



2021 RMDC VIRTUAL EXHIBIT POLICIES

The 2021 RMDC Virtual Exhibit Policies are part of the Virtual Exhibit Booth Application. All exhibiting companies agree to adhere to these policies. 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 RMDC Anywhere 2021

Reserving a Virtual Exhibit Booth

All applicants for a virtual exhibit booth are required to complete either the on-line or paper Virtual Exhibit Booth Application located on the Convention website at rmdconline.com.

Confirmation of Virtual Exhibit Booth

A confirmation letter, along with a username and password for the online Exhibitor Services Center will be emailed to exhibitors approximately 10 business days after receipt of a virtual exhibit booth application.

2021 exhibitors previously confirmed for an in-person booth will be contacted directly by RMDC personnel to transfer their application to a virtual exhibit booth.

Seniority Point System

Each company receives one point for each year it has exhibited at the Rocky Mountain Dental Convention since 1962. 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.

As a special thank you for supporting RMDC Anywhere, each exhibiting company that purchases a standard booth package will be awarded two (2) seniority points. Companies that purchase an upgraded booth package will be awarded four (4) seniority points.

Points will be used to assign exhibit booth locations at future in-person Rocky Mountain Dental Conventions.

Right of First Refusal

Companies exercising right of first refusal for the 2022 Rocky Mountain Dental Convention will be assigned the same booth space they occupied at the 2020 convention, provided no changes are made to the 2022 floorplan. Companies that do not exhibit at RMDC *Anywhere* 2021 will not forfeit their 2020 booth location.

Rejection of Applications

MDDS reserves the right not to accept a Virtual Exhibit Booth Application and may require any exhibitor to forfeit its participation in the Virtual Expo Hall at any time without refund for conduct or presentation Show Management deems, at its sole discretion, to be adverse to the interests of MDDS and/or RMDC *Anywhere*.

Terms of Payment

• Deposits

Until October 12, 2020, a deposit of \$500 must be submitted with a completed Virtual Exhibit Booth Application. After that date, the full booth fee is due with the application.

• Final Payments

The balance for virtual exhibit booths must be received by MDDS on or before **November 13, 2020**. If final payment is not received by the deadline, the exhibiting company forfeits its virtual booth 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: RMDC Exhibits, 925 Lincoln Street, Unit B, Denver, CO 80203.

Cancellation of Virtual Exhibit Booth

Exhibiting companies are entitled to a full refund (less a \$50 cancellation fee) if written notification of cancellation is received by MDDS on or before **October 12, 2020**. After this deadline, exhibiting companies that cancel will not be entitled to any refund.

Misrepresentation of Products & Services

Any misrepresentation by a company of its products and/or services may result in the company being removed from the virtual platform immediately without refund.

Booth Staff Registration

Exhibiting companies are provided up to ten (10) complimentary registrations for employees staffing their virtual booth. Companies must certify that their representatives are officials or employees of the company and on the payroll of the company contracting for the virtual exhibit booth. A non-MDDS member dentist may not be registered as an exhibitor unless they are an officer or a full-time (non-practicing) employee of the company. These names will be cross-referenced with the MDDS membership database. Exhibitors desiring to change representatives shall notify MDDS in writing prior to **January 15, 2021**.

Online Exhibitor Service Center

A username and password for the Online Exhibitor Services Center (ESC) will be emailed to participating companies. Exhibitors can use the ESC to format their virtual exhibit booth, register booth personnel, upload content to the virtual booth and more.

Lead Retrieval

This service is available to exhibiting companies for a fee from the official RMDC virtual event company, eShow. Details and online ordering are available in the online Exhibitor Services Center.

Virtual Booth Completion and Review

Virtual exhibit booths need to be completed by January 11, 2021 to allow for review by show management.

Infraction of Virtual 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 Virtual Expo Hall, forfeiture of booth fee and/or seniority points used in future 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.

Virtual Booth Packages

Booth Features	Standard Booth	Upgraded Booth
Company Name, Address, Email, Description, Website Link	✓	✓
Company Logo Increase brand recognition.	✓	✓
eDirectory Profile Header Image Include your company logo at the top of your eDirectory profile listing.	✓	✓
Ad in Virtual Swag Bag Promote a show special, prize drawing or give-away.	✓	✓
Promotional Booth Landing Page Post to social media or email a customized landing page promoting your participation in the virtual expo hall.	✓	✓
Analytical Reports Receive reports showing how many people visited your booth, watched your video, downloaded your documents and more. – Different than lead retrieval.	✓	✓
Gamification Award points to attendees for their activity in your booth. Big prizes given to people with the most points.	✓	✓
Exhibits Concierge Access assistance from and provide feedback to our dedicated exhibitor service team	✓	✓
Online Chat Communicate with attendees throughout the RMDC to provide information, answer questions and make sales.	✓	✓
Company Profile (characters in description) Introduce your company to make a great first impression.	500	750
Product Category Listing Choose product categories to help attendees better find you.	5	10
Online Product Showcase* Engage attendees with detailed product/service descriptions and color images.	2	4
Priority Points Earn extra priority points used for booth assignments at future in-person conventions.	2	4
Document Upload* Share brochures, spec sheets, price sheets and more.	2	4
Videos* Engage attendees with product videos, customer testimonials and more. (25 kb	1	2
Visual Displays on Virtual Booth Enhance your virtual booth with your logo, product images and more.	2	4
Video Chat See your customers for real-time conversations.	x	✓
Premium Position Get your name placed at the top of the exhibitor list and search results.	x	✓
Complimentary Vendor Membership Utilize the benefits of a free one-year MDDS Vendor Membership.	x	✓

*Additional quantities can be purchased separately.

Liability

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

Exhibiting Standards

All products and services promoted during RMDC *Anywhere* must comply with the official published exhibiting standards of the American Dental Association. RMDC *Anywhere* 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, virtual booths 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 RMDC *Anywhere* is not an MDDS endorsement of the product or the claims made for the product by the manufacturer.

General Conduct

Virtual exhibit booths must be professionally staffed during all live Virtual Expo Hall hours. Exhibitors are expected to conduct themselves in accordance with the highest standards of professional behavior and not do anything which would be detrimental to the Metro Denver Dental Society or RMDC *Anywhere*. Some convention attendees may be sensitive to language or materials relating to ethnicity, gender, age, sexual orientation, religious preferences, political preferences and/or profanity. Exhibitors should not use any language or materials which may be so construed.

Recorded Music

No recorded music of any kind will be permitted in any virtual exhibit booth unless the exhibitor's organization is the owner of the music copyright or license. Copyright or ASCAP or BMI license documentation must be available for inspection by Show Management.

Subletting Space/Booth Sharing

Subletting of virtual exhibit booths is prohibited. Exhibitors may not assign, sublet or apportion the whole or any part of virtual booths or exhibit therein, any goods other than those manufactured or distributed by the exhibitor in the regular course of the exhibitors' business, or permit any representative of any firm not exhibiting to solicit business or take orders in the exhibitor's virtual booth. 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), posted "No purchase necessary to enter" notification, 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.

Platform Security

Show Management will take appropriate measures to secure the virtual platform to decrease the possibility of unlawful access by unauthorized persons.

Outcomes Assessment

Following RMDC *Anywhere* 2021, Show Management will host an outcomes assessment forum to provide exhibiting companies the opportunity to offer feedback on their participation in the convention. All exhibitors are encouraged to attend and share their comments.

Complaints

Any complaints regarding infraction of the rules or disputes between exhibitors must be made to Show Management at rmdc@mddsdentist.com. The decisions made by Show Management in response to complaints and disputes are final. The rules outlined in the 2021 RMDC Virtual Exhibit Policies are subject to revision by Show Management and all points not covered are subject to Show Management's decision. Virtual exhibition rules have been formulated with the best interest of all parties in mind.