



**APRIL 25-28, 2018
DENVER**



**EXHIBIT PROSPECTUS
AND INTEGRATED
MARKETING GUIDE**

BE A PART OF AAE18 – ENDODONTICS’ PREMIER MEETING!

AAE’s annual meeting is the premier source of continuing education in endodontics and the best opportunity for learning the latest techniques, exploring new research and exchanging ideas. Attendees value the hands-on, face-to-face atmosphere and direct personal connections at the meeting. Our exhibitors and sponsors are an important part of this well-rounded experience for attendees. Your innovative products and services enable endodontists to achieve exceptional standards of care and to embrace new technologies.

This annual event continues to make a powerful impact on the specialty. AAE’s attendees consistently express their excitement for and commitment to spending time on the show floor and exploring our corporate partners’ latest offerings.

We hope that you will take advantage of AAE18, the largest gathering of endodontic professionals in the world, and join us in Denver. Exhibiting at the show provides significant exposure and a wide variety of sponsorship opportunities to make your company stand out. We hope that you will take advantage of these opportunities to promote your company to the AAE membership and look forward to welcoming you as both a sponsor and an exhibitor.

We’ll see you in Denver!

Garry L. Myers

Garry L. Myers, D.D.S., AAE President

Alan H. Gluskin

Alan H. Gluskin, D.D.S., AAE18 General Chair

AAE18 EXHIBITORS

Exhibit at AAE18, the largest endodontic meeting in the world, and gain access to 2,000+ customers who are interested in:

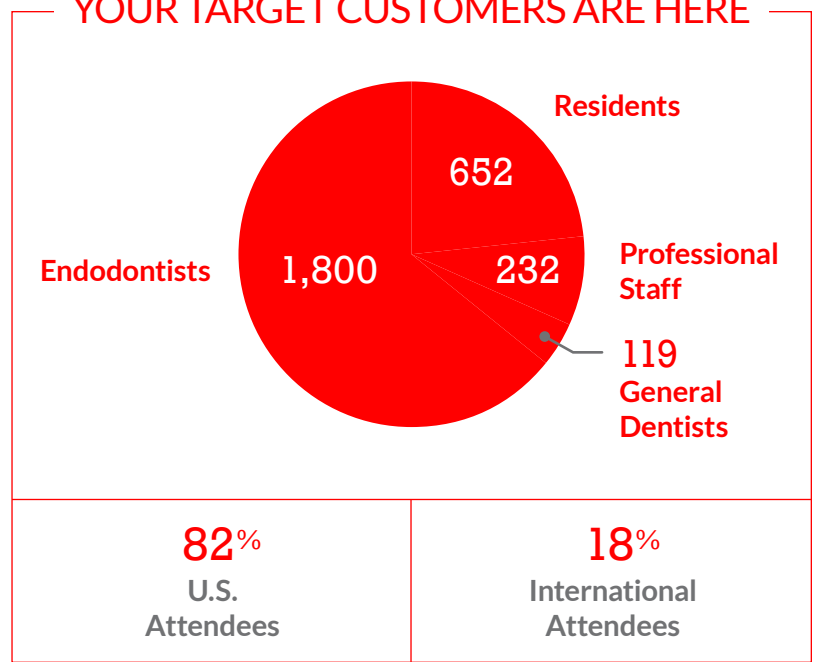
- Pursuing new technologies and trends.
- Exploring new products and services.
- Investing in new tools and resources.
- Maximizing efficiencies in their practices.

On the exhibit floor, you'll make connections with highly qualified and focused professionals with decision-making power.

PLUS, only exhibitors can take advantage of the additional targeted tactics offered through our sponsorship opportunities.

Note: Past sponsors of the previous meeting have the "right of first refusal" until December 1, 2017. After that date, the opportunity will be offered to other interested companies.

YOUR TARGET CUSTOMERS ARE HERE



AAE18 SPONSORS

Corporate support is essential to the development of the AAE conferences. Companies that sponsor receive special recognition through our tiered program. As you explore the opportunities outlined in this guide, be sure to keep these sponsorship levels in mind.

In addition to receiving the basic exhibition benefits, companies that reach the following levels of sponsorship dollars spent (total sum of all activities you choose for your custom sponsorship package) will receive the additional tiered benefits, outlined below:

SILVER SPONSOR..... \$10,000-29,999

- Inclusion on registration area sponsor sign
- Inclusion in the *Communiqué* online newsletter

GOLD SPONSOR.....\$30,000-49,999

- Inclusion on registration area sponsor sign
- Inclusion in the *Communiqué* online newsletter
- Logo recognition in printed promotion

PLATINUM SPONSOR\$50,000-69,999

- Inclusion on registration area sponsor sign
- Inclusion in the *Communiqué* online newsletter
- Logo recognition in printed promotion
- Special recognition in the *Journal of Endodontics*

DIAMOND SPONSOR \$70,000 and Above

- Inclusion on registration area sponsor sign
- Inclusion in the *Communiqué* online newsletter
- Logo recognition in printed promotion
- Special recognition in the *Journal of Endodontics*
- Exclusive logo recognition in meeting debut email blast



EXHIBIT

The exhibit hall is a highlight of the meeting and a vital part of the attendee experience.

Booth Fees (U.S. Funds)

	Early*	Standard
10'x10' In-Line	\$2,250	\$2,450
10'x10' Corner	\$2,450	\$2,650

* Application and payment received by December 1, 2017

Exhibit Hall Information

Wednesday, April 25 – Friday, April 27, 2018

Colorado Convention Center
700 14th St.
Denver, CO 80202

Schedule

Wednesday, April 25

10 a.m. – 5:30 p.m.

Thursday, April 26

10 a.m. – 5:30 p.m.

Friday, April 27

10 a.m. – 6 p.m.

4:30 – 5:30 p.m. – Exhibit Hall Happy Hour

Exhibit Hall Attractions

The AAE works hard to keep attendees returning to the exhibit hall during the meeting. The programs and events listed below help to keep traffic flowing:

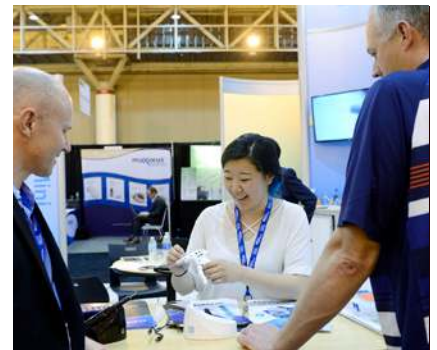
- Exhibit Hall Happy Hour
- Food and drink on the show floor
- Poster research and table clinic presentations
- Corporate lectures and workshops
- AAE Member Center

Exhibitor Benefits

- 8'-high draped back wall and 3'-high draped side rails with 7"x44" company identification sign
- Up to 10 complimentary exhibitor badges per 10'x10' booth which include:
 - Access to all the educational sessions
 - Admission to the *Celebrate!* event
- Recognition in the exhibitors' section of the mobile app and meeting website
- Company listing in the Onsite Meeting Guide, distributed to all attendees
- Inclusion in the exhibitor announcement email sent to all members
- Free mailing lists of preregistered and final meeting attendees

Note:

- Carpet, tables, chairs, electricity, computer, AV equipment and internet access are not included in the booth fee. These can be ordered through the Exhibitor Services Kit beginning January 2018.
- Hotel information will be provided once the room block opens in January.
- Function space requests must be submitted in writing to exhibit@aae.org for approval. Requests may only be submitted after the exhibit space application is received. Events may not be conducted during official AAE programming hours.



SHOWCASE YOUR PRODUCTS

AAE18's exhibit hall is the perfect venue to showcase your products or services. At the premier gathering of endodontists, these opportunities allow you to stand out and engage attendees.



Exhibit Floor Happy Hour \$10,000

Close out the final day of exhibits with your company on everyone's mind. As sponsor of the popular Happy Hour on the show floor, you'll receive branding opportunities throughout the event, and the AAE will work to strategically place a bar near your exhibit space (pending final exhibit hall layout and fire marshal/facility restrictions).

Attendee Break \$5,000

Signage in the exhibit hall food and beverage area promotes your brand and your booth to attendees when they're already on the show floor. Sponsors are encouraged to maximize exposure by providing collateral pieces or giveaways to be displayed on each break station.



Product Showcase \$1,500 per product

Have a new product? Cool service to share with attendees? Make a splash at the new AAE Product Showcase! Sponsored product photos and descriptions will be featured on large-scale signage on the show floor. Takeaway cards will include descriptions and direct attendees to your booth. A Product Showcase section on the mobile app will highlight your company and you'll also be featured in a preshow email.



Exhibitor Meeting Rooms \$1,900

Meet with attendees in your own private meeting room on the show floor. Available Wednesday through Friday. Company arranges for its own audio-visual and food & beverage through AAE-approved contractors.

Exhibitor Storage Rooms \$1,750

Store items in these convenient storage areas constructed on the exhibit hall floor.





One Hour \$5,000

Showcase your products and get your message out there through one-hour demonstrations or lectures held right on the show floor. Morning and afternoon time slots are available daily. Attendance is free, but limited to up to 125 participants (first-come seating availability).



Corporate Workshops

Three Hours..... \$6,000

Two Hours..... \$4,900

One Hour \$2,500

Provide attendees with a hands-on experience to perfect their techniques with your materials and equipment. Attendance will be limited to 30 participants (preregistration required). Time slots are available in the morning and afternoon each day.



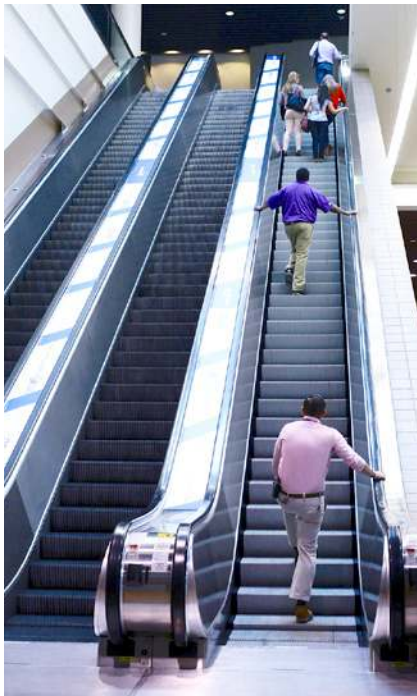
BUILD BRAND AWARENESS

Stand out from the crowd! Increase your exposure by getting your brand in front of attendees. Build booth traffic and maximize your show investment with these exclusive sponsorship opportunities.

Graphic Sponsorships

Welcome and registration area banners, escalator clings, column wraps, floor graphics and more! Get in touch to explore opportunities and make sure attendees look for you on the show floor. Contact the AAE for availability and pricing at cgerhard@aae.org.

Note: All sponsored banners and signage require pre-approval by the AAE no later than March 16, 2018. Design and mechanical requirements will be provided with written confirmation upon receipt of signed agreement and deposit.



Email Sponsor \$1,000

Your message will be displayed in a promotional email sent to AAE members and prospective attendees. Take advantage of this opportunity to make an early impression.

Door Drops

Please contact Convention Communications at 513-934-3700 or email tom@doordrop.com for information on hotel door drops.

Postcard Mailing\$7,000

Promote your company's attendance alongside the AAE18 registration information on a co-branded postcard sent on your behalf.

Electronic Tote Bag..... \$500

Want to get your show specials and information preloaded on the AAE Mobile App? Add your PDF to attendees' Electronic Tote Bag on the Mobile App.

Digital Signage \$10,000

Digital monitors throughout the convention center will keep attendees up to date on daily meeting information and deliver your message! These kiosks with vital show information are a must see for attendees.

Onsite Meeting Guide..... \$12,000

Be one of the first messages that attendees see as they receive their registration materials in this essential pocket guide.

Mobile App..... \$20,000

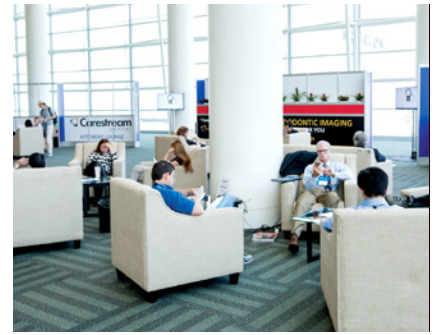
Dominate the digital messaging at the show! Last year, 90% of attendees utilized the app on their personal devices to access the complete meeting details. This option includes a direct link to your website from the app, as well as your logo with all app promotional and instructional communications.

Charging Lounge\$9,500

Give attendees the gift of recharging with branded kiosks. You'll get your message across while you keep attendees connected.

Attendee Lounge.....\$30,000

The popular gathering space provides your company with significant exposure. With cushy seating, electricity ports and multiple monitors for displaying promotions, this relax and recharge area attracts just about every attendee.



Water Coolers.....\$9,000

Promote your brand in every area of the conference. Your logo will be visible on water coolers outside the educational sessions and exhibit hall and throughout the registration area.



Notebook and Pen\$10,500

With hundreds of educational sessions, attendees will be taking tons of notes! Be front and center as attendees learn at sessions and review at home.

Name Badge Lanyard\$10,000

Attendees must wear a badge at all times within the exhibit hall and educational sessions. Display your logo and stay with them wherever they go!

Hotel Keycards.....\$15,000

Show attendees look at their key cards an average of ten times a day. Be the first to welcome the more than 2,500 attendees when they arrive in Denver and remain top-of-mind every day!

Registration Bags\$25,000

Rated attendees' favorite on site item! Put your logo on the bag attendees carry with them around the meeting and at home. Don't miss out on this opportunity to provide long-lasting exposure for your company.



Welcome Gift/Water Bottles\$20,000

Denver is the Mile-High City and attendees will need to stay hydrated! Sponsor water bottles with your logo to be given to attendees at registration. These takeaways are sure to be valued both at the show and beyond!



FUN STUFF

Keep attendees talking about you by sponsoring these fun and unique experiences on the show floor!



Climbing Wall \$12,000

Want to make a BIG impact in Denver? Sponsor a climbing wall right on the show floor. Signage and logo placement on promotional materials will acknowledge that your company is making this extreme sponsorship available to attendees, and you can even have reps working the lines in the area.

Photo Booth..... \$25,000

Everyone loves a selfie! Sponsor the official photo area at AAE18. A backdrop will feature your logo along with AAE's, and attendees can pose with props that feature Denver, the AAE and your company. Added bonus of this sponsorship: your logo will blanket the internet as attendees share the photos on social media.

Chair Massage Stations \$20,000

After a long day at the show, what would be more popular than a relaxing chair massage? Sponsor this calming area and enjoy signage and logos on promotional material. We'll provide you with voucher/flyers to hand out to your VIP clients, directing them to where they can enjoy a sponsored massage on your company.

Discover Endo Traffic Builder \$200

Increase attendee engagement and exposure by taking part in the new exhibit hall Traffic Builder. Integrated into AAE18's mobile app, the Traffic Builder encourages attendees to tour the hall and interact with participating companies, learning about your products and services for a chance to win prizes. Participating companies will submit a question for inclusion in the app and a product or giveaway to serve as a prize. Limit: 20 Companies.



MAKE MEANINGFUL CONNECTIONS

These up-close-and-personal opportunities for one-on-one time with members of the specialty let your company make connections in ways beyond the booth.

5K Fun Run and Walk \$5,500

Help attendees start their day in a healthy way! Connect with dedicated professionals looking to show their competitive spirit for this well attended early morning activity that grows in popularity each year.

Professional Staff Reception\$9,000

Help honor the broad range of skills and talents that professional staff members contribute to the endodontic office. Enjoy this unique opportunity to get acquainted with the individuals who are closely involved in buying decisions.

Resident Reception \$18,000

Designed exclusively for the resident attendees, this event is a valuable opportunity for your company to develop professional connections with the newest members of the specialty.

Welcome Reception.....\$30,000

Make a splash for your company with attendees as we kick off the conference! Always well attended, this first social event of the meeting is a great way to establish a higher level of brand recognition across the entire conference. Make sure to inquire about the promotional benefits of this sponsorship opportunity.

Leadership & Foundation for Endodontics Donor Reception

Shared.....\$12,000

Exclusive\$23,000

This invitation-only event honors the leadership of the AAE, Foundation for Endodontics, ABE and COD, as well as the Foundation's most generous donors who have pledged at the Diamond level or higher. Showcase your company's commitment to advancing science and research at this exclusive gathering.



SUPPORT THE SPECIALTY

Show your support for the specialty of endodontics by aligning your brand with these important AAE18 programs.



Resident and New Practitioner Career Fair

Company Table..... \$500
Event Sponsor..... \$5,000

Presented by the AAE Resident and New Practitioner Committee, this important event is always a big draw for newer endodontists. The Career Fair offers increased visibility, leads and opportunities to make valuable personal connections.



Program Track Sponsorship..... \$12,500

Gain consistent exposure and attract new prospects with signage and verbal recognition by session hosts.

- Essentials for Endodontic Practice
- Endodontics Without Limit
- Controversies & Hot Topics
- Endodontic Microsurgery: The Bleeding Edge
- Interdisciplinary
- Submitted Presentations



General Assembly..... \$25,000

The AAE’s annual business meeting features AAE leadership updates, votes on proposed changes to the Constitution and Bylaws, and the official installation of the new officers and board members. The resident awards, recognizing the top 10 oral and poster research presentations and table clinics, also are announced at this noteworthy and well-attended event.

Keynote Speaker..... \$30,000

The conference kicks off on Wednesday with keynote speaker Aron Ralston. An ordinary man pushed to extraordinary limits, Ralston takes you inside the story that captured international headlines in which he proves that courage, perseverance and the human spirit can help you triumph over tough challenges when the stakes are extraordinary.

President’s Breakfast..... \$30,000

AAE President Dr. Garry L. Myers will proudly welcome attendees during this exciting conference event. Providing an overview of the year, a look towards the future and highlights of the conference, this session is popular with all attendees.



Edgar D. Coolidge Brunch..... \$30,000

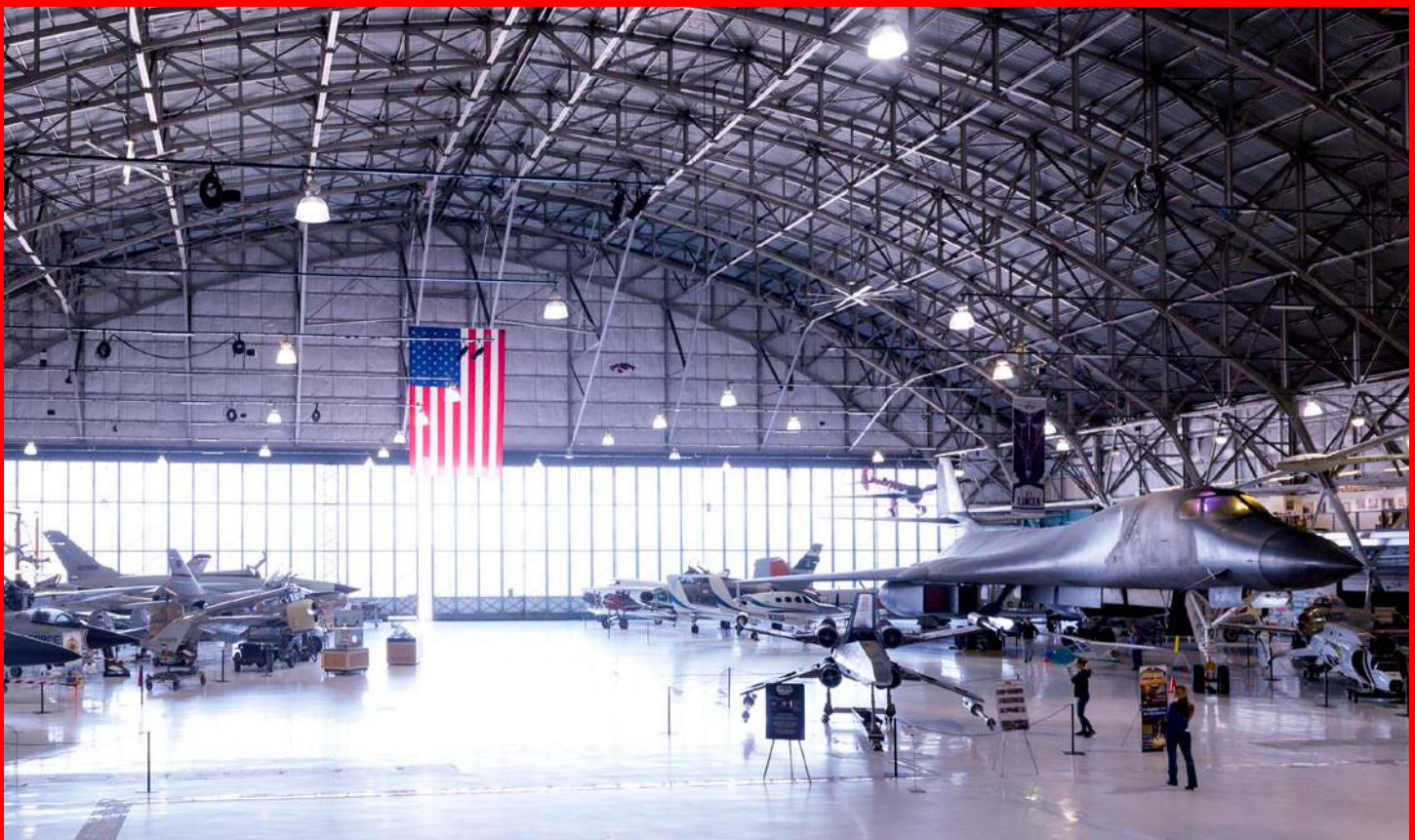
Be part of the ceremony to acknowledge the winners of the most prestigious AAE Honors and Awards. This sponsorship includes podium recognition, signage and other highly-visible benefits.

After a day of gaining advanced skills and knowledge, attendees are ready to gather with their peers and celebrate. This year, attendees will gather at Wings Over the Rockies – Colorado's Official Air and Space Museum. Put your company front and center at the popular *Celebrate!* event set in the middle of an immense hanger amongst a B-52 bomber, a RF reconnaissance plane and other aircraft in this unique and fascinating venue!

Make *Celebrate!* yours with an exclusive sponsorship. All the aspects of the party will reflect your company's brand and leave a lasting impression on attendees for years to come. Exclusive sponsor also receives a complimentary VIP area with designated bar and food stations.

Always a memorable night, *Celebrate!* allows friends and colleagues to mix and mingle while enjoying entertainment, food and beverages in a one-of-a-kind environment, unique to our host city.

Please contact the AAE to learn about the customized aspects of the *Celebrate!* event that can showcase your company's branding and products. This event is one attendees will talk about for years to come!



READY TO GET STARTED?

Visit www.aae.org/exhibits for up-to-date information, applications and terms.

Contact our team for more information on any of the offerings and to create a custom exhibit and marketing package that achieves your business goals.

For Exhibits

Deb Brisson, CEM, CMP
Exhibits and Sponsorship Manager
800-872-3636, ext. 3004
dbrisson@aae.org

For Sponsorship

Corey Gerhard
Corporate Relations Manager
800-872-3636, ext. 3022
cgerhard@aae.org

FUTURE ANNUAL MEETING DATES

2019



MONTREAL

April 10-13

Palais des congrès
de Montréal

2020



NASHVILLE

April 1-4

Music City
Center

2021



ATLANTA

April 21-24

Georgia World
Congress Center

2022



PHOENIX

April 27-30

Phoenix
Convention Center

American Association of Endodontists

211 E. Chicago Ave., Suite 1100
Chicago, IL 60611-2691, USA

Phone 800-872-3636 (U.S., Canada, Mexico) or 312-266-7255

Fax 866-451-9020 (U.S., Canada, Mexico) or 312-266-9867

www.facebook.com/endodontists

@AAENews and @SavingYourTeeth



APPLICATION/CONTRACT FOR EXHIBIT

Please complete this Application/Contract for Exhibit Space in full and return with payment by December 1, 2017. Booth selection information will be distributed by December 5, 2017.

COMPANY INFORMATION

Company Name (as it should appear in print)

Alphabet letter under which you would like your company name to be listed

Address

City State/Country Zip/Postal Code

Phone Website

CONTACT INFORMATION

Contact Name Contact Title

Contact Information (if different than company information)

Address

City State/Country Zip/Postal Code

Phone Email (Required)

The company or individual listed on this application agrees to comply with all the policies, terms and regulations contained in the **Exhibit Prospectus**, and posted at www.aae.org/exhibits which is part of this Application Contract. The company or individual further agrees to comply with all policies, terms and regulations adopted after publication of the original **Exhibit Prospectus** and to all conditions under which exhibit space in the Colorado Convention Center ("Facility") is leased. We further acknowledge that the AAE reserves the right, in its absolute discretion, to reject this Application/Contract for Exhibit Space. This application shall not become a binding contract until fully executed by both parties.

Authorized by (print name) Title

Signature Date

BOOTH INFORMATION

The AAE is hereby authorized to reserve the following booth space for our use and to make the final determination of booth location and configuration.

Please list the companies you prefer not to be near

Please list the companies you prefer to be near

Booth Dimensions: _____ ft. X _____ ft.

		Qty.	Total
In-line Booths	\$2,450 per 10'x10' space	_____ =	\$ _____
Corner Booths	\$2,650 per 10'x10' space	_____ =	\$ _____
Total Amount in U.S. Funds (total lines 1 and 2)		_____ =	\$ _____

Products and/or services to be exhibited (Required):

Are you debuting any products or services at this year's show?

PAYMENT

Payment in full will be accepted in the form of a check made payable to the American Association of Endodontists or a credit card, and must accompany this application/contract. Applications received without payment will not be accepted.

Payment is by (please check one): Visa MasterCard American Express Discover Check

Card Number Expiration Date CVC Code Card Holder's Name (print)

Signature Date

Note: Any credit card charge over \$5,000 will incur a 3% processing fee.

AMERICAN ASSOCIATION OF ENDODONTISTS, 211 E. Chicago Ave., Suite 1100, Chicago, IL 60611-2691

Contact: Deb Brisson, Exhibits & Sponsorship Manager
Email:

Phone: 800-872-3636 (U.S., Canada, Mexico) or 312-266-7255, ext. 3004
Fax: 866-451-9020 (U.S., Canada, Mexico) or 312-266-9867



SPONSORSHIP AGREEMENT

Please complete this Sponsorship Agreement in full and return with appropriate payment. Written confirmation will be sent upon approval by the AAE.

COMPANY INFORMATION

Company Name (as it should appear in print)

Alphabet letter under which you would like your company name to be listed

Address

City State/Country Zip/Postal Code

Phone Website

CONTACT INFORMATION

Contact Name Contact Title

Contact Information (if different than company information)

Address

City State/Country Zip/Postal Code

Phone Email (Required)

SUMMARY AND TOTAL FEES

The company or individual listed on this application agrees to comply with all the policies, terms and regulations outlined in the **Corporate Support Terms** which is part of this contract. We further acknowledge that the AAE reserves the right, in its absolute discretion, to reject this contract. This application shall not become a binding contract until fully executed by both parties.

Authorized by (print name) Title

Signature Date

PAYMENT

A 50 percent deposit (in U.S. funds) will be accepted in the form of a check made payable to the American Association of Endodontists or a credit card and must accompany this agreement.

Select: send me an invoice charge the credit card below for 50% charge the credit card below for the full amount

Payment is by (please check one): Visa MasterCard American Express Discover

Card Number Expiration Date CVC Code Card Holder's Name (print)

Signature Date

Note: Any credit card charge over \$5,000 will incur a 3% processing fee.

AMERICAN ASSOCIATION OF ENDODONTISTS, 211 E. Chicago Ave., Suite 1100, Chicago, IL 60611-2691

Contact: Corey Gerhard, Corporate Relations Manager
Email:

Phone: 800-872-3636 (U.S., Canada, Mexico) or 312-266-7255, ext. 3022
Fax: 866-451-9020 (U.S., Canada, Mexico) or 312-266-9867

FULL EXHIBITOR RULES & REGULATIONS

The rules and regulations listed in this Exhibit Prospectus are part of all space contracts. The AAE reserves the right to enforce these rules and regulations, as well as to make final decisions on all points covered or not covered in the Exhibit Prospectus and Integrated Marketing Guide. The AAE reserves the right to decline or remove any exhibit that, in its judgment, is not suitable or not keeping with the character of the exhibition. At its discretion, the AAE may accept or reject any Application/Contract for Exhibit Space.

1. PRODUCT AND SERVICE ELIGIBILITY REQUIREMENTS

1. All Exhibits must provide accurate information and must not be deceptive or misleading.
2. Companies and individuals that sell products and services in conflict with AAE policies and position statements are not eligible to exhibit.
3. Exhibits must be eligible for one of the following three areas:
 1. Products and services directly related to and useful in the practice of endodontics or dentistry;
 2. Products and services indirectly related to the practice of endodontics that are used by, support or are otherwise beneficial to endodontists and dentists in their practices; or
 3. Products and services not specified in these rules and regulations that are unrelated to endodontics and dentistry but have been approved in writing by the AAE.

2. BOOTH ASSIGNMENT

The AAE will make booth assignments based on priority points. The following applies to all booths in the Exhibition:

Priority Points

Each year, Exhibitors receive points that are cumulative, based on the number of booths rented:

First 10' x 10' booth = 2 points

Additional 10' x 10' booths = 1 point each booth space

For example, an Exhibitor renting three booths will receive 4 points.

In addition, any corporation that contributes in a given year (annual session to annual session) for Sponsorship and Advertising at AAE-sponsored meetings (Annual Meeting, Insight Track, APICES) and/or money given to the Foundation is eligible for extra priority points based on the following calculation.

SPONSORSHIP/ADVERTISING/FOUNDATION CONTRIBUTIONS.....	ADDITIONAL POINTS
0-\$5,000	1 additional point
\$5,001-\$14,999	5 additional points
\$15,000-\$29,999	10 additional points
\$30,000-\$74,999	15 additional points
\$75,000-\$150,000	20 additional points
\$151,000 and above	25 additional points

The AAE will assign all applications in a fair and equitable manner using the above criteria and will consider assignment of space as accepted unless rejected by the Exhibitor in writing within 14 days from the mailing of booth confirmation.

3. TERMS OF PAYMENT/REFUNDS

Full payment in U.S. funds by either check or credit card must accompany the Application/Contract for Exhibit Space. The AAE will issue a full refund if the Exhibitor cancels the Application/Contract 60 days prior to the meeting start date, but will issue no refunds after that time. International Exhibitors must pay by check in U.S. funds drawn on an U.S. institution. In the event that all booth space is sold, the Exhibitor will have the opportunity to be wait-listed, and payment will be processed. Companies will be entitled to a full refund in the event that the wait list does not clear. Companies that register to exhibit within 30 days of the meeting must pay by credit card or bank check.

4. SOUND DEVICES

The use of sound devices in the Exhibition area is strictly limited to the confines of an Exhibitor's own booth and must not be at such a decibel level as to interfere with the conduct of normal business in adjoining booths. The AAE reserves the right to ban devices causing loud or objectionable sounds.

5. MUSIC

The playing of any music on the Exhibition floor is not permitted. This applies to live and all forms of recorded music. While the AAE has license agreements with the American Society of Composers, Authors, and Publishers and Broadcast Music, Inc., the AAE does not accept responsibility for music played by Exhibitors.

6. CARPETING

All exhibit booths must be carpeted with either Exhibitor-owned carpeting or carpet ordered directly from the Official Contractor. The Contractor is authorized to install carpet in booths that have not met this requirement and charge the Exhibitor of record for materials and labor. Aisle carpeting is provided by the AAE.

7. CLEANING SERVICE

The AAE will provide cleaning service for all aisle carpeting. Cleaning of individual booths must be arranged through the Official Contractor. Personnel from exhibiting companies may not clean their own exhibit space.

8. SECURITY

Security will be provided on a 24-hour basis, commencing with installation and concluding at move out. However, Exhibitors are solely responsible for their own exhibit materials and should insure their exhibit against damage or loss.

9. INSTALLATION AND DISMANTLING

All crated displays must be set up by the designated time. If not, the AAE will order them set up, and all applicable charges will be applied to the Exhibitor of record.

1. The Official Contractor claims jurisdiction over all set-up and dismantling of exhibits including signs and laying of carpet. This does not apply to the unpacking and placement of Exhibitor merchandise.
2. Exhibitors may set up exhibit displays if one person can accomplish the task in less than one-half hour without the use of tools. If exhibit preparation, installation or dismantling requires more than one-half hour, personnel from the Official Contractor must be used.
3. The Official Contractor claims jurisdiction on the operation of all material handling equipment, all unloading and reloading, and handling of empty containers. An Exhibitor may move materials that can be carried by hand, by one person in one trip, without the use of dollies, hand trucks or other mechanical equipment.
4. Exposed, unfinished sides and exhibit backgrounds must be draped to present an attractive appearance. The exhibits will be inspected during the set-up time, and the Official Contractor, with the approval of the AAE, will provide draping as deemed necessary. Any charges incurred will be the responsibility of the Exhibitor.
5. If Exhibitors fail to remove their materials from the Exhibition area in a timely manner, Exhibitors shall indemnify, hold harmless and defend the AAE from and against any and all fees or expenses that must be paid to the facility as a result of such late removal. Any property remaining in the Exhibition area after the termination of the AAE Annual Meeting Exhibition may be disposed of or stored at the Exhibitor's sole cost, as the Official Contractor or facility deems appropriate.

10. OUTSIDE CONTRACTORS

1. Exhibitors may use approved outside contractors to perform all work desired at the Exhibitor's booth space. The AAE assumes no liability for any work performed by such contractors, and Exhibitors shall look solely to such contractors in the event of any injury or damage resulting from work performed by such contractors.
2. All outside installation and dismantling contractors or individuals hired directly by Exhibitors to erect and dismantle exhibits shall provide the AAE and the Official Contractor with a valid Certificate of Insurance at least 45 days prior to exhibition opening so permission may be given for said contractor(s) to operate.

11. BOOTH CONSTRUCTION, SIGNAGE, DISPLAY AND FLOOR PLAN

Standard exhibit rules and regulations as published in the "Guidelines for Display Rules and Regulations" by the International Association of Exhibitions and Events will be in effect for the AAE Exhibition. The rules and regulations for booth construction are modified to allow island booths to have a maximum height of 20 feet.

The AAE offers the following booth configuration options:

- In-Line
- Corner
- Endcap
- Peninsula
- Island
- Split Island

If the locations of building columns, utilities or other architectural components of the facility are a consideration in the construction of an exhibit, it is the responsibility of the Exhibitor or their agent to inspect the facility to physically verify all dimensions and locations.

12. UNION PERSONNEL

In order to conform to union contract rules and regulations, all Exhibitors are required to use qualified union personnel for the various services required for material handling within the Exhibition.

13. MOVEMENT OF MATERIALS

The Official Contractor is responsible for maintaining in-and-out traffic schedules at the Exhibition site. All Exhibitors should clear all movement of exhibit materials through the Official Contractor who will have priority at the unloading area at all times.

14. ELECTRICAL

Electrical installations must conform to facility rules and regulations and to all national, state and local codes. All Exhibitor materials must conform to national, state and local fire and safety codes. Electrical order forms will be included in the Exhibitor Service Kit.

15. TRANSMISSION OF AUDIO OR VISUAL REPORTS

Exhibitors shall not transmit nor permit anyone to transmit a description of any part of the AAE Annual Session by means of radio, television, cable, videotape or other methods of transmission of audio or visual reports without the prior written consent of the AAE.

16. BUSINESS ACTIVITY RESTRICTIONS

1. Solicitation of business by anyone representing or connected with a nonexhibiting company is strictly forbidden.
2. All business activities of the Exhibitor are restricted to the confines of the booth space rented.
3. Merchandise may not be sold for delivery on the Exhibition hall floor.
4. All products and services must comply with all state and local regulations and with all current Food and Drug Administration regulations, if required.
5. Exhibitor-sponsored functions require pre-approval from the AAE and may not conflict with official AAE programming.

17. DISTRIBUTION OF SAMPLES/SOUVENIRS

The distribution of samples and souvenirs is permissible, provided the AAE determines that it is done in a dignified manner and does not create a nuisance or interfere with normal business in adjoining booths.

18. EXHIBITOR-SPONSORED CONTESTS

Drawings complying with applicable laws are permissible if they have prior approval, in writing, from the AAE. All other prize awards, drawings, contests or raffles are expressly prohibited.

19. DEMONSTRATIONS

Demonstrations may not interfere in any way with adjacent booths.

20. COMPLIANCE WITH FIRE ORDINANCE

No combustible decorations, such as crepe paper, tissue paper, cardboard or corrugated paper, shall be used at any time. All packing containers and packing materials are to be removed from the Exhibition hall and must not be stored under tables or counters or behind backdrops. All cloth decorations must be flameproof and comply with fire ordinances. All materials and fluids that are flammable require a permit from the Fire Department.

21. HOLD HARMLESS CLAUSE/INSURANCE COVERAGE

1. Exhibitor assumes responsibility for, and hereby agrees to protect, indemnify, defend and hold the American Association of Endodontists, the facility, and the affiliates and subsidiaries of each, the officers, directors, employees, agents, members and partners of each ("Indemnified Parties") harmless against all claims, losses, expenses or damages, including attorney's fees, to persons or property, and governmental charges or fines arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of the Exhibition premises or a part thereof. Exhibitor shall not protect, indemnify, defend and hold the Indemnified Parties harmless against any claims, losses or damages of whatever kind or nature arising out of or caused by the negligence or willful misconduct of the Indemnified Parties.
2. The Exhibitor understands that neither the AAE nor the facility maintains insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain such insurance 45 days prior to Exhibition. Exhibitor agrees to provide the AAE with an original Certificate of Insurance showing the policy in effect at least through the final day of exhibition, and issued by an insurance carrier authorized to do business in the state in which the facility is located, evidencing insurance coverage having minimum limits of \$2,000,000 in support of Exhibitor's aforesaid agreement to indemnify, hold harmless and defend against said above stated hazards and exposures. In addition to the Exhibitor, such Certificates of Insurance shall name as additional insureds, the American Association of Endodontists, the facility and/or the affiliates and subsidiaries of each, the officers, directors, employees, agents, members and partners of each. The insurance policy shall provide that the policy will not be canceled without 30 days prior written notice to the AAE. Please note that faxes or photocopies of the Certificate of Insurance are not acceptable.
3. All property of the Exhibitor is understood to remain under its custody and control in transit to, from or within the confines of the Exhibition area. Exhibitors are advised to carry floater insurance to cover exhibit material against damage or loss and public liability insurance against injury to the person or property of others. Neither the AAE, the facility nor the Official Contractor maintains insurance covering Exhibitors' property.
4. Reasonable precautions will be taken to protect property during installation, exhibition and removal periods. However, neither the AAE, the facility nor the Official Contractor is responsible for the safety of the property of Exhibitors from theft, damage by fire, accident, vandalism or other causes.
5. The AAE accepts no responsibility for agreements between Exhibitors, the facility, the Official Contractor or any other third party. The AAE assumes no liability for any work performed by such contractors, and the Exhibitor shall look solely to such contractor in the event of any injury or damage resulting from the work performed by such contractor.
6. If the premises of the facility are destroyed or damaged, or if the AAE Annual Session fails to take place as scheduled, or is interrupted or discontinued, or interfered with by any act of God, an emergency declared by any government agency, or by the AAE for any reason, the exhibit contract may be terminated by the AAE. In the event of any such termination, the Exhibitor releases the AAE and waives any and all claims for any type of damage and agrees that the sole liability of the AAE shall be to return to each Exhibitor the Exhibitor's space payment, less the Exhibitor's prorated share of loss and expenses incurred and committed by the AAE for the convention.

22. DAMAGE TO PROPERTY

The Exhibitor is responsible for any damage it causes to any property of others, to the Facility or the AAE. Exhibitors, or their agents, must not injure or deface the walls or floors of the building, the booths or the equipment in, on or intended for use in the booths. Should such damage appear, the Exhibitor is liable to the owner of the damaged property.

23. SUBLETTING

No Exhibitor shall be allowed to sublet their exhibit space, or any portion of it, to another company or individual. All goods exhibited must be those manufactured or sold by the Exhibitor in the regular course of business.

24. PRODUCTS AND SERVICES

Exhibitor shall not exhibit any products or services other than those described in its application or approved of in writing by the AAE.

25. ENDORSEMENTS

Exhibitor shall not in any manner indicate that an AAE endorsement or approval of Exhibitor's product or service has been given by the AAE merely because the AAE approved such product or service for display. Exception is made for vendors who have a contractual agreement with AAE as an Endorsed Vendor.

26. AMERICANS WITH DISABILITIES ACT

Exhibitor shall at all times comply with the provisions of the Americans With Disabilities Act, including but not limited to, the wheelchair access provisions thereof.

27. STAFFING REQUIREMENTS

1. Exhibiting companies are required to preregister booth personnel. An Exhibit Personnel Registration Form will be provided to each exhibiting company with the booth space confirmation and should be returned for processing at least 45 days prior to the exhibition. Companies that make changes or additions to personnel onsite will be subject to a \$25 fee per person.

Any dentist wishing to register as an exhibitor must be an officer/owner of the company or a full-time employee. If the dentist is a speaker, consultant, or part time employee of the company, then he or she will need to register as one of the following categories: Professional Member or Professional Guest.

Up to 10 representatives per 10' x 10' booth are allowed and will be accommodated without charge.

2. Exhibit personnel must obtain his/her official badge at the AAE Registration and Information Area. Badges will be available during published hours only. Exhibitor badges will not be mailed. Anyone without an official badge will not be permitted on the floor. All Exhibitors registering on site will be required to produce a business card showing the contracted exhibiting company's name or a written request (on company letterhead) listing the name of the individual(s) who are to be issued Exhibitor badges. There will be no exceptions. Other professionals/manufacturers are not to be issued Exhibitor badges or register as exhibit booth personnel. Misuse of the Exhibitor badge may result in the expulsion of the Exhibitor and offending party from the exhibit hall.
3. Exhibitors may request an "Exhibits Only" badge for invited guests (dental professional and other) for the sole purpose of gaining access to the exhibit hall to view the inviting Exhibitor's products and services. This badge gains the guest access for one day and is subject to a fee of \$75. The badge does not gain access to educational sessions or other Annual Meeting activities.
4. Exhibits must remain intact and staffed at all times during the Exhibition. Violations of this rule will be subject to closure and dismantling of the exhibit. Any vendor that dismantles their booth before the end of the meeting or does not have their booth set up when the show opens will be subject to a \$500 penalty in addition to their original booth cost.
5. Exhibitors must use reasonable efforts to cause each person employed in connection with the Exhibition to maintain a neat, clean appearance and behave in a polite and professional manner at all times.

28. COMPLIANCE WITH LOCAL ORDINANCES

Licenses and permits by local statute, ordinance or regulation (if any) are to be obtained and paid for by the Exhibitor. Each Exhibitor will be individually responsible for compliance with local health, fire and safety ordinances and regulations. All products or services exhibited must comply with all state and local regulations, and with all current FDA regulations for such products and services. The AAE has no further responsibility to notify the Exhibitors that this compliance is required.

29. PRINTED PROMOTIONAL MATERIALS

Exhibit promotional materials must not quote the names, statements or writing of any individual, public official, government agency, testing group or other organization without their express written consent. If the AAE finds claims made in any promotional material to be unacceptable to the AAE, such material will be deemed ineligible for use at the AAE Annual Meeting. The AAE will not be held liable for any expenses incurred in connection with such promotional materials.

30. VIOLATION OF CONTRACT

1. The AAE reserves the rights to inspect all merchandise to be exhibited to ensure compliance with the AAE Rules and Regulations set forth in this Exhibit Prospectus.
2. Any Exhibitor shall be subject to eviction, without refund, if this contract is violated.

31. GENERAL PROVISIONS

All rules and regulations set forth in this document will be strictly enforced. Anyone found in violation of the rules may be subject to any or all of the following remedies at the sole discretion of the AAE:

1. The exhibit closed down until the situation is remedied.
2. The exhibit closed down for the remainder of the show.
3. Loss of priority points for current year's show.
4. Prohibition from exhibiting in the AAE Annual Meeting for the next year.

SPONSOR RULES AND REGULATIONS

Corporate Support Terms

Only companies exhibiting at AAE18 are eligible for sponsorship and educational opportunities.

Sponsorship will be awarded on a first-come, first-served basis, with a 50 percent deposit required to secure the item of choice. The balance must be remitted no later than March 10, 2018.

Corporations that have sponsored an event or item at the previous year's Annual Session have "first right of refusal" until December 1, 2017 before the sponsorship opportunity is offered to other interested sponsors.

The deadline for sponsorship is March 10, 2018 except where otherwise noted.

Placement of graphic sponsorships will be at the sole discretion of the AAE.

All graphic sponsorships must meet the AAE Sponsorship Policy and Guidelines.

Preference will be given to graphic sponsors in the order agreements are received.

Graphic Sponsors are required to adhere to mechanical requirements and closing dates as noted.

All agreements will be considered final and binding upon written confirmation from the AAE.

A separate Letter of Agreement will be issued to sponsors at the Gold Level and higher.

Sponsored items or events must adhere to the Association's policies for corporate support and coincide with the goals and ambience of the meeting.

Corporate Workshops

At its discretion, the AAE reserves the right to accept or reject any submissions for Corporate Workshops.

Presentations must be a minimum of one hour and may not exceed three hours.

Exhibitors may request a maximum of two time slots per submission. Requests for additional time slots will be reviewed on a case-by-case basis.

Morning and afternoon time slots are available, and times will be assigned upon receipt of paid deposit.

The AAE will provide a classroom setting equipped with workstations for 30 participants including a standard projector, screen and audio.

Additional time will be designated for set-up and tear-down.

Exhibitor Responsibilities:

Provide presenter and all assistance required to conduct a workshop for 30 participants.

Provide all equipment, materials and supplies required for the workshop.

Provide any special requests at the original time of submission for the AAE's review.

Registration:

The AAE will manage the attendee registration process.

A \$50 attendee registration fee will apply for all workshops.

The AAE will provide a list of workshop attendees after the course.

Fees and Payment:

Time slots are \$2,000, \$4,000, or \$5,500 based on length, plus any costs associated with additional equipment requests.

Submission Process:

Exhibitors are required to submit a letter on corporate letterhead that provides a speaker name, session description and three learning objectives.

Exhibitors are required to provide a list of special requests (e.g. microscopes) at the initial time of submission.

Review Process:

Submissions will be reviewed by the AAE Annual Session General Chair, Program Chair and Program Vice Chair on a first-come, first-served basis.

The review process will determine if CE can be awarded and if any special requests can be accommodated.

Corporate Lectures "To the Point"

At its discretion, the AAE reserves the right to accept or reject any submissions for corporate lectures.

60-minute slots are offered in the exhibit hall during exhibit hall hours.

Presentations are available for intervals of 60 minutes. Companies are welcome to purchase two intervals for presentations that last 120 minutes.

Exhibitors may request a maximum of two slots per submission. Requests for additional time slots will be reviewed on a case-by-case basis.

Eligibility:

All confirmed exhibitors have the right to submit a proposal.

Submission Process:

Exhibitors are required to submit a session description, three learning objectives and speaker name on company letterhead.

Set Up:

The AAE will provide a lecture setting in the exhibit hall equipped with theater seating for approximately 125 attendees, appropriate staging, signage and audiovisual to include a standard projector, screen, power and audio.

30-minute windows will be designated for set-up and tear-down.

Exhibitors may request additional equipment requests at the time of submission.

Fees and Payment:

Time slots are \$5,000, plus any costs associated with additional equipment requests.

Review Process:

Submissions will be reviewed by the AAE Annual Session General Chair, Program Chair and Program Vice Chair on a first-come, first-served basis.

The review process will determine if CE can be awarded and if special requests can be accommodated.

Acceptance/Rejection:

Exhibitors are notified of acceptance/rejection within two weeks of submission.