



ALD EXHIBITOR RULES AND REGULATIONS 2023

All exhibitors must know and agree to these Rules and Regulations. Failure to comply with any of the rules herein may result in immediate closure of booth and workshop station and/or other sanctions.

ASSIGNMENT AND OCCUPATION OF EXHIBIT SPACE

Assignment of booth space contract applications received from prospective Exhibitors will be assigned based on a first-come, first-served basis, Corporate Member status priority, and number of years exhibiting with ALD. In the event of a conflict regarding space or other imperative conditions, ALD shall have the right to assign space to the Exhibitor, rearrange the floor plan, and/or relocate any exhibit/workstation at any time before or during the period of Exhibition.

Full payment must accompany all applications for exhibit space. Any space not claimed and occupied, or regarding which no special arrangements have been made prior to 9:00 AM Thursday, April 20, 2023, may then be resold or reassigned by ALD without obligation on the part of ALD to refund any part of the booth rental fee. Exhibitors may not assign or sublet any space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of their business. Booths and workstations must be staffed by an authorized registered company representative during all show hours.

EXHIBITOR & SPONSOR APPLICATION CANCELLATION POLICY

Cancellation requests should be emailed to: support@laserdentistry.org. For emailed cancellations received on or before March 1, 2023, a 50% refund will be issued. No refunds will be issued after March 1, 2023. Any Exhibitor/Sponsor completing the ALD 2023 Exhibitor & Sponsor Application/Contract after March 1, 2023, will not be eligible for a refund.

INSTALLATION OF EXHIBITS

Service kits will be sent to each Exhibitor directly from the conference expo service contractor. Arrangements for services of the exhibit contractor or for the rental of tables, chairs, floor covering, draping, etc. must be made in advance. Installation of exhibits must be completed by Thursday, April 20, 2023, by 5:00 p.m. All exhibits must be fully installed and ready for inspection by the ALD Conference Committee no later than Thursday, April 20, 2023, at 5:00 p.m. After 5:00 p.m., no installation work will be permitted without permission from ALD.

REMOVAL OF EXHIBITS

All exhibits must remain intact until 2:00 p.m. on Saturday, April 22, 2023, and may not be dismantled or removed until that time. Exhibit dismantlement may commence at 2:00 p.m. and exhibits must be removed from the exhibit area by 5:00 p.m. Saturday, April 22, 2023.



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BOOTH SET-UP

ALD will arrange for the installation of necessary draped backgrounds of uniform style and provide company identification signs. All exhibits and workstations must be confined to the special limits of the booth dimensions as indicated on the floor plan. No part of the display, excepting equipment therein, more than 8 feet in height is permitted without prior permission from ALD. No perpendicular obstruction 8 feet or more in height may extend forward more than 50% of the distance from the back wall, and none over 48 inches in height shall extend forward from the remaining space to the front of the booth (exceptions are subject to ALD's approval). Booths shall not present an objectionable side appearance when viewed from adjoining booth areas.

LASER USE

All laser operation will be subject to inspection and approval by ALD's Laser Safety Officers. Lasers must be operated only within a suitable enclosed space with wavelength-specific eye protection and with appropriate optical density for those viewing and operating the laser. Appropriately filtered enclosures must be available for lasers being demonstrated. Laser equipment may NOT be left unattended in operable condition. Demonstration of laser and non-laser instruments must comply with appropriate safety advisories as specified in their respective operational manuals. Such manuals must be available for inspection by ALD Conference Committee. ALD reserves the right to close any booth or workshop station in violation of safety requirements. Exhibitors are prohibited from repairing, dismantling, or reassembling lasers in their booth during exhibition hours or at workstations during workshop/seminar hours. Exhibitors must request and receive permission from the ALD Board of Directors and the ALD Laser Safety Committee prior to conducting demonstrations involving clinical procedures on patients or live models. Exhibitors must submit a description of each laser instrument and its safety features, as part of their exhibitor application. Such submission is a prerequisite for permission to exhibit or operate a laser.

Exhibitors must comply with the provisions of the ALD Safety Checklist and Standard Operating Procedures for all exhibition, testing, hands-on workshops, lectures, demonstrations, and other activities.

Exhibiting companies are required to complete and sign an application provided by ALD agreeing to comply with the requirements indicated herein. Submission of the completed and signed application is a prerequisite for permission to exhibit. Literature on display shall be limited to reasonable quantities (one-day supply). Fire Department permits are required for open flame devices and use of compressed gases or dangerous chemicals. Flammable materials are not allowed. Contravention of any of the requirements will incur immediate sanctions and possible booth and/or workstation shutdown.



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CARE OF EXHIBIT AREA

The Exhibitor shall care for and keep in good order exhibit space occupied. Special cleaning and dusting of booth/workstation and display equipment/material will be the responsibility of the Exhibitor. Exhibitors may not place anything in the aisles during the open hours of the Exhibition. Booths must have at least one (1) representative attending the booth during exhibitor hours.

REGULATORY COMPLIANCE OF EXHIBITS AND MATERIALS

All exhibit, workshop, seminar materials, and devices are subject to review and must not be deceptive or misleading. Exhibitors certify that all exhibited product(s) and literature are in accord with applicable government laws and regulations. All claims of fact must be fully substantiated. Competitive claims must be fair and not misleading. Unwarranted disparagement or unfair comparisons of a competitor's products or services is not permitted.

FDA CLEARANCES

Companies with products within the jurisdiction of the U.S. Food & Drug Administration must submit to ALD upon booth space contract submission a copy of the FDA's clearance or approval letter(s) for each clearance along with specific indications for use. Companies are allowed to exhibit and demonstrate products and/or procedures that are considered investigational and have not received FDA marketing clearance or approval, provided that an indication of their investigational status is clearly and prominently displayed in the exhibit booth and in all product literature. ALD reserves the right to inspect relevant materials to ensure compliance and will require removal of those items it deems noncompliant. It is the responsibility of each Exhibitor and its representatives to comply with these rules and regulations in all verbal and printed communications at all conference-related events.

REGISTRATION AND BADGES

All Exhibitors shall register all booth personnel in advance. Any additions or changes in registration made during the meeting must be certified by an official representative of the Exhibitor. Admissions to the Exhibit Hall or any sessions are mandatory with "badge-only" entrance permission. Badges for each registered Exhibitor must be worn whenever the registrant is in the Exhibit Hall, Lecture Hall, or Workshop/Seminar area. Badges are not transferable. The general public will not be admitted to the Exhibit Hall without registering first with ALD. **BADGES MUST BE WORN AT ALL TIMES.**



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ADMITTANCE

Admittance to technical exhibits is limited to the owners, officers, representatives, and employees of exhibiting firms who have contracted for space. Models or similar personnel not commercially connected with the industry may be employed to help in an Exhibitor's booth. Representatives are defined as individuals who receive commission or salary from the exhibiting firm and must be certified by the Exhibitor to ALD by the advance date specified. Excluded from this category are representatives who maintain and own inventories of merchandise for resale. Such persons are considered to be dealers and, as such, are eligible to purchase exhibit space. Except under special circumstances, no more than four registered representatives per booth or for each 100 square feet of space shall be allowed in the Exhibit Hall at any one time. Compliance with this regulation shall be the responsibility of the person in charge of each exhibit. Non-exhibiting commercial visitors must register for the conference at applicable fees.

LIABILITY, INDEMNIFICATION, AND INSURANCE

Each Exhibitor must make provisions for the safeguarding of his/her goods, materials, equipment, and display at all times. The Academy of Laser Dentistry (ALD) and the Hilton Granite Park, Hotel, Dallas, TX (venue, hotel) will not be responsible for any property of the Exhibitor, including the shipping containers brought into or used about the Hotel; neither will they be responsible for any actions or omissions of any of the Exhibitor's employees, agents, or representatives.

By submitting an application and contract for exhibit space, the Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury to persons or damage to Exhibitors' displays, equipment, or other property brought upon the premises of the hotel and agrees to indemnify, defend, and hold harmless ALD and its officers, members, agents, consultants, and the hotel and its owners, agents, and employees, against all claims or expenses for such losses. The exhibitor understands that neither ALD nor the hotel maintains insurance covering the Exhibitor or the Exhibitor's property or losses and it is the sole responsibility of the Exhibitor to obtain such insurance.

On or before April 1, 2023, the Exhibitor agrees to provide ALD with an original certificate of insurance showing the policy in effect through April 22, 2023, and issued by an insurance carrier authorized to do business in the State of Texas, showing evidence of insurance coverage with minimum limits of \$1,000,000 combined single limit bodily injury and broad form property damage coverage, including broad form contract liability. In addition to the Exhibitor, such certifications of insurance will name as additional insured the Academy of Laser Dentistry and the Hilton Granite Park Hotel. Please note that only original certificates are acceptable.



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TRADEMARKS

The Exhibitor represents and warrants to ALD that no materials used in or in connection with their exhibit infringe the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by Exhibitor) or other intellectual property rights of any third party. The Exhibitor agrees to immediately notify ALD of any information of which Exhibitor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights, or other intellectual property rights. The Exhibitor agrees to indemnify, defend, and hold ALD, its agents, and successors harmless from any and against all losses, damages, and costs (including reasonable attorneys' fees) arising out of or related to claims of infringement by Exhibitor of the trademarks, copyrights, and other intellectual property rights of any third party. Notwithstanding the foregoing, ALD shall not be liable for and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights, or other intellectual property of any third party arising out of the actions of any Exhibitor.

SPECIAL SOUND EFFECTS AND GIVEAWAYS

Objectionable audible or visual attention-getting devices or effects and offensive odors from exhibits are prohibited. Sample-giving shall not interfere with other Exhibitors' spaces. Distribution of refreshments or other products for consumption on the premises, not manufactured by or specifically related to the sales activities of the Exhibitor, will not be permitted. Films of purely entertainment character, without educational or informative value, will not be permitted.

SHOW CANCELLATION

Neither ALD nor the Hilton Anatole Hotel, nor the Exhibitor shall be responsible for any cancellation or failure of performance due to acts of God, strikes, terrorism, and shortage of commodities or supplies to be furnished by the hotel, government authority or accident, civil disorder, any curtailment of services or similar situations beyond the parties' control. ALD is released from any and all claims for damages that may arise in consequence thereof.

HOSPITALITY ROOMS, ENTERTAINMENT, SPECIAL EVENTS

"Fee-for-admission" events are not permitted. The term "hospitality room" includes any room used for food, drink, entertainment, informal product demonstration, and/or service discussion. Hospitality rooms or other social functions, on- or off-site, may not be open during the hours of the Exhibition, Scientific Sessions, or any ALD conference session or social event. Exhibitor assumes full responsibility for property damage, personal injury or death to any party, by reason of occurrences at or related to any such functions conducted by it. ALD reserves the right to approve all exhibitor activities taking place in the area during and/or up to 30 days before and after conference dates – including, but not limited to, distribution of promotional materials, signage, and private exhibitor functions held on



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the premises of the conference venue or other area venues. Exhibitors must notify ALD of all hospitality functions; ALD reserves the right to deny and prohibit any such activity it deems necessary.

EXHIBITOR & SPONSOR CONDUCT

Exhibitors shall always conduct themselves in an ethical manner and in conformance with these regulations. ALD reserves the right to deny the privileges of the floor to all Exhibitors who do not do so. Exhibitors' badges are personal, not transferable, and must be always worn.

LABOR

Labor will be available to erect, assemble, and dismantle displays and exhibits. Exhibitors must always adhere to labor and union regulations of the exhibitor service company.

GENERAL

Exhibitor requests for permission to vary from any of the specified rules and regulations must be submitted in writing to ALD and received before March 1, 2023. All issues not covered by the regulations are subject to the review and decision of ALD. In the event of any such decision being of general interest, written notice will be given by ALD to such Exhibitors as may be affected. The words "ALD" or "Academy" used herein or in subsequent regulations shall mean the Academy of Laser Dentistry, its committees, agents, or employees acting for the management of the Meeting and Exhibition. The words "hotel" or "venue" used herein or in subsequent regulations shall mean the Hilton Granite Park Hotel, Dallas, TX, its agents and employees.