Navigating Your Practice

June 8-10, 2016 • Boise, Idaho

ISDA 120th Annual Session
Boise Centre
Dear Exhibitor

The Idaho State Dental Association’s 120th Annual Session will be held in the heart of downtown Boise at the Boise Centre, Wednesday, June 8th through Friday, June 10th, 2016. We would like to invite you to join us at the 2016 Annual Session.

What to Expect in 2016

We are constantly looking for ways to improve the experience for both our exhibitors and our members. And of course we understand that one of the most important things to our exhibitors is traffic, and the ability to reach qualified prospects. That’s why we are so excited about 2016!

2016 includes an exciting mix of both internationally recognized speakers and those pioneering new techniques and thinking in the dental industry. Dr. Gordon Christensen will be our premier speaker on Thursday June 9th. Dr. Christensen consistently increases attendance at events, drawing participants from across the region. We expect our 2016 Annual Session to draw our largest crowd ever, driving solid, qualified traffic in the exhibit hall.

We’re also enhancing the experience through the floor layout, including dining space in the hall to encourage interaction, and hosting an exhibit hall Social Hour on Thursday evening.

Maximize your Presence

Increase the visibility of your brand by taking advantage of our sponsorship and advertising opportunities. Exhibiting companies can sponsor a specific speaker or event during the meeting. Event and speaker sponsors are recognized in Annual Session communications, dramatically increasing the visibility of your company. Or, consider sponsoring a golf-hole and playing in the ISDA Golf Tournament to show your support while connecting with dentists.

Communicate your unique message to the dental professionals through advertising in the ISDA Program Book – the go-to resource for the Annual Session attendees. You will find the ISDA Program Book Advertising rates on page 4 of the prospectus.

These vehicles promote the trade show portion of the conference and identify you as a supporter of the Idaho State Dental Association and the dental community as a whole.

Reserve Your Exhibit Space Now – Spaces are limited!

An exhibit space contract with specific details can be found at the back of this booklet. We encourage you to complete and mail this in today as booth space is limited, and our past exhibit halls have sold out well in advance of the deadlines. ISDA Endorsed and Business Affiliate partners are offered space prior to the general list of vendors. Remaining spaces are then reserved first-come, first-served. If you need more information or have any questions, please contact the ISDA office at (208) 343-7543 or info@theisda.org.

Sincerely,

John Blaisdell, DDS
ISDA Annual Session Program Chairman
General Contract Information
Enclosed is a contract to reserve exhibit space. Please review the entire prospectus and keep it in your files as a reference as you prepare to participate in the ISDA Annual Session. All companies applying for exhibit space must complete and submit a Contract for Exhibit Space. Facsimile and e-mail applications will be accepted. Deposit of the applicant’s rental check shall not be construed as final confirmation of acceptance.

Exhibit Space Assignment
The exhibit applicant’s specification of a preference for a certain booth(s) on the application/contract is designed only to provide show-management with the general area where the exhibitor would like to be located. There is no assurance that an exhibitor will be assigned any of the selections requested. However, every effort will be made to assign a booth(s) closest to the preferred choices. The order of receipt of the application is considered and booths will be assigned on a first-come, first-served basis.

All applicant contact information will be forwarded to the exhibiting company.

Registration of Exhibit Personnel
All exhibit personnel must wear official name badges supplied by the ISDA. Please arrive on-site Wednesday to pick up badges. Badges will be pre-printed only for personnel of exhibiting companies who are registered in advance by the firm’s contact person. All badges will be distributed on-site and only to the individual whose name appears on the badge. Badges will not be mailed before the meeting. The printing of on-site badges will be completed as time permits. Highest priority of badge printing will be given to attendees. Caution: Only persons legitimately staffing exhibit booths will be issued name badges.

There will be no more than four persons per booth at the same time. Exhibiting companies may rotate booth staff at no additional cost by returning the exhibit badge of the staff leaving the exhibit hall and receiving a replacement badge for the newly arriving staff.

Application for Space
Please complete the contract, detach and mail to the address below or visit our website at www.TheISDA.org to download a PDF to fill out and mail/fax/email back to the ISDA office.

ISDA
1220 W. Hays Street
Boise, ID 83702
Phone: (208) 343-7543
Fax: (208) 343-0775
info@theisda.org
www.TheISDA.org

Mailing Lists
Mailing lists of the Idaho State Dental Association Annual Session attendees are available for purchase at the price of $350 for a one time list. Mailing list will only include mailing addresses of dentists, hygienists and office staff.

Equipment and Service Official Service Contractor:
Official Service Contractor:
Venue Event Services
PO Box 2234
Eagle, ID 83616
Phone: (208) 830-4803
www.venueidaho.com

Material Handling Information/Rate Schedule
Advanced Shipments: For a fee, Venue Event Services will receive crated shipments at their warehouse and will provide 30 days storage prior to the show, delivery to booth, storage of empty packing materials, and return of outbound shipment from booth to loading dock. Uncrated or loose display shipments will not be received at the warehouse.

Venue Event Services will contact all exhibitors via email prior to the convention to provide information on ordering exhibit booth supplies.
120th Annual Session Exhibit Hall Floor Plan

Select your exhibit space from the floor plan shown below.
Please indicate your first, second and third preferences and include them on your contract.

Session Hours:
Wednesday, June 8, 2016  3:00 p.m. - 8:00 p.m.  Exhibit Booth Set-up
Thursday, June 9, 2016  7:30 a.m. – 6:30 p.m.  Exhibits Open
Friday, June 10, 2016  7:30 a.m. - 12:00 p.m.  Exhibits Open
12:00 p.m.  Exhibitors Move Out

Exhibit Hall Booths are 10 ft wide with 3 ft high side drapes extending out
10 ft on each side of the booth.

Lodging Information:

Choose from our two hotel options and be sure to identify yourself with the Idaho State Dental
Association to receive our group room rates.

*Make your reservations by May 17, 2016!*

The Grove Hotel
245 S. Capitol Blvd.
Boise, ID 83702
1-888-961-5000

Hampton Inn & Suites
Boise Downtown
495 S. Capitol Blvd.
208-331-1900

For information and pricing of non-profit booths,
please contact the ISDA at 208-343-7543
Rules, Regulations, Terms & Conditions

1. Location, Date and Hours of Exhibits: See Schedule on Page 2.

2. Exhibit Space Rental Fee: The rental fee for exhibit space is set forth in the Contract for Exhibit Space and includes standard drapery equipment, a draped table, two plastic side chairs, an identification sign, bulletins and floor plan.

3. Payment Terms: Payment in full for exhibit booth(s) is required to reserve booth space. The full payment must be received with application of contract or the contract will be considered null and void. Checks will be deposited when received for convenience and security. All payments will be promptly reimbursed if this contract is rejected by the ISDA. Make checks payable to ISDA and mail to: 1220 W. Hays Street, Boise, ID 83702.

4. Assignment of Exhibit Location: ISDA will make every effort to comply with requests for assignment of exhibit space based upon policies established by ISDA. Exhibit space will be assigned on a first payment first reservation basis.

5. Location of Exhibits: The Exposition will be held in the Boise Centre. All measurements and exhibit space layouts shown on the floor plan are as accurate as possible. ISDA reserves the right to make modifications and change exhibit space assignments as necessary or to adjust the floor plan at any time to meet the needs of ISDA, exhibitors, and the exhibits.

6. Exhibitor Registration: Exhibitor registration is included in the rental fee for the exhibiting company and their representatives. See page 1, “Registration of Exhibit Personnel” for details.

7. Exhibit Space and Service Information: Exhibitors agree to be bound by all rules and regulations as may be established from time to time by ISDA and set forth in the exhibitor bulletins as updated and amended. ISDA will furnish exhibitors with the name of an exhibit space contractor prepared to furnish all services customarily required within a reasonable time prior to the commencement of the convention. Complete shipping instructions and information regarding furniture rental, electrical work, telephone installation, plumbing, labor for erecting and dismantling exhibits, drayage, etc., will be forwarded to exhibitors in advance. ISDA assumes no responsibility or liability for any of the foregoing services performed or materials delivered and exhibitor agrees to hold ISDA harmless from any liability therefrom.

8. Move In and Move Out Times: Exhibitors may install beginning June 8, 2016 at 3:00 p.m. Exhibits must be in place by 8:00 p.m., June 8, 2016. Dismantling must not begin until 12:00 p.m., June 10, 2016 and all exhibits must be removed by 6:00 p.m., June 10, 2016. Materials not removed by this time will be removed and put into storage at exhibitor’s expense. Exact hours of installation and dismantling are subject to change at the discretion of ISDA.

9. Cancellation:
   (a) In the event the exhibitor cancels all, or part, of exhibit space contracted hereunder, the following provisions shall apply: (i) If written notice of cancellation is received by ISDA prior to March 1, 2016, exhibitor shall pay a cancellation fee equal to one-third of the canceled exhibit space rental fee. (ii) If written notice is received by ISDA on or after March 1, 2016, the exhibitor shall pay a cancellation fee equal to the full rental fee of the canceled exhibit space. (iii) Whenever the cancellation fee payable hereunder shall exceed the total of payments already made to ISDA, exhibitor shall promptly pay to ISDA the balance of such fee. All payments made to ISDA under this Contract for Exhibit Space shall be deemed fully earned and non-refundable when made in consideration of expenses incurred by ISDA and ISDAs lost or deferred opportunity to provide exhibit space to others, and all cancellation fees that may become due hereunder are acknowledged by the exhibitor to constitute liquidated damages.
   (b) If exhibit space is not occupied by the exhibitor by 8:00 p.m., June 8, 2016, exhibitor shall be deemed to have canceled the exhibit space contracted for, and ISDA shall have the right to use such space as it deems appropriate.
   (c) If the exhibitor does not make full payment when due under the terms of this contract, ISDA may terminate this contract and the exhibitor shall be responsible for full payment due to ISDA.
   (d) Exhibitor shall be responsible for payment of the total exhibit space rental fee whether the convention is canceled, delayed, or relocated, in whole or in part, as a result of riot, strike, civil disorder, act of war, act of God, or any other cause of any kind whatsoever not within ISDA’s control.

10. Use of Space:
   (a) All demonstrations and other promotional activities must be relevant to the exhibitors’ products and shall not be made primarily to attract or amuse. Sufficient space must be provided within the exhibit booth to contain persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisle or aisles near his booth free of congestion due to his demonstration or other promotion.
   (b) No exhibitor shall assign, sublet or share the space allotted. Exhibitors must show only goods manufactured or dealt by them in the regular course of their business. Distribution of circulars or promotion material may be made only within the booth assigned to the exhibitor presenting such material.
   (c) Exhibitors must finish the back portion of their exhibit so it will not be objectionable to adjacent exhibitors. Management reserves the right to have such finishing done, billing the exhibitor for charges incurred. No built-up exhibits or other company name or advertising is allowed except as specifically described below. In booths around the perimeter of the exhibition center, backgrounds on the booth backline may extend up to but not exceed 8 feet in height. Sidewalls may not be higher than 8 feet from the booth backing one-half the depth of the booth and from that point to the aisle to a maximum of 36 inches. Exhibitors may not hang items from the ceilings.

11. Restrictions in Operation of Exhibits: The management reserves the right to restrict exhibits which, because of noise, method, operation, materials, violation of these regulations, or for any reason, become objectionable, and also to prohibit or to evict any exhibit which, in the opinion of the management, may detract from the general character of the exhibit as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character which the management determines is objectionable to the exhibit. In the event of such restriction or eviction, the ISDA is not liable for any refunds or rentals or other exhibit expenses. DISTRIBUTION OF FOOD AND/OR BEVERAGE BY AN EXHIBITOR IS PROHIBITED IN THE EXHIBIT HALL.

12. Taxes, Licenses and Applicable Laws: Exhibitor shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at the convention. Exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any government authority in connection with their activities at the convention. Exhibitor is responsible for abiding by and observing all laws, rules, regulations of the state, county, city and departments thereof.
13. **Liability:** Neither ISDA nor its agents or representatives will be responsible for any injury, loss or damage that may occur to the exhibitor or to the exhibitor’s employees or property from any cause whatsoever. Under no circumstances will ISDA be liable for lost profits or other incidental or consequential damages. Exhibitor shall obtain, at its own expense, adequate insurance against any such injury, loss or damage. ISDA shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other cause beyond its control. Anyone visiting, viewing or otherwise participating in the exhibitor’s exhibit is deemed to be the invitee or licensee of the exhibitor, rather than the invitee or licensee of ISDA. ISDA shall not be liable for any injury whatsoever to property of the exhibitor or to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the exhibitor. Exhibitor agrees to abide by existing agreements and regulations covering the use of services or labor in the conference and exhibit facility. The exhibitor assumes full responsibility and liability for the acts or omissions of its agents, employees or independent contractors, whether acting within or without the scope of their authority and agrees to save harmless ISDA and the exhibit hall from responsibility or liability resulting directly or indirectly, which arise from such acts or omissions. There is no other agreement or warranty between the exhibitor and ISDA except as set forth in this document. The rights of ISDA under this contract shall not be deemed waived except as specifically stated in writing and signed by master convention committee or convention manager.

14. **Security and Insurance:** The exhibitor is solely and fully responsible for its own exhibit materials and should insure its exhibits against loss or damage from any cause whatsoever. Exhibit hall doors will be locked at night. All property of an exhibitor is understood to remain in its care, custody, and control in transit to and from or within the confines of the exhibit hall. Security for exhibits located outside the Hotel/Resort may not be available.

15. **Care of Building and Equipment:** Exhibitors or agents must not injure or deface the walls or floors of the building, the exhibit spaces, or the equipment of the exhibit spaces. When such damage appears, the exhibitor is liable to the owner of the property so damaged. All materials used in decoration must be flame proofed. Electrical wiring must conform to the National Electrical Safety Codes and all other applicable rules, regulations, fire laws, and other laws of the city in which the exposition is located, and of any other government authority maintaining jurisdiction over the said exposition facility, which affect the installation, conduct and disassembly of the exhibit. Combustible materials or explosives are not permitted in the exhibit hall. The exhibitor shall also comply with all reasonable requests of officials of the exhibit hall and ISDA with respect to the installation, conduct, and disassembly of its exhibit.

16. **Violations of Contract, Rules or Regulations:** Exhibitor expressly agrees to permit ISDA to close an exhibit at any time for failure of exhibitor or any of its officers, agents, employees, or other representatives to perform, meet or observe any terms or conditions set forth herein. Any disputes arising from or resulting from this contract shall be brought exclusively in the Circuit Court of Ada County, Idaho, and governed in all respects by the laws of the State of Idaho.

17. These regulations become a part of the contract between the exhibitor and the Idaho State Dental Association and have been formulated for the best interest of all concerned. All points not covered are subject to the decision of the Association.

---

**Program Book Advertising Rates**

The official ISDA Program is provided to all attendees of the ISDA Annual Session.

- **Inside Cover Front** .........................3.5” x 8.75” ........................... $650
- **Inside Cover Back** .........................3.5” x 8.75” ........................... $650
- **Outside Cover Back** ......................3.5” x 8.75” ........................... $715
- **Full Page** .................................3.5” x 8.75” ........................... $550
- **Half Page** .................................3.5” x 4.25” ........................... $305
- **Quarter Page** ............................3.5” x 2” ............................... $185
Application for Exhibit Space

Exhibitor Information - for print in program
Company Name ________________________________
Company on booth signage ________________________
Products/Services to be exhibited __________________
Street address __________________________________
City________________________ State__________ Zip______
Listed Contact _________________________________
Telephone _________________________________ Fax __________
Website address __________________________________
E-mail ________________________________________

Unless otherwise noted, this will be the contact information printed in the program book for the exhibitor listing. The person whose signature appears below has the authority to complete and execute this agreement and must approve any changes to this agreement.

Signature ______________________________________

Please direct exhibit correspondence & bulletins to (if different from above)
Name ________________________________ Phone __________
Street Address ________________________________
City________________________ State__________ Zip______
E-mail ________________________________________

EXHIBIT SPACE
Name(s) of person(s) manning booth at the meeting. Maximum of 4 at one time.
______________________________________________
Booth Preference 1st __________ 2nd __________ 3rd ________
Total number of booths requested __________

PAYMENT INFORMATION
Payment in full must be received with this contract. Booth space is not reserved until payment in full is received.

☐ Enclosed is my check payable to ISDA (mail to 1220 W. Hays Street, Boise, Idaho 83702)

☐ Please bill my ☐ Visa ☐ MasterCard Amount $ __________________________

CC#________________________ Exp. Date_______ Security Code __________

Billing Address ________________________________
City________________________ State__________ Zip______

CONTRACT
I understand that the execution of the written contract for Exhibit Space for the 2016 ISDA Annual Session represents a binding contractual commitment, not simply an option or informal reservation. THE EXHIBITOR WILL BE LEGALLY OBLIGATED FOR THE PAYMENT OF A CANCELLATION FEE AS PROVIDED IN THE CONTRACT.
1220 W. Hays St.
Boise, ID 83702

Address Service Requested

ISDA 120th Annual Session