



# 2018 RMDC EXHIBIT POLICIES

*The 2018 RMDC Exhibit Policies are part of the Exhibitor Application for Booth Space. MDDS reserves the right to interpret these policies as well as to make final decisions on all points covered or not covered in this document, the Prospectus, the online Exhibitor Services Center and the Convention website.*

## **Exhibiting at the RMDC**

### **Reserving Exhibit Booth Space**

All applicants for exhibit booth space are required to complete the formal Exhibitor Application for Space located on the Convention website [rmdconline.com](http://rmdconline.com).

### **Assignment of Exhibit Space**

The Exhibits Committee has redesigned the floorplan of the 2018 RMDC Expo Hall in order to modernize the show floor. Exhibitors who attended the 2016 RMDC will be notified of their new booth location designated by the Exhibits Committee as most similar to the 2016 convention. Returning exhibitors will have until March 15, 2017 to exercise their right of first refusal on the new assignment. Companies requesting a change from their newly designated booth space will be grouped with new applications and assigned in order of highest seniority points (see Seniority Point System below) and then by the earliest date of receipt of application/deposit. By requesting a change of booth location, a company forfeits its right of first refusal for its 2016 booth space. Company applications received after May 1, 2017 will be assigned as received. The above rules may be waived using the best judgment of the Exhibits Committee for any valid reason including avoiding competitor proximity.

### **Confirmation of Exhibit Space**

A confirmation packet will be e-mailed in May 2017 to all exhibitors along with the user name and password for the online Exhibitor Service Center. Companies submitting applications after May 1, 2017 will receive a confirmation letter containing their user name and password approximately 10 business days after receipt of application.

### **Seniority Point System**

Each company receives one point for each year it has exhibited at the Rocky Mountain Dental Convention since 1962. One additional point is awarded for each booth more than one requested at the 2018 RMDC. Companies that have merged with other past exhibiting companies receive total points from the company with the higher point number. Points for both companies are not combined. If your company has not exhibited at the Rocky Mountain Dental Convention in the past five (5) years, points previously accumulated are forfeited. One additional seniority point will be assigned to companies exhibiting at both the 2016 ADA Annual Meeting and 2018 RMDC.

### **Rejection of Applications**

MDDS reserves the right not to accept any Exhibitor Application for Space and may require any exhibitor to leave the Expo Hall at anytime for conduct the show sponsor deems, at its sole discretion, to be adverse to the interests of MDDS and/or the Rocky Mountain Dental Convention.

### **Terms of Payment**

#### **• Deposits**

An initial \$100 per booth deposit must be submitted with a completed Exhibitor Application for Space form. A second \$400 per booth deposit is due March 15, 2017.

- **Final Payments**

The balance for all assigned booth space must be received by MDDS on or **before June 30, 2017**. If final payment is not received by the deadline, the exhibiting company forfeits its assigned booth location and will be required to pay MDDS liquidated damages equal to 100% of the total deposit.

To ensure proper credit to your exhibit account, please make all checks payable to MDDS and mail to: MDDS, Attention: Exhibits, 925 Lincoln Street, Unit B, Denver, CO 80203.

### **Cancellation or Reduction of Exhibit Booth Space**

Exhibiting companies are entitled to a full refund (less a \$50 per booth cancellation fee) if written notification of cancellation or reduction of space is received by MDDS on or **before May 1, 2017**. After this deadline, exhibiting companies that cancel or reduce booth space(s) will not be entitled to any refund unless the Expo Hall is sold out. If the Expo Hall is sold out, a fee of \$200 per canceled booth will be retained by MDDS to cover administrative costs. The balance of the account will be refunded following the 2018 RMDC.

### **Carpet & Drape**

The Expo Hall aisles will be carpeted in blue. Draping will be in black. Exhibitors are strongly encouraged to carpet their individual booth(s) in complementary colors. Check with Freeman for rental details and pricing.

### **Complimentary Furniture Package**

Even though this package is free of charge, it is complimentary ONLY if each company notifies Freeman of its selection in advance by **December 19, 2017**. This can be done with your booth space application. The complimentary furniture package consists of one draped table or counter, one black chair or stool, and one wastebasket. The table is thirty (30) inches wide and thirty (30) inches high. The counter is also thirty (30) inches wide and forty-two (42) inches high. The length of the table and counter may be four (4), six (6) or eight (8) feet. The value of this package is approximately \$200. MDDS will not cover the cost of the complimentary furniture package or reimburse exhibitors for packages ordered **after December 19, 2017**.

**REMINDER:** To receive the complimentary furniture package, you must submit the order form directly to MDDS no later than **December 19, 2017**.

### **Booth Staff Registration**

Exhibiting companies are provided up to ten (10) complimentary badges per 10'x10' booth space. Companies must certify that their representatives are officials or employees of the company and on the payroll of the company contracting for the space. A non-MDDS member dentist may not be registered as an exhibitor unless he or she is an officer of the company or a full-time (non-practicing) employee. These names will be cross-referenced with the MDDS membership database. All representatives who register onsite must provide official documentation of their employment. Parties asking admission as exhibitors without these credentials will not be registered. Badges are not transferrable. Exhibitors desiring to change representatives shall notify MDDS in writing prior to **January 5, 2018**. Online registration will be available in September at [rmdconline.com](http://rmdconline.com).

**Note:** Dentists may not be registered as guests.

### **Exhibitor-Appointed Contractors**

All exhibiting companies using an exhibitor-appointed contractor must complete and return to MDDS an "Exhibitor-Appointed Contractors Work Authorization Request" form. This form must be on file and will be referenced when the contractor(s) arrive at the Colorado Convention Center to request a work pass for entry to the Expo Hall during installation and dismantling hours. The Work Authorization Request form is available online in the Exhibitor Service Center. The forms must be returned by **December 19, 2017**. Work passes will be available for pick up at the Exhibitor Registration Desk beginning at 8:00am on Wednesday, January 17, 2018. Work passes are only valid during the hours of move-in and move-out.

### **Material Handling & Shipping Information**

Please be advised that due to City of Denver union dock rules, exhibitors will not be permitted to use hand carts and larger devices to transport items into the Exhibit Hall. Such transports must be handled by The Denver Theatrical Stage Employees Union Local 7 members and should be arranged through Freeman at the exhibitors'

*Advance Shipment Address*  
(COMPANY NAME AND BOOTH #)  
Rocky Mountain Dental Convention  
c/o Freeman  
4493 Florence Street  
Denver, CO 80238

expense. Hand carrying items into the Exhibit Hall is permitted. Freeman has been designated as the official drayage contractor for the 2018 RMDC.

In addition to material handling, Freeman provides custom installation and dismantling services. The exhibiting company agrees to ship, at its own risk and expense, all articles to be exhibited. Shipments will be accepted by the Freeman warehouse between **December 18, 2017 - January 10, 2018.** Shipments arriving prior to December 18, 2017 will incur a charge for storage. Shipments arriving after January 10, 2018 will be received at the warehouse but charged a special handling fee. All shipments must be prepaid and addressed as shown at the right.

**Direct shipments** to the Colorado Convention Center must NOT arrive at the exhibit facility prior to 8:00am on January 17, 2018. Shipments arriving prior to January 17, 2018 will be refused. Freeman will receive all shipments and deliver them to exhibitor booths. Shipments to the Colorado Convention Center should be addressed as shown on the right.

*Direct Shipment Address*  
(COMPANY NAME AND BOOTH #)  
Rocky Mountain Dental Convention  
c/o Freeman  
700 14<sup>th</sup> Street, Champa Street Dock  
Denver, CO 80202

Advance arrangements for all return shipments must be made with Freeman prior to the show close on Saturday, January 20, 2018 at 2:00pm.

## Certification of Insurance

Exhibiting companies shall be responsible for insuring all goods, materials, equipment and display items brought to the Rocky Mountain Dental Convention. Policies should cover theft and damages (water, fire, freight, etc.). MDDS will have a guard service in the facility 24 hours a day, including all move-in and move-out hours. However, exhibitors shall be responsible for securing their own booths at all times. Exhibitors should also have public liability and property damage insurance, including product liability. A sample Certificate of Insurance form is located on our convention website at [rmdconline.com](http://rmdconline.com). The completed Certificate of Insurance form must be received by MDDS no later than **December 19, 2017.**

## Lead Retrieval

All RMDC attendees will have a name badge with a bar code containing their registration data. With one scan of the badge using the "Lead Management Reader," you will know who your visitors are and where they are from. This service is available for a fee from the official RMDC registration company, eShow.

## Online Exhibitor Services Center

A user name and password for the Online Exhibitor Services Center will be emailed to all participating companies in June 2017, along with booth assignments and other important information from Freeman. To help ensure a smooth set-up, avoid extra service and rental charges, and ensure adequate labor force, equipment, etc., all service/product orders should be completed online along with payment to Freeman by **December 19, 2017.** Online order forms will be available for a number of services such as: material handling, labor for uncrating, re-crating, and assembling displays, furniture, plumbing, carpet, equipment rental, signs, rental displays, cleaning, florists, electrical needs and many more.

## Access Before and After Exhibit Hours

Exhibitors will be allowed into the Expo Hall two (2) hours before it opens to the attendees, and thirty (30) minutes after it closes each day. Please do not schedule meetings in the Expo Hall prior to 8:00am with any non-exhibiting personnel and/or dental professionals. *Admittance into the Hall for any non-exhibiting personnel will be denied. No exceptions will be made.* To ensure maximum security protection for the open exhibits and merchandise, after hours work and/or entertainment will not be permitted in the booths. Again, all exhibitors must leave the Expo Hall within thirty (30) minutes after the close of the show each day.

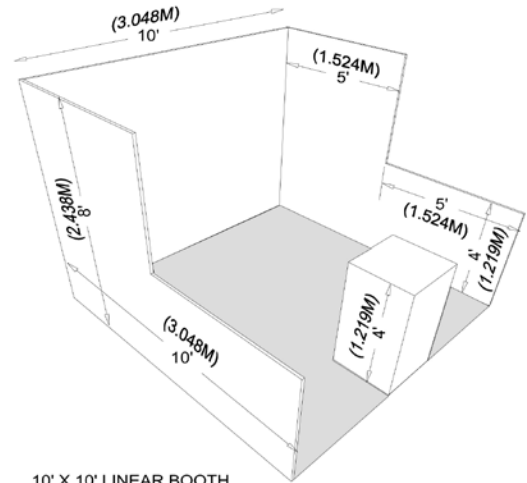
## Removal of Merchandise from Show Floor

If, for any reason, you need to remove items from the show floor during move-in or on show days, you must obtain a Merchandise Out Pass from the Freeman Exhibitor Services Counter on the day you wish to remove the item. Persons seeking a Merchandise Out Pass must present proper company identification and have authorization from their company. After the closing of exhibits on Saturday, January 20, 2018 at 2:00pm, a pass will not be required. Exhibitors are responsible for securing their exhibit space at all times including once the Expo Hall closes.

# Booth Specifications

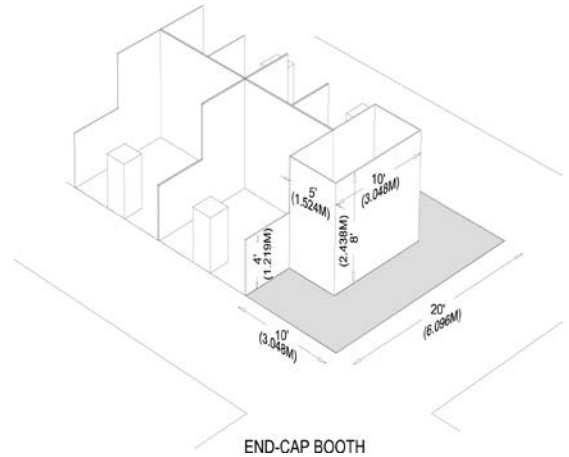
## Standard Linear Booth

A standard linear booth has a frontage of ten (10) feet with a depth of ten (10) feet. The booth itself is a framework of aluminum rails on which fireproof draperies are hung. The back of each booth rises eight (8) feet above the floor. Dividers between the exhibit spaces measure forty-eight (48) inches high. Regardless of the number of Standard Linear Booths utilized, display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors along the numbered aisles. The maximum height of eight (8) feet is allowed only in the rear half of the booth space, with a four (4) foot height restriction imposed on all materials in the remaining space forward to the numbered aisle. Please see diagram at the right for clarification.



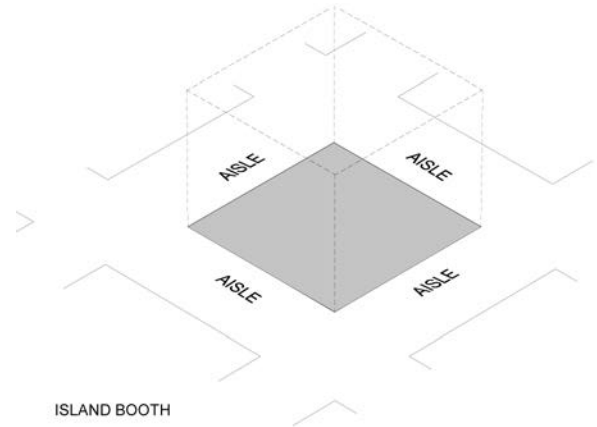
## End-Cap Booth

When an exhibitor has two end corner booths (end-cap), the combined two (2) booths have a frontage facing a cross-aisle of twenty (20) feet with a depth of ten (10) feet. The center back of the booth facing the cross aisle is eight (8) feet high by ten (10) feet in width, and on either side the dividers will rise forty-eight (48) inches high and extend five (5) feet in length from the center back of the booth. An exhibitor's display in an end-cap booth shall not exceed forty-two (42) inches in height beyond the center ten (10) feet of the back wall along the numbered aisles so as not to cause a visual disadvantage to adjacent booths. The only draping will be the back wall facing the cross-aisle. The center ten (10) feet of the back wall will have an eight (8) foot tall drape. The remaining ten (10) feet of the back wall (five (5) linear feet left and right) will have a forty-two (42) inch tall drape. Please see the diagram at the right for clarification.



### Island Booth

When an exhibitor has four end corner booths, the combined four (4) booths have a frontage of twenty (20) feet on four sides with a depth of twenty (20) feet with no rails or drapes. The display height may not exceed forty-eight (48) inches within five (5) feet of the numbered aisles. The entire cubic content of the space may be used up to the maximum allowable height.



**Display policies shall be strictly enforced at the discretion of Show Management.**

### Maximum Allowable Height

In the area of any booth that is farther than five (5) feet from a numbered aisle, an exhibitor's display may exceed ten (10) feet in height only if it is determined by Show Management to be safe and appropriate.

### Exhibit Weight & Height Limitations

The weight limitation per square foot is 350 lbs. The Expo Hall dock entrance measures twenty-two (22) feet wide by twenty (20) feet high.

### Display Restrictions

- No part of the exhibit, such as signs, partitions, apparatus, shelving, equipment, displays, etc., may extend more than forty-eight (48) inches above the floor in the front half of the booth(s) as indicated by the darkened areas in the standard booth layout diagram posted on the Convention website, [rmdconline.com](http://rmdconline.com), nor extend farther into the aisle(s) than the sidewalls of the booth.
- If the unfinished backside of any display is visible, it must be draped.
- No nails or screws may be driven into the Expo Hall floor or pillars.
- No damage of any nature may be done to the booth(s) structures or to any part of the Expo Hall. The exhibitor will be responsible for any damages.
- All structural work, such as shelving standards, display racks, signs, spotlights, etc., must meet with the approval of Show Management.
- No balloons are allowed in the Colorado Convention Center.
- Each exhibitor shall observe all laws and regulations of the City of Denver, the State of Colorado, and the Federal Government pertaining to fire, public safety, and consumer safety.

### Hanging Signs

Hanging signs are permitted above an exhibit of four (4) or more standard units back to back with an aisle on at least three (3) sides.

**Height:** Hanging identification signs and graphics will be permitted to a maximum height of sixteen (16) feet, provided written approval is received from Show Management at least four (4) weeks prior to move-in at the Colorado Convention Center. Color diagrams and photos (if possible) must be submitted with a company's written request to hang a sign.

**Depth:** All hanging signs must hang over the back 25% of the booth space.

All hanging signs must be framed, professionally designed and produced, and must reflect a polished, professional image. Show Management reserves the right to approve or reject any request. Each company that gains approval to hang a sign must make arrangements with Freeman to have the sign hung at applicable charges.

## Security

Show Management will have a guard service in the facility 24 hours per day, including all move-in and move-out hours. However, this is an open booth show and the exhibitor assumes primary responsibility for safeguarding of exhibit and merchandise. While Show Management will exercise reasonable care in safeguarding property, neither Show Management, the facility, the security coordinator, the drayage contractor, nor any of their directors, trustees, officers, agents or employees assume responsibility for such property.

## Equipment

All mechanical equipment for display installation and dismantling, such as forklifts, highlifts, etc., also must be arranged through Freeman. Union dock rules allow exhibitors to hand-carry materials in and out of the Denver Convention Complex facilities. **Any materials requiring the use of equipment including dollies and forklifts must be handled by The Denver Theatrical Stage Employees Union Local 7 members and arranged through Freeman.**

## Labor – Installing and Dismantling Booths

Full-time employees of an exhibiting company may install and dismantle their own and respective company displays provided that such work can be completed in less than sixty (60) minutes without the use of mechanized tools. **Any outside or additional labor required for installation and dismantling or decorating is to be performed by members of The Denver Theatrical Stage Employees Union Local 7 and should be arranged through Freeman.**

## Failure to Occupy Space

Any exhibit space not occupied by 5:00pm on Wednesday, January 17, 2018, will be considered abandoned and forfeited by the exhibitor unless prior arrangements for delayed occupancy have been made in writing with Show Management. This forfeited space may be reassigned by MDDS without notice or refund of any fees to the exhibitor. Exhibitors delayed for any reason must notify MDDS. Report delayed arrival to MDDS at the onsite registration desk (303) 228-8214.

## Infraction of Exhibit Rules

Unethical conduct or infraction of the rules on the part of the exhibitor or its representatives will subject the offending exhibitor, its representatives, or both to dismissal from the Expo Hall, forfeiture of booth space, booth fee, and/or seniority points used in booth assignments. The exhibitor may also be barred from participation in future Conventions. In this event, it is agreed that no refund shall be made by the Metropolitan Denver Dental Society and that no demand for redress will be made by the exhibitor or its representatives.

## Cancellation of Exhibition

In the event that, due to fire or other casualty, strikes, lockouts, construction, operations, action or condition of the Colorado Convention Center, litigation, action of the elements, war, terrorism, acts of God, or other circumstances beyond Show Management's control, the meeting is not held, the exhibition is barred, prevented or canceled, there shall be no refund of exhibitor rental payment. In addition, the exhibiting company waives any and all damages and claim for damages if the exhibition is canceled, postponed, or relocated on account of fire, strike, government regulations, casualties, acts of God, or other causes beyond the control of MDDS. In the event that, due to any of the aforesaid events, occurrences, contingencies, or circumstances, the exhibition shall terminate or be discontinued, or the exhibitor shall be deprived of its space with cause after the commencement of the exhibition, but prior to the scheduled conclusion thereof as herein before specified, again the exhibiting company will not be entitled to a refund.

## Liability

### • *Indemnification*

All individual exhibitors and exhibiting companies, upon signing an Exhibitor Application, covenants to protect, indemnify, hold harmless, and defend MDDS and The Colorado Convention Center and their employees from any and all liability damage or expense by reason of any injury or injuries sustained by any person or property or loss of property received, done or occurring in or about the premises used by the exhibitor hereunder or exits or entrances thereto. In addition, each exhibitor shall save MDDS and its representatives, agents, and employees harmless and indemnify them against any damage that may result to The Colorado Convention Center premises or any portion thereof growing out of or arising from the negligence or willful misconduct of such exhibitor, its employees or agents.

Neither MDDS, its representatives, agents, or employees, nor The Colorado Convention Center, its representatives, agents, or employees will be responsible for injury, loss, or damage that may occur to the exhibitor or to the exhibitor's employees or exhibitor's property from any cause whatsoever, prior, during, or subsequent to the period covered by the Exhibitor Application.

It is agreed by the parties that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision and protection of large numbers of removable articles in numerous booths and various other factors make it reasonable that each exhibitor shall assume the risk of any injury, loss or damage, and the exhibitor, by signing the Exhibitor Application, hereby assumes such risk and expressly releases the organizations and individuals referred to above from any or all claims for such loss, damage or injury.

MDDS shall not be held responsible for any property of the exhibitor, including shipping containers, brought into or used about The Colorado Convention Center. Neither shall MDDS be responsible for any actions or omissions of any of the exhibitor's employees, agents or representatives.

MDDS makes a great effort to encourage attendees to visit exhibitors and to make purchases; however, MDDS cannot guarantee overall attendance or registration in any particular category. Nor can MDDS guarantee the number of attendees in the Expo Hall or amount of sales or leads gained by any exhibitor.

## **Exhibiting Standards**

All products and services displayed at the Rocky Mountain Dental Convention must comply with the official published exhibiting standards of the American Dental Association. The Rocky Mountain Dental Convention welcomes exhibitors at its annual Convention because it believes that exhibits constitute an important means of keeping the dentists and dental professionals informed of new and better products and services for the practice of dentistry. Such exhibits and the products, backdrops, and promotional materials should be attractive, factual, dignified and calculated to provide useful product and service information. Unless a council or other agency of the American Dental Association has awarded a seal of acceptance or certification, or given other formal recognition to a product, the appearance of a product at the Rocky Mountain Dental Convention is not an MDDS endorsement of the product or the claims made for the product by the manufacturer.

## **General Conduct**

Exhibits must be professionally staffed during all open exhibition hours. The exhibitor is permitted to demonstrate the company's equipment and to make formal presentations regarding the product-line or service in the exhibit booth(s). However, overt "button holing" of registrants in the aisle by company personnel is prohibited. Soliciting of other exhibitors for business or contacts is not permitted.

## **Early Dismantling**

Packing of equipment, materials, or the exhibit cannot begin until 2:00pm on Saturday, January 20, 2018. Companies that begin packing equipment risk losing their space at future Rocky Mountain Dental Conventions.

## **Display Disturbances**

All displays, demonstrations, interviews, sound, or other activities must be confined to the limits of the exhibitor's assigned booth(s). Audio-visual devices used in the exhibitor's booth(s) must be approved by Show Management. In the course of the exhibition, no audio-visual device or sound system shall be operated in a manner that disturbs or interferes with other exhibitors. Show Management reserves the right to regulate displays so as to abate reasonable objections.

## **Recorded Music**

No recorded music of any kind will be permitted in any exhibit booth(s) unless the exhibitor's organization is the owner of the music copyright. Copyright documentation must be available at the exhibit for inspection by Show Management.

## **Non-Contracted Exhibit Booth Space**

Persons, firms or organizations not having reserved/purchased with MDDS for the occupancy of space in the Expo Hall will not be permitted to promote, display, or demonstrate any products, processes or services, solicit orders, or distribute advertising materials

in the Colorado Convention Center. Any non-compliance with this regulation will result in the prompt removal of the offending person(s) and property from the exhibit or convention area.

## **Subletting Space/Booth Sharing**

Subletting of space is prohibited. Exhibitors may not assign, sublet, nor apportion the whole or any part of space allotted nor exhibit therein, any goods other than those manufactured or distributed by the exhibitor in the regular course of the exhibitors' business, nor permit any representative of any firm not exhibiting to solicit business or take orders in the exhibitor's space. MDDS does not permit booth sharing by two or more unaffiliated companies.

## **Exhibitor Sponsored Contests**

Exhibitors wishing to sponsor any type of contest, raffle or drawing for prizes must notify MDDS thirty (30) days prior to the start of the convention. Exhibiting companies must adhere to the following rules:

- Exhibitor must comply with all local, state, and federal laws that apply to such contests, raffles, or drawings.
- Contest, raffle or drawing rules must be posted at the booth. The rules must include eligibility, dates and times of the drawing (contest or raffle), "No purchase necessary to enter," odds of winning, how winners will be notified, and how participants can find out who won the contest, raffle or drawing.
- Exhibitor must agree to indemnify MDDS in case of any claims arising from the conduct of the contest, raffle or drawing.
- MDDS must be notified of the name(s) of the winner(s) when the prize(s) has been awarded.

## **Sales, Samples & Souvenirs**

Sales or other transactions by the exhibitor shall be limited and restricted to taking or accepting written orders. Under no circumstances shall the delivery of any goods or items be made, nor shall any cash, credit purchase, or check be issued or received at any exhibit or in any exhibition area unless the exhibitor prominently displays a current Colorado and Denver Sales Tax License. Samples and souvenirs may be given away but must be conducted in such a manner as to not distract or interfere with the adjacent booth(s) or to impede movement of attendees in the aisles.

## **Exhibitor Lounge & Restaurant/Concessions**

The Exhibitor Lounge will be located in the back right-hand corner of the Expo Hall. Complimentary coffee/tea and bakery goods will be provided each day from 7:00am to 9:00am. Please inform your sales staff that the Exhibitor Lounge is intended for exhibitors only. Do not schedule any meetings with non-exhibitors. Those individuals will be denied access. An Exhibitor badge is mandatory to gain entrance to the Exhibitor Lounge. A restaurant area will be open in the rear of the Expo Hall. The restaurant, along with smaller concessions in the Expo Hall, are available to both attendees and exhibitors. A food cart will also be available to service individual exhibit booths. A coffee cart and two full service bars will also be located in the Expo Hall.

## **Food Products**

With the exception of popcorn or peanuts in a shell, food products may be distributed in the exhibit booth. However, before planning to provide food to attendees, the exhibitor must receive permission from the Colorado Convention Center official caterer, Centerplate. Centerplate can be reached by calling Kate Rizzo at (303) 228-8053.

## **Complaints**

Any complaints regarding infraction of the rules or disputes between exhibitors must be made to Show Management at the Exhibitor Registration Desk. The decisions made by Show Management in response to complaints and disputes are final. The rules outlined in the 2018 RMDC Exhibit Policies are subject to revision by Show Management and all points not covered are subject to Show Management's decision. Exhibition rules have been formulated in the best interest of all parties.

## **Smoking Regulations**

There shall be NO SMOKING in the Expo Hall, Exhibitor Lounge, restaurant areas or lecture rooms. The Colorado Convention Center is a non-smoking facility.