, 24" x 24"
  - Water Pipe
- \* - LAST IN - FIRST OUT





## AMERICAN ACADEMY OF IMPLANT DENTISTRY

59th Annual Meeting  
 October 20 - 23, 2010  
 Marriott Copley Place  
 Boston, Massachusetts

**Booth size 8' x 10'**      **By 5/1/10**      **After 5/1/10**  
 Inside      \$3,200      \$3,400  
 A limited number of corner booths may be available. If you choose a corner booth, the fee is \$3,400 on or before May 1, 2010 and \$3,600 thereafter.

Please type or print neatly. Complete all sections and return with your full payment to the American Academy of Implant Dentistry, 211 East Chicago Avenue, Suite 750, Chicago, IL 60611-2699; PI 312.335.1550; FI 312.335.9090. Make checks payable to the AAID. No space can be selected without full payment. Exhibitors will be contacted after May 1, 2010, in order of a priority point system to select a booth from those available.

The exhibitor agrees to abide by all rules, requirements, restrictions and regulations as may be designated by the AAID, Marriott Copley Place or the city of Boston, Massachusetts. Failure to abide by such rules and regulations will result in the forfeiture of all monies paid to the AAID under the terms of this agreement.

In the event of a company merger/acquisition, only the higher priority point total of the two merging companies will be recognized. Merging companies may not combine their priority points to achieve a higher ranking. The AAID Exhibition Manager must be notified in writing in order for the acquiring company to assume the higher point total.

**EXHIBITOR COMPANY INFORMATION** (to be published in the on-site program book) Date \_\_\_\_\_

Company Name \_\_\_\_\_ E-mail \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax \_\_\_\_\_ Web site \_\_\_\_\_

**COMPANY DESCRIPTION** Attach a short description to appear verbatim in on-site program of products and/or services the company provides.

**KEYWORD SELECTION** Choose up to three keywords for your product or service from the list below. These will be included in the onsite program book distributed at the 2010 AAID Annual Meeting.

- |  |   |  |  |
|--|---|--|--|
| <input type="checkbox"/> Digital Imaging/Accessories | <input type="checkbox"/> Home Care/Preventive | <input type="checkbox"/> Office Computers/Technology | <input type="checkbox"/> Sterilization/Infection Control   |
| <input type="checkbox"/> Examination/Hygiene         | <input type="checkbox"/> Implants/Placement   | <input type="checkbox"/> Office Furniture/Supplies   | <input type="checkbox"/> Surgical Equipment                |
| <input type="checkbox"/> Financing                   | <input type="checkbox"/> Implants/Restoration | <input type="checkbox"/> Office Management           | <input type="checkbox"/> Treatment Supply/Equipment        |
| <input type="checkbox"/> Health Education/Marketing  | <input type="checkbox"/> Marketing            | <input type="checkbox"/> Personal Protection/Safety  | <input type="checkbox"/> Continuing Education/ Association |

**EXHIBITOR COMPANY CONTACT** (for AAID use)

Contact Name \_\_\_\_\_ E-mail \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax \_\_\_\_\_

If advertising contact is different than exhibitor contact, provide following information for advertising contact.

Contact Name \_\_\_\_\_ E-mail \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax \_\_\_\_\_

**RESERVATION AND PAYMENT** Please reserve the following:

# of Inline Booths \_\_\_\_\_ \$3,200 each (\$3,400 each if after 5/1/10) = \$ \_\_\_\_\_

A limited number of corner booths may be available. If you choose a corner booth, the fee is \$3,400 on or before May 1, 2010 and \$3,600 thereafter.

Voluntary contribution to AAID Research Foundation = \$ \_\_\_\_\_

**TOTAL \$** \_\_\_\_\_

We plan to participate in the Research Foundation Auction  Yes  No

We are interested in sponsorship opportunities  Yes  No

Payment method:  Visa  MasterCard  Check (Must accompany application - fax of check not accepted)

Card #: \_\_\_\_\_ Exp. Date \_\_\_\_\_ W2 \_\_\_\_\_ Signature \_\_\_\_\_



## OFFICIAL SERVICE CONTRACTOR AND MATERIAL HANDLING

Shepard Exposition Services  
Phone: 410.737.9270  
Fax: 410.737.9274  
www.shepardes.com  
custsvcs@shepardes.com

### SERVICE DESK

A Service Desk will be open at 1:00 pm on Wednesday, October 20. Here exhibitors may verify, check, and adjust their requirements for installation, furniture, equipment, and other auxiliary services. This service will be available from 8:00 am to 5:00 pm and will be in operation throughout the entire meeting.

### SERVICE KIT

The Exhibitor Service Kit, containing order forms for the most often needed exhibitor services, will be sent by e-mail and posted on the AAID Web site by July 31, 2010. Exhibitors are responsible for forwarding the kit on to suppliers who may be ordering services on their behalf.

### ELECTRICAL SERVICES AND UTILITIES

Electrical requirements, projection requirements, and all furniture and accessories are the responsibility of the exhibiting company. Order forms for the above services and equipment will be included in the Exhibitor Service Kit, which will be sent by e-mail and posted on the AAID Web site.

### INSTALLATION

Wednesday, October 20, 2010

2:00 pm - 8:00 pm

Installation of exhibits must be carried out during the times listed. All crates must be available for removal no later than 8:00 pm, Wednesday.

Any exhibit not set up by 8:00 am, Thursday or for which arrangements to set up have not been made, will automatically be set up at the exhibitor's expense and liability. Any booth not occupied by 9:30 am, Thursday may be assigned to another exhibitor unless the AAID staff has been made aware of extenuating circumstances. There will be no refund to the original exhibitor.

Exhibitors who need to work past 8:00 pm Wednesday must obtain permission from AAID.

### DISMANTLING

Saturday, October 23, 2010; 1:00 pm - 5:00 pm

No packing of equipment or literature, or dismantling of exhibits is permitted until exhibit closing time, 1:00 pm, Saturday, October 23. Any exhibit not dismantled by 5:00 pm — or for which arrangements for tear-down have not been made — will automatically be dismantled at the exhibitor's expense and liability for proper dismantle. The floor must be cleared by 5:00 pm. Exhibitors who dismantle early without express permission of show management will forfeit all points earned at the 2010 meeting.

### LABOR

Shepard will provide the labor for setup, dismantling, and material handling. Labor will be available based upon advance orders. To assure that the correct craftsmen are available, exhibitors are urged to order labor in advance.

## MATERIAL HANDLING/STORAGE/HAULING

The official material handling contractor will move all freight from the docks to the exhibitor's booth. This service includes:

- Storage prior to the show
- Transportation from warehouse to booth
- Storage of empty crates
- Reloading at show site
- Clerical assistance and delivery to a common carrier at the loading dock at the close of the show.

## SHIPPING

Complete shipping instructions will be included in the service kit emailed by Shepard in July and at [www.aid.com](http://www.aid.com) after July 31.

## DISPLAY AND EXHIBIT WORK

### - Installation, Dismantling, and Decorating

Exhibitors may install and dismantle their own exhibit as long as the booth size is 80 sq ft (8' x 10') or less and the following conditions are met:

1. The set-up can be reasonably accomplished by one person in a 1/2 hour or less. No tools are allowed.
2. Exhibitors are allowed to unpack and repack their own products (if in cartons, not crates) and are allowed to do technical work on their machines. Installation of graphics and small signs are allowed if they are attached with pre-cut Velcro strips.

Exhibitors may also "hand carry" display materials if they can be brought into the Exhibition Hall in one trip. No hand trucks or carts are permitted. This rule will be strictly enforced.

Exhibitors must use union labor for installation and dismantle. Labor order forms will be included in Exhibitor Kit.

## EXHIBITION/JOB SITE DRAYAGE

All drayage handling, forklift operations, and work requiring material handling equipment is to be performed by Shepard.

## SAFETY

Standing on chairs, tables or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. Shepard cannot be responsible for injuries or falls caused by the improper use of rental furniture. Please assist in our efforts to provide a safe working environment for everyone.

## GRATUITIES

Shepard specifically requests that exhibitors do not tip its employees. Requests for tips should be reported to the on-site Shepard Service Desk.





The AAID Rules and Regulations are based on those developed by the Healthcare Convention and Exhibitors Association (HCEA) and are in place to serve the best interest of all parties and provide a fair and equitable environment for all. A mutual commitment of good faith and cooperation to all parties involved will ensure the quality of the AAID Exhibition.

The Rules and Regulations are subject to change at the discretion of AAID. By applying for exhibit space, all applicants and exhibitors understand and agree they will be bound by the AAID Exhibition Rules, Regulations and Guidelines that appear in the Exhibitor's Prospectus and all AAID materials.

### **IMPORTANT PLEASE READ CAREFULLY**

All exhibitors must adhere to the Rules and Regulations and any others promulgated by AAID, all of which are incorporated by reference as part of the Application/Contract for Exhibit Space agreements. AAID reserves the right to interpret and make final decisions regarding all rules and regulations.

Be sure that your marketing department or anyone else involved in the arrangements for your exhibit has a copy of these Rules and Regulations. It is the exhibitor's responsibility to assure that all booth staff are aware of and adhere to these rules.

If you require any additional information, please contact:

Sara May  
AAID

211 East Chicago Avenue, Suite 750  
Chicago, IL 60611

Phone: 312.335.1550, FAX: 312.335.9090

E-mail: sara@aaid.com

### **DISTRIBUTIONS OF PRINTED MATERIALS AND CANVASSING BY INDUSTRY**

Canvassing in any part of the facilities utilized by the AAID is strictly forbidden, and anyone doing so will be requested to leave the building.

Distribution of advertising or printed material by the exhibitor outside of the exhibitor's allotted space will not be permitted unless the distribution or advertising is organized by the AAID.

Regulations also apply to all hotels used by the AAID to house meeting attendees. These rules begin at 8:00 am Wednesday, October 20 and continue until 11:59 pm, Saturday, October 23.

### **BOOTH ACTIVITY ENTERTAINMENT/PROMOTIONAL ACTIVITY**

Demonstrations or live interviews must be confined to the limits of the space contracted. The use of entertainment is prohibited unless exhibitor has written permission from the Academy. The use of celebrities who are not routinely employed as spokespersons for the exhibiting company is discouraged. Special promotional activities must have AAID written permission and must be contained within the space contracted.

The AAID may withhold or withdraw permission to distribute souvenirs, advertising, or other material it considers objectionable.

Signage for product or activity promotion is NOT permitted outside the space contracted unless specifically authorized by AAID.

### **INDEPENDENT EDUCATION PROGRAMS**

Companies are prohibited from sponsoring independent programs in the headquarters hotel from 8:00 a.m., Wednesday, October 20 through 11:59 pm Saturday, October 23.

### **SOUND AND AUDIOVISUAL**

Audiovisual and other sound effects must be regulated so that they do not disturb neighboring exhibits. The AAID reserves the right to determine at which point sound interferes with others and must be discontinued. Live performance of music is not permitted. Video monitors or projection screens must be placed inside the booth so viewers do not block aisles.

Noise from electrical or mechanical apparatus must not interfere with other exhibitors.

No exhibitor shall operate equipment or voice reproducing machines that would cause annoyance to other exhibitors. Earphones must be provided or such recording devices must be enclosed in a special booth. AAID reserves the right to determine at which point sound constitutes interference with others and if it does, it must be discontinued.

### **NO SMOKING**

The Academy has a no-smoking policy for all AAID meetings that applies to the exhibit hall, registration area, and scientific sessions.

### **PERSONNEL**

Only those individuals directly responsible for the setup and dismantling of the booth will be permitted in the exhibit hall during move-in/move-out times. Children under the age of 12 are not allowed in the exhibit hall during the move-in/move-out times.

### **FOOD PRODUCTS**

Food may only be distributed if they are the products being promoted at the exhibit or they are used to demonstrate the company's product(s). Care should be taken with food so as not to cause litter in the exhibit area. Exhibitors are responsible for keeping their booths litter free. Any exception to this policy must be approved by the Academy prior to the exhibition.

### **POTENTIALLY DANGEROUS ITEMS IN BOOTH**

Cylinders containing oxygen, compressed air or other medical gas must be secured by a strap, stand or cart in an upright position to prevent tip-over. Exhibitors not complying with this rule are not permitted to use such cylinders in the exhibit area. X-ray equipment may be displayed but not operated. Combustible materials used in the exhibit hall must be flame proof in accordance with City of Boston Fire Department Codes. Use or storage of flammable liquids, gasses or solids is strictly forbidden.

### **CHILDREN**

Children under 12 years of age are not allowed into the Exhibit Hall under any circumstances. This policy has been established for the safety of the children of AAID members and other meeting attendees. Your support and compliance are appreciated.

### **INTERPRETATION OF RULES AND REGULATIONS**

Each exhibitor understands and agrees that all of the restrictions and regulations are by reference a part of the executed contract for exhibit space. Should a disagreement arise relating to the meaning or interpretation of these rules and regulations the final decision shall be left to the judgment and discretion of the Executive Director of AAID, whose ruling shall be final and binding on all parties. Each party to the controversy agrees to abide by that decision.

### **NON-EXHIBITING FIRMS**

Non-exhibiting firms are prohibited from hosting functions or distributing information during the Annual Meeting.

# research foundation auction



**We strongly encourage you to support the Research Foundation Auction and return this form with your exhibit reservation. Thank you in advance for your support.**

The auction is a fundraising event to benefit the AAID Research Foundation's ongoing research programs. The auction will provide an opportunity for participating industry and AAID Annual Meeting attendees to cooperate in a joint effort to generate funds while enjoying personal benefits.

**YES**, my company will donate merchandise, service(s) or gift certificate(s) (suggested minimum value of \$500) to the AAID Research Foundation's Auction to be held October 21 - 23, 2010.

**YES**, my company will supply a minimum of 1,000 one-page color advertisement inserts to be included in the 2010 Official Auction Booklet.  
(These inserts should be 8 1/2" x 11" and can be double-sided.)

My company will send these inserts to the AAID Headquarters' Office by August 31, 2010. A check for \$400.00, made payable to the AAID Research Foundation, is enclosed.

## AUCTION ITEM

## ITEM DESCRIPTION

\_\_\_\_\_

\_\_\_\_\_

Please include all of the following items for promotional purposes:

A short description of donation (25-50 words).  
Please use a separate form for each item.

\_\_\_\_\_

The retail value of the donation: \$ \_\_\_\_\_

\_\_\_\_\_

Suggested starting bid: \$ \_\_\_\_\_

\_\_\_\_\_

Exhibit Booth(s) # \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## PLEASE PRINT OR TYPE

Company Name \_\_\_\_\_ E-mail \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax \_\_\_\_\_ Web site \_\_\_\_\_

Please complete this form and return by fax.

Mr. Afshin Alavi  
AAID Research Foundation  
211 East Chicago Avenue, Suite 750  
Chicago, IL 60611  
P: 312.335.1550 F: 312.335.9090  
Email: afshin@aaid.com

**Submit this form along with your exhibit reservation.**