

American Academy of Periodontology
In collaboration with the Japanese Society of Periodontology

98th Annual Meeting Exhibition

INVITATION TO EXHIBIT

September 30 – October 2, 2012
Los Angeles Convention Center
Los Angeles, CA



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ATTENDEE PROFILES

The following chart shows Annual Meeting registrants from 2002-2010.

2002 New Orleans, LA

Doctors	1,827
Hygienists	233
Office Staff	185
Dental Students	494
Spouses	417
Exhibitors	533

2003 San Francisco, CA

Doctors	3,141
Hygienists	783
Office Staff	321
Dental Students	521
Spouses	573
Exhibitors	581

2004 Orlando, FL

Doctors	2,500
Hygienists	302
Office Staff	291
Dental Students	477
Spouses	428
Exhibitors	1,226

2005 Denver, CO

Doctors	2,049
Hygienists	320
Office Staff	202
Dental Students	458
Spouses	369
Exhibitors	1,217

2006 San Diego, CA

Doctors	2,489
Hygienists	373
Office Staff	253
Dental Students	592
Spouses	393

2007 Washington, DC

Doctors	2,911
Hygienists	501
Office Staff	234
Dental Students	584
Spouses	522

2008 Seattle, WA

Doctors	2,242
Hygienists	193
Office Staff	245
Dental Students	531
Spouses	314

2009 Boston, MA

Doctors	2,825
Hygienists	270
Office Staff	175
Dental Students	666
Spouses	347

2010 Honolulu, HI

Doctors	2,074
Hygienists	283
Office Staff	217
Dental Students	508

Expected professional attendance at the 2012 Annual Meeting is between 2,000 - 2,200 periodontists

Future AAP Annual Meeting Exhibition Dates

September 29-October 1, 2013 • Philadelphia, PA

September 21-23, 2014 • San Francisco, CA - 100th Meeting

November 14-17, 2015 • Orlando, FL

GENERAL INFORMATION

Academy Information

The American Academy of Periodontology (AAP) is an 8,400-member association of dental professionals specializing in the prevention, diagnosis and treatment of diseases affecting the gums and supporting structures of the teeth and in the placement and maintenance of dental implants. The current membership includes periodontists and general dentists from all 50 states as well as around the world.

Eligibility

Companies that market periodontal dental-directed products, equipment or services are eligible to exhibit at the 98th Annual Meeting of the American Academy of Periodontology.

Exhibit Hall Attractions

- Complimentary lunches for professional attendees
- Complimentary coffee breaks for professional attendees
- Concessions for purchase
- Continuing Education Pavilion
- Internet center

Breaks

Morning Coffee Break

Sunday (9/30) - Tuesday (10/2)
10:00 - 10:30 am

Complimentary Attendee Lunch

Sunday (9/30) - Tuesday (10/2)
11:45 am - 1:45 pm

Exhibition Venue

Los Angeles Convention Center

1201 South Figueroa Street
Los Angeles, CA 90015
Exhibit Hall: West Hall A

Exhibition Dates and Hours

Sunday, September 30, 2012	10:00 am - 6:00 pm
Monday, October 1, 2012	10:00 am - 6:00 pm
Tuesday, October 2, 2012	10:00 am - 3:00 pm

Installation/Exhibitor Move-in

Targets move-in (freight only):

Wednesday, September 26	2:00 - 5:00 pm
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Targets move-in:

Thursday, September 27	8:00 am - 5:00 pm
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General exhibitor move-in:

Friday, September 28	8:00 am - 5:00 pm
Saturday, September 29	8:00 am - 5:00 pm

The service contractor will contact companies that will be targeted for move-in.

Dismantle/Exhibitor Move-out

Tuesday, October 2	3:00 - 11:59 pm
Wednesday, October 3	8:00 am - 2:00 pm

Outside carriers should be checked in by 2:00 pm on Wednesday, October 2, 2012.

Exhibitor Registration

No badges, or badge holders will be mailed in advance. They will be available for pick-up in the registration area, West Hall A of the Los Angeles Convention Center. On-site Exhibitor registration hours are as follows:

On-site Exhibitor Registration Hours

Thursday, September 27	2:00 - 5:00 pm
Friday, September 28	8:00 am - 5:00 pm
Saturday, September 29	8:00 am - 5:00 pm
Sunday, September 30	8:00 am - 5:00 pm
Monday, October 1	8:00 am - 5:00 pm
Tuesday, October 2	9:00 am - 2:00 pm

GENERAL INFORMATION

AAP Badge Allotment Policy

Each exhibiting company is allowed four (4) complimentary badges per 100 square feet of exhibit space. Additional representatives may register at a fee of \$100 each (advance) and \$150 each (on-site). No refunds will be issued for additional badges purchased and unused. Badge information will be e-mailed to the main exhibitor contact. Registration fees must be paid prior to, or at the time of registration. Badges will not be issued for children 18 years of age and under.

Exhibitor Service Manual

A comprehensive service manual will be available online beginning June, 2012.

AAP Web Site Information

Log on to <http://www.perio.org> to learn more about the Annual Meeting.

Annual Meeting Hotels

- J. W. Marriott (Headquarters)
- Ritz-Carlton, Los Angeles
- Westin Bonaventure

Housing reservation information will be e-mailed from the Academy's housing and registration vendor.

Shuttle Service

Shuttle service will be offered between the convention center and hotels.

Social and Educational Functions/Seminars

Exhibiting companies of the 2012 Annual Meeting who wish to hold a social or educational function must submit a written request to the Exhibition Manager no later than sixty (60) days - June 26, 2012 - before the Annual Meeting. A form will be included in the Exhibitor Service Manual. See Rule # 27, Exhibitor Regulations, for available dates and times.

BOOTH COSTS AND OTHER FEES

Booth Cost

Booth space will be charged at the rates indicated below:

- \$29 per square foot (\$2,900 for each 10' x 10' unit; 100 square feet)
- \$150 charge for each corner

Booth units are sized in increments of 100 square feet, with the smallest booth being a 10' x 10' unit.

A deposit of \$1,000 per 100 square feet of space is due November 2011. The remaining balance is due by April 1, 2012. Space assigned after November 14, 2011 must be accompanied by the full amount due. Companies that have not paid their balance by May 3, 2012 will be charged an additional \$100 per 100 square feet of space. Booths not paid in full by June 30, 2012 will be cancelled without notice.

Exhibit Space Fee includes

- Rental of booth space
- Standard 8' high draped back wall and 3' high draped side rails
- Aisle carpeting
- Booth identification sign
- 24-hour hall security
- General cleaning of hall aisles and lounge area
- Four (4) complimentary registration badges per 100 square feet of exhibit space
- One (1) listing in the Annual Meeting on-site program of company name/address/phone/fax/web site
- Products and services listing in Annual Meeting on-site program
- Use of Exhibitor Lounge

Labor Rates

Straight-time (ST): Monday - Friday, 8:00 am - 5:00 pm

Overtime (OT): Monday - Friday, 5:00 pm - 12:00 midnight;

Saturday: 8:00 am - 5:00 pm

Double-time (DT): All other hours and all holidays

\$75/hr Straight-time

\$112.50/hr Overtime

\$150.00/hr Double-time

Drayage/Material Handling Rates

Warehouse: \$101.00/cwt

Dock: \$95.00/cwt

BOOTH ASSIGNMENT PROCEDURES AND DEPOSITS

Booth Assignment Procedures

Assignment of exhibit space is based on a priority point system. This system is as follows:

- 1 point for each year of Annual Meeting Exhibition participation within the last five years (2007 - 2011)
- 1 point for each 10' x 10' booth unit rented at an Annual Meeting within the last five years (2007 - 2011)
- 1 point for every \$50,000 pledged to the AAP Foundation Endowment Fund
- 1 point for each year of payment to the AAP Foundation Endowment Fund retroactive to 1993
- 1 point for \$10,000 - \$19,999 advertising dollars spent in an AAP publication between January 1 - December 31, 2011
- 2 points for \$20,000 and over advertising dollars spent in an AAP publication between January 1 - December 31, 2011
- 1 point for every \$10,000 spent for Annual Meeting Sponsorships within the last five years (2007-2011).

Companies that selected booth space on November 13, 2011 or November 14, 2011 should submit a \$1,000 per (100 square feet space) deposit with the Application and Contract for Exhibit Space. The balance is due by April 1, 2012. All companies requesting booth space after November 14, 2011 must submit full payment with the return of the Application and Contract for Exhibit Space.

In all space assignments, AAP Show Management will make the final determination in the best interest of the Exhibition.

Copies of the priority point system were distributed to exhibitors in October, 2011. To obtain additional copies, or if you have questions regarding the priority point system, please e-mail at melodie@perio.org.

Contracts will be assigned under the priority point system for booths selected on November 13, 2011, or November 14, 2011. After this date, space is assigned on a first-come, first-served basis.

Future Booth Assignment Information

Booth space for the 2012 AAP Annual Meeting Exhibition in Los Angeles, CA will be assigned on Sunday, November 13, 2011 and Monday, November 14, 2011 in the Exhibitor Lounge in Exhibit Hall B&C of the Miami Beach Convention Center. An appointment schedule and 2012 Annual Meeting exhibition floor plan will be mailed to all 2011 exhibitors October, 2011. More information will follow in updates, which are sent via e-mail to the company contacts.

Application and Contract for 2012 Exhibit Space

- Complete and sign (see Authorized Signature) the Application and Contract for Exhibit Space - sides A and B.
- Submit a deposit of \$1,000 per 10' x 10' booth (100 square feet) for booths reserved on November 13, 2011, or November 14, 2011. The remaining balance is due by April 1, 2012.
- Booths reserved after November 14, 2012 must submit full payment due.
- Enclose literature on all products and services to be exhibited at Annual Meeting (new exhibitors only).
- Enclose an original copy of your company's Certificate of Insurance.

Submit To:

Melodie Anderson
Senior Manager, Exhibits and Registration
The American Academy of Periodontology
737 N. Michigan Avenue, Suite 800
Chicago, Illinois 60611-6660
Phone: 312-573-3214
Fax: 312-573-3225
E-mail: melodie@perio.org

LABOR JURISDICTIONS

Los Angeles Area

There are two major unions with jurisdictions over trade shows in southern California. The following information will help you to understand what you as an exhibitor can do toward setting up your exhibit for a trade show and what falls under the union jurisdictions. Knowing this information will enable you to plan your exhibit experience as efficiently and economically as possible.

Teamsters Local 986

The teamsters have jurisdiction over all materials unloaded at the docks for all tradeshow. This includes all booth materials, freight, truss and lighting, and product delivered to the shows. They receive all freight delivered by carriers and handle all freight unloaded from company trucks at the docks, and load all materials on the trucks after the show.

Exhibitors may unload materials from personal vehicles at the dock area and take them to the booth, but only hand carried items without the use of material handling equipment and only one trip per exhibitor. They also remove, store, and return all empty containers as necessary. Teamsters operate all forklifts on the show for in-booth work including unskidding, uncrating, and assembling booth and exhibit equipment. All orders for this type of in-booth work are placed through the show contractor who employs the Teamsters to perform the work.

Material Handling/Tradeshow and Sign Crafts Local 831

The "tradeshow installers" union has jurisdiction over the installation and set-up of all booth equipment including carpet, drape, display booth construction, all graphics including hanging signs, lighting and trusswork, props, and specialty furniture. Exhibitors may work on their own exhibits if they are direct employees of the exhibiting company, and the work is limited to one hour of work by one direct employee of the exhibiting company and no tools are required. If more than one man-hour of work is required, it can be performed using a 1 to 1 ratio of union personnel and exhibitor employees. Exhibitors may install their own product without union involvement unless the product is a display.

Tipping

Shepard requests that exhibitors do not tip our employees. They are paid an excellent wage scale denoting a professional status, and we believe that tipping is not necessary. This applies to all Shepard employees. Any request for such should be brought to the attention of a Shepard Representative at the Shepard Exposition Services Customer Service Center or correspondence may be directed to the attention of the General Manager at the local office address.

Safety

Standing on chairs, tables or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. Shepard cannot be responsible for injuries or falls caused by improper use of this furniture. If assistance is required in assembling your booth, please order labor on the Display Labor order form and the necessary ladders and tools will be provided.



BOOTH GUIDELINES

Linear Booth

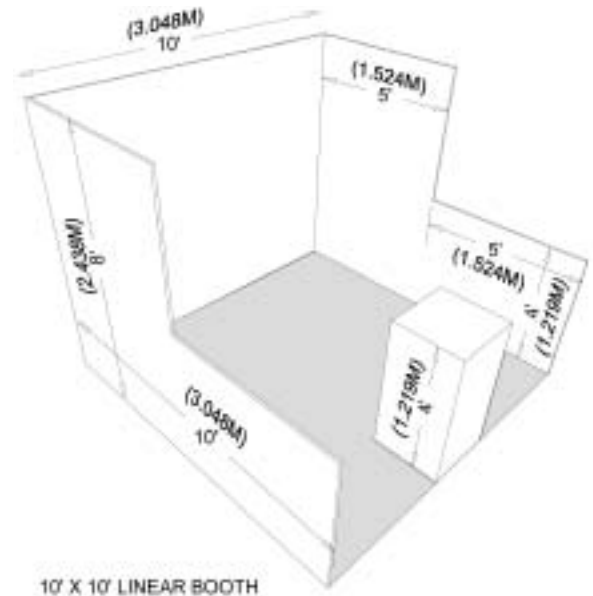
Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.

Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.



Corner Booth

A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

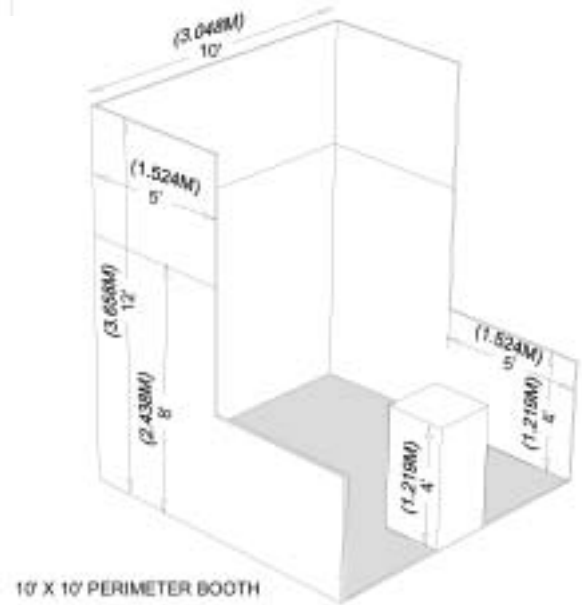
BOOTH GUIDELINES

Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12ft (3.66m).

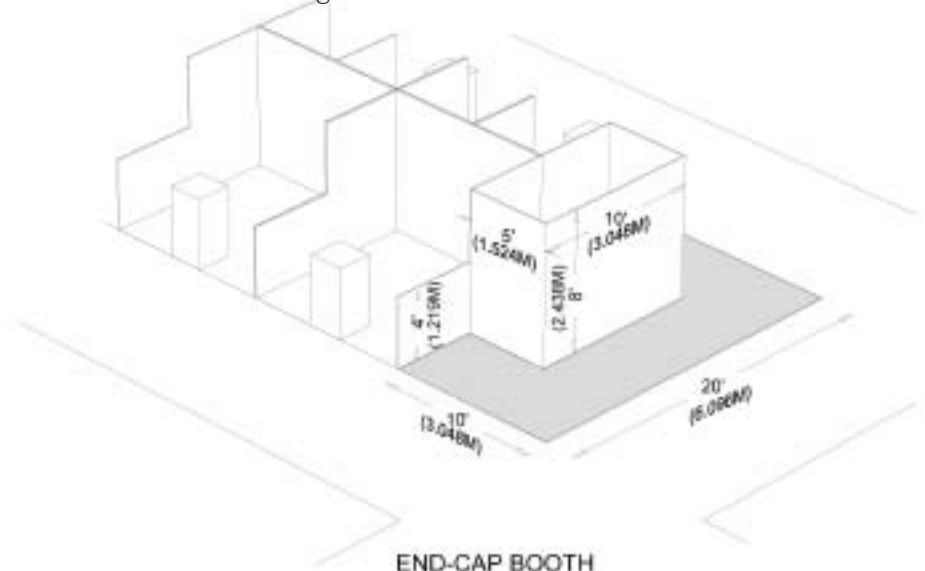


End-cap Booth

An End-cap Booth is exposed to aisles on three sides and composed of two booths.

Dimensions

End-cap Booths are generally 10ft (3.048m) deep by 20ft (6.096m) wide. The maximum backwall height of 8ft (2.438 m) is allowed only in the rear half of the booth space, and within 5ft (1.524m) of the two side aisles, with a 4ft (1.219m) height restriction imposed on all materials in the remaining space forward to the aisle.



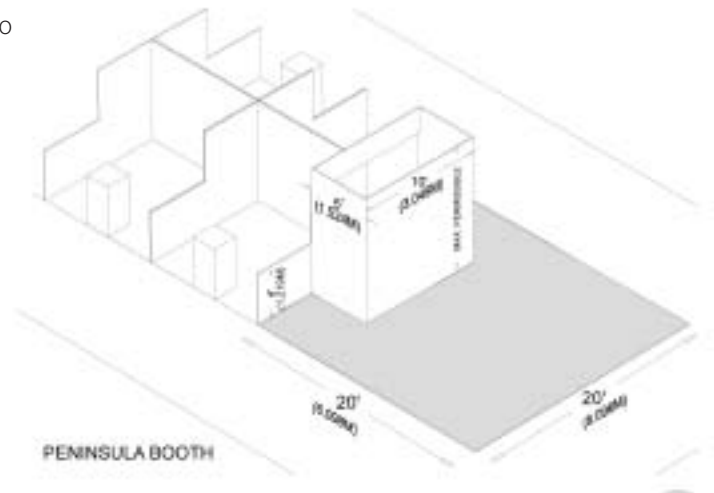
BOOTH GUIDELINES

Peninsula Booth

A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a “Split Island Booth.”

Dimensions

A Peninsula Booth is usually 20ft x 20ft or larger. When a Peninsula Booth backs up to two Linear Booths, the backwall is restricted to 4ft (1.219m) high within 5ft (1.524m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. 16ft (4.876m) is a typical maximum height allowance, including signage for the center portion of the backwall.



Island Booth

An Island Booth is any size booth exposed to aisles on all four sides.

Dimensions

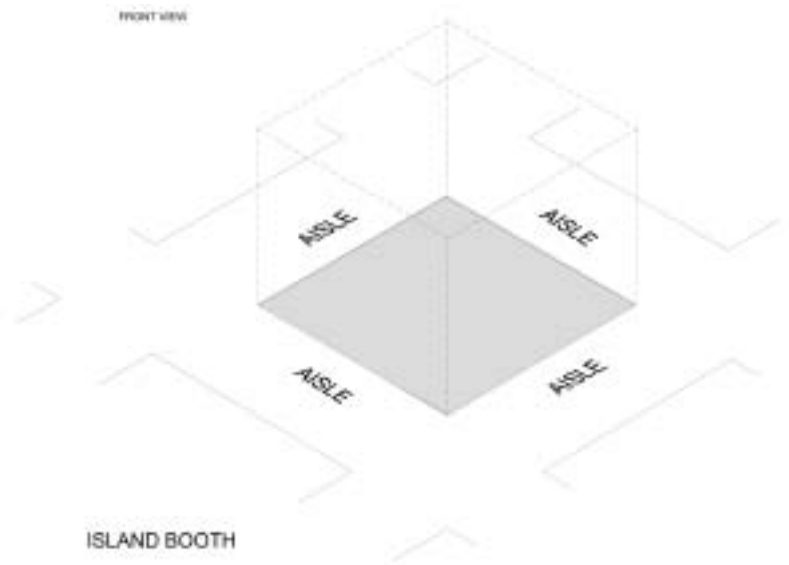
An Island Booth is typically 20ft x 20ft or larger, although it may be configured differently.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is usually 16ft (4.876m), including signage.

In addition, Academy rules and regulations mandate that companies must maintain 50% visibility and accessibility from all four aisles.

No hanging signs are allowed.



CERTIFICATES OF INSURANCE

Exhibiting companies must submit an original copy of their Certificate of Insurance to The American Academy of Periodontology. Certificates must include the following information:

Insured: Full Company Name and Mailing Address

Date of the Meeting: September 29 - October 2, 2012

Coverage Dates: September 26 - October 3, 2012 (This includes exhibitor move-in, show dates, and move-out.)

Additional insured: American Academy of Periodontology, Japanese Society of Periodontology, Los Angeles Convention Center, Los Angeles Convention and Visitors Bureau and their respective members, officers, trustees, directors, agents, employees, contractors and assigns. Use of facilities for convention being held through October 3, 2012. Inclusive coverage includes Hold Harmless and Waiver of Subrogation.

Liability Amounts: Minimum amounts of \$1,000,000 combined single limit bodily injury and broad form property damage coverage, including broad form contract liability and business interruption insurance.

The American Academy of Periodontology reserves the right, in its sole discretion, to cancel the Application and Contract for Exhibit Space of any Exhibitor failing to meet these insurance requirements.



EXHIBITOR PARTNERS

Exhibitor Advisory Council

The following companies serve on the Exhibitor Advisory Council and work closely with AAP Show Management and the Official Service Contractor in developing a better exhibition. These council members work in conjunction with Show Management on exhibit hall hours, new incentives, and programs offered by the Academy. Companies are divided into three categories, each with two representatives per category.

Your council members are below:

400 sq feet or greater

1. A. Titan Instruments
2. Bicon Dental
3. Straumann
4. Zimmer Dental

200-300 sq ft

1. Exactech
2. Panda Perio
3. Quintessence Publishing

100 sq ft

1. Implant Data Vault
2. PhasellAssociates
3. Salvin Dental

Official Service Contractor

Shepard Exposition Services

PO Box 402716
Atlanta, Georgia 30384-2716
Phone: 404-720-8600
Fax: 404-720-8755

Show Management

Melodie Anderson

Senior Manager, Exhibits and Registration
The American Academy of Periodontology
737 N. Michigan Avenue, Suite 800
Chicago, Illinois 60611-6660
Phone: 312-573-3214
Fax: 312-573-3225
E-mail: melodie@perio.org



PROMOTIONAL AND MARKETING OPPORTUNITIES

Attendee Mailing List

Mailing lists for all 2012 AAP Annual Meeting professional attendees will be sold exclusively to 2012 Annual Meeting exhibiting companies. To assist you with your marketing efforts, advance attendee and total attendee mailing labels will be available after August 30, 2012. The cost is \$350 for advance attendees and \$450 for total attendees. Companies that have exhibited with the AAP for a minimum of 5 consecutive years receive a 50% discount. Further information and an order form will be provided in the online Exhibitor Service Manual (online June 2012).

Advertising

Place an ad in the Annual Meeting issue of the Journal of Periodontology to direct potential customers to your booth before they even step onto the exhibit floor. Enhance your booth investment and get a jump on the competition by reserving your ad space today!

For more information, contact:

Todd Goldman
The Goldman Group
P.O. Box 270
Lutz, FL 33548
Phone: 813-949-0054, ext. 222
Fax: 813-433-5181
E-mail: todd@ggpubs.com
Web site: www.ggpubs.com

Exhibitor Coupon Booklet - Free

This limited opportunity allows exhibitors to reach attendees directly with an advertisement of a show special. Booklets will be made available to all attendees in the registration totebags. This opportunity is complimentary to all exhibitors, on a first-come, first-served basis. More information will be included in the online Exhibitor Service Manual.

Hotel Room Drop

Advertise show specials and have them placed in the attendee's hotel room on Saturday, September 29, 2012. Additional fees apply. More information will be included in the online Exhibitor Service Manual.

Pre-Event Mailer

Companies can send advertising directly to attendees before the start of the meeting. Attendees generally receive the booklet 2-3 weeks prior to the meeting. Additional fees apply. More information will be included in the online Exhibitor Service Manual.

Green Package for Smartphone App - Free

The Green Package allows exhibitors to upload their handouts (.pdf format) so that they are displayed and available for download by users of the Mobile Application. The package also includes your logo (.jpg format, at most 72 dpi) on the interactive floor map and the Exhibitor detail page.



TENTATIVE SCHEDULE OF EVENTS

Friday, September 28, 2012

8:00 am - 2:00 pm	AAP Foundation Board of Directors Meeting
8:00 am - 5:00 pm	Guided Surgery Workshops (tentative)
2:30 - 4:00 pm	AAP-AAPF-ABP Liaison Meeting
3:00 - 5:00 pm	Registration
3:00 - 5:00 pm	Membership Services Booth

Saturday, September 29, 2012

AM	AAP Foundation Golf Tournament
7:00 am - 5:00 pm	Registration
7:00 am - 5:00 pm	Membership Services Booth
8:00 - 11:00 am	American Board Review Part 1
8:00 - 11:00 am	Clinical and Basic Science Symposium sponsored by District 8
8:00 am - 12:00 noon	Hands-On Workshop 1
8:00 am - 12:00 noon	Pan Asian Symposium (tentative)
8:00 am - 5:00 pm	Hands-On Workshop 2
8:00 am - 5:00 pm	Hands-On Workshop 3
8:00 am - 5:00 pm	Moderate Sedation
8:00 am - 5:00 pm	Speak Like A Leader
8:00 am - 5:00 pm	Team Building (tentative)
8:00 am - 5:00 pm	Dental Hygiene Symposium (tentative)
9:00 - 11:30 am	Predoctoral Directors Organization Workshop
9:00 am - 4:00 pm	Comprehensive Periodontal Insurance Workshop
11:00 am - 12:00 noon	District 8 Section Meetings
11:45 am - 1:15 pm	Predoctoral Directors Organization Business Meeting and Luncheon
12:00 noon - 1:00 pm	Pan Asian Luncheon (tentative)
12:00 noon - 4:00 pm	ABP Nominating Committee
1:00 - 4:00 pm	American Board Review Part 2
1:00 - 4:00 pm	Balint Orban Memorial Program
1:00 - 4:45 pm	Corporate Forum
1:00 - 5:00 pm	Hands-On Workshop 4 (repeat of Hands-On Workshop 1)
6:00 - 7:30 pm	Welcome Reception
7:00 - 8:00 pm	D. Walter Cohen Fund Reception (tentative)

TENTATIVE SCHEDULE OF EVENTS

Sunday, September 30, 2012

6:30 - 7:30 am	AAP Foundation Ambassador Meeting
7:00 am - 4:00 pm	Registration
7:00 am - 4:00 pm	Membership Services Booth
7:30 am - 12:00 noon	AAP Foundation Kramer Scholar Selection Committee
7:30 am - 12:00 noon	AAP Foundation Tarrson Fellowship Selection Committee
7:30 am - 12:00 noon	AAP Foundation AAP Teaching Scholarship/AAP Educator Scholarship Selection Committee
7:30 am - 12:00 noon	AAP Foundation Nevins Teaching and Clinical Research Fellowship Selection Committee
8:00 - 10:00 am	General Session
9:00 am - 12:00 noon	Hands-On Workshop 5
9:00 am - 3:00 pm	Third Party Case Discussion
10:00 am - 6:00 pm	Exhibition (Coffee from 10:00 -10:30 am)
10:00 am - 6:00 pm	Research Forum Poster Session
10:15 - 11:15 am	AAP-JSP Meeting
10:15 - 11:45 am	Innovations in Periodontics Session 1
10:15 - 11:45 am	Innovations in Periodontics Session 2
11:45 am - 1:45 pm	Complimentary Lunch in the Exhibit Hall
12:45 - 2:15 pm	Student Event
12:45 - 2:15 pm	District Forums
1:00 - 4:00 pm	Hands-On Workshop 6 (repeat of Hands-On Workshop 5)
2:30 - 3:30 pm	Senior District Trustees Meeting
2:30 - 5:00 pm	Continuing Education
5:30 - 6:30 pm	AAP Foundation Visionary Society Reception (tentative - confirm time)
5:30 - 7:00 pm	Student Reception

Monday, October 1, 2012

6:30 - 8:00 am	ABP Sounding Board Breakfast
6:30 - 8:00 am	AAP Foundation Estate Planning Breakfast for Periodontists and Spouses
6:30 - 8:00 am	Journal of Periodontology Editorial Advisory Board
8:00 - 10:00 am	General Session
8:00 am - 4:00 pm	Registration
8:00 am - 4:00 pm	Membership Services Booth
9:00 am - 1:00 pm	Medical Coding 101
9:30 am - 12:00 noon	Postdoctoral Directors Organization Workshop

TENTATIVE SCHEDULE OF EVENTS

Monday, October 1, 2012 (continued)

10:00 am - 6:00 pm	Exhibition (Coffee from 10:00 -10:30 am)
10:00 am - 6:00 pm	Research Forum Poster Session (authors present from 10:00 am - 12:00 noon)
10:15 - 11:45 am	Innovations in Periodontics Session 3
10:15 - 11:45 am	Clinical Technique Showcase 1
10:15 - 11:45 am	Focused CE
11:45 am - 1:45 pm	Complimentary Lunch in the Exhibit Hall
12:00 noon - 1:30 pm	CAP Editorial Board Lunch Meeting
12:00 noon - 1:30 pm	Past Presidents' Luncheon
12:00 noon - 1:30 pm	Postdoctoral Directors Organization Business Meeting and Luncheon
1:00 - 3:00 pm	Open Forum Discussion of Third Party Issues
2:00 - 4:00 pm	Education Committee Meeting (tentative)
2:30 - 5:00 pm	Continuing Education
5:15 - 7:00 pm	General Assembly Business Session
5:30 - 6:30 pm	Dental Hygienist Reception
6:30 pm and beyond	Alumni Receptions begin
6:30 - 7:30 pm	AAP Foundation Tarrson Reception
7:30 - 8:30 pm	AAP Foundation Kramer Fund Donor Reception
8:00 pm	AAP Foundation President's Reception

Tuesday, October 2, 2012

6:00 - 7:30 am	Exhibitor Advisory Council Meeting
8:00 - 10:00 am	General Session
8:00 am - 12:00 noon	Registration
8:00 am - 12:00 noon	Membership Services Booth
10:00 am - 3:00 pm	Exhibition (Coffee from 10:00 -10:30 am)
10:15 - 11:45 am	Innovations in Periodontics Session 4
10:15 - 11:45 am	Clinical Technique Showcase 2
10:15 - 11:45 am	Focused CE
11:45 am - 1:45 pm	Complimentary Lunch in the Exhibit Hall
2:00 - 4:00 pm	General Session

Thursday, October 4, 2012

8:30 am - 12:00 noon Post Annual Meeting CE (tentative)

Friday, October 5, 2012

8:30 am - 12:00 noon Post Annual Meeting CE (tentative)

IMPORTANT DATES AND DEADLINES

- November 13-14, 2011** \$1,000 per (100 square feet of space) deposit due for booths reserved on November 13, 2011 and November 14, 2011
- April 1, 2012** Remaining balance due for booths reserved on October 31-November 1, 2011
Booth cancellation with full refund
- March/April 2012** Housing information sent via e-mail
- April 30, 2012** Booth cancellation with 50% refund
- May 1, 2012** No refund for booths cancelled on or after this date
- June 2012** Exhibitor Service Manual available online
- July 12, 2012** Social/Educational Function request deadline
- August 20, 2012** Letter of Intent to Use a Non-Official Contractor deadline
Certificates of Insurance for Installation and Dismantle Companies deadline
- September 26, 2012** Targeted freight move-in begins
- September 28-29, 2012** General exhibitor move-in
- September 30, 2012** Exhibition opens at 10:00 am
- October 2, 2012** Exhibition closes at 3:00 pm
- October 3, 2012** Outside carriers must be checked in by 3:00 pm
Other important dates will be outlined in Exhibitor Bulletins.



HOLLYWOOD

EXHIBITOR REGULATIONS

1. SPONSOR - The word "Sponsor" means The American Academy of Periodontology (AAP) and the Japanese Society of Periodontology (JSP) acting through its respective officers, directors, members, committees, agents, or employees acting for it in the management of the Exhibition.

2. EXHIBITION DATES AND HOURS - The Exhibition Hall will be open to attendees during designated hours on September 30-October 2, 2012. No exhibitor, nor any employee, agent or servant of an exhibitor, shall be permitted to enter the Exhibition Hall until 90 minutes before the official opening hour, nor allowed to remain later than 90 minutes after the official closing hour, except on the last day of the Exhibition.

3. EXHIBITION STANDARDS - The AAP welcomes exhibitors at the American Academy of Periodontology 2012 Annual Meeting, as exhibits constitute an important means of keeping members informed of new and improved products and services for the provision of periodontal care. Exhibits and promotional materials should be dignified, and truthful and not misleading, and designed to provide useful and reliable information. Participating firms will be limited to those which have periodontal/dental directed products, equipment, or services, except that consumer items may be accepted for display where the Sponsor considers it necessary for individuals to know of their availability and labeling in connection with education of the public. The exhibition of a product or service at the AAP Annual Meeting does not constitute an AAP endorsement of the product or service, or of the claims made.

4. PERMISSIBLE EXHIBITS/PRODUCT AND MATERIAL DISTRIBUTION - All business activities of the Exhibitor at the AAP 2012 Annual Meeting must be within the Exhibitor's allotted exhibit space. The distribution of product samples in Exhibitor's booth(s) must be distributed at least two feet inside of the booth. The serving or consumption of alcohol is prohibited. The use of propane, butane or other combustible bottled gas is prohibited. Helium balloons are prohibited.

At any time or times before or during the Exhibition, the Exhibitor must promptly furnish the Sponsor with sample products, packages, labels, advertising and promotional literature that would be or is being distributed before Exhibitor will be eligible to participate or continue in the Exhibition. The Sponsor reserves the sole and absolute right to determine which firms and products are appropriate in its judgment for inclusion in the Exhibition and to refuse, cancel or restrict any applicant or exhibit which the Sponsor considers undesirable for any reason. This provision applies to Exhibitor's conduct, articles, printed matter, samples, questionnaires or any other actions or items that the Sponsor deems objectionable. If the Sponsor decides that any of the above do not meet its standards or is not suitable, the Exhibitor must at once comply with the Sponsor's request and withdraw from the Exhibition. If appropriate, the Exhibitor may be eligible to be reimbursed for the rental fee paid, prorated for unused time.

5. SPACE ASSIGNMENT - The AAP uses a priority system for assigning booth space, as outlined under "Booth Assignment Procedures and Deposits". Booths will be assigned under the priority point system on Sunday, November 13 and Monday, November 14, 2011. All other space is reserved on a first-come, first-served basis. A \$1,000 (per 100 square feet of space) deposit is due with the Application and Contract for Exhibit Space for on-site space selection. The balance is due by April 1, 2012. All space assigned after November 14, 2012 will require 100% payment with return of the Application and Contract for Exhibit Space.

Written or telephoned requests for specific space must be followed with a completed contract and full payment within five working days of the request. Otherwise, space will be offered to another Exhibitor.

6. RATES, DEPOSITS, CANCELLATION, REFUNDS - Booth space will be charged at \$29.00 per square foot with a \$150.00 charge for each corner assigned. The minimum purchase is 100 square feet. Booths assigned on November 13, 2011, or November 14, 2011 must submit a deposit of \$1,000 per 10' x 10' (100 square feet) of space when the application/contract is returned. The balance is due by April 1, 2012. Booth space assigned after November 14, 2011, must be accompanied by 100% payment. If space is cancelled on or before April 1, 2012 a full refund of all monies will be made. If space is cancelled after April 1, 2012 but before May 1, 2012, 50% of the total will be retained. No refund will be given for space cancelled after May 1, 2012.

Notification of an Exhibitor's decision to reduce space must be sent in writing on company letterhead to the Exhibition Manager at the Academy office. The cancellation penalty is assessed on the space that has been eliminated.

EXHIBITOR REGULATIONS

If written notice reduction of booth space is received on or before April 1, 2012, Exhibitor agrees to pay a cancellation fee equal to \$1,000 per 10' x 10' booth space. If written notice of cancellation or reduction of booth space is received after May 1, 2012, exhibitor agrees to pay a cancellation fee equal to 100% of the total fee for booth space. All cancellation fees are payable immediately upon cancellation. These cancellation fee terms will apply regardless of the execution date of the application.

The Academy cannot guarantee that the company will be able to retain their original booth location and the company may be re-located to another area at the discretion of the Academy. The Academy also reserves the right to cancel the contract entirely and re-sell the exhibit space.

7. SPACE REASSIGNMENT - All or any part of the designated space is subject to reassignment and rearrangement at the sole discretion of the Sponsor for the purpose of consolidation of display space or for any reason. The Sponsor may also assign or reassign space to Exhibitor as required by the need of Exhibitor for water, drain, gas, electricity, air, steam, or other services and the availability, capacity and locations of these services. The judgment of the Sponsor with respect to such reassignment or rearrangement of space shall be final, although the total square footage occupied by Exhibitor resulting there from shall not be reduced or increased substantially without the consent of Exhibitor. If space is so reduced or increased, the amount payable shall be appropriately adjusted.

8. SUBLETTING OF SPACE - No Exhibitor shall assign, sublet or apportion the whole or any portion of space allotted to any other Exhibitor or person except to a parent, subsidiary, or affiliated corporation or business that also meets all of the requirements set forth in these regulations. Exhibitor remains fully responsible and liable under its contract for all activities of any person to occupy or use its space.

9. LIABILITY - The Exhibitor agrees that neither the Sponsor, Los Angeles Convention Center nor any of their officers, directors, members, agents and employees, shall be held liable for any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, directors, agents or employees, resulting from theft, fire, water, accident or any other cause. The Exhibitor shall indemnify, defend and hold harmless the Sponsor, Los Angeles Convention Center, and their officers, directors, members, agents and employees, from and against any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees and expenses of whatever kind or nature, which might result from or arise out of any action or failure to act on the part of the Exhibitor or any of its officers, directors, agents, or employees.

10. USE OF CERTAIN PROPERTY - Exhibitor will assume all costs arising from the use of patented, trademarked, franchised, or copyrighted music; materials, devices, processes or dramatic rights used on or incorporated in the Exhibitor's space. Exhibitor shall indemnify, defend and hold harmless the Sponsor, Los Angeles Convention Center, and their officers, directors, members, agents and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorney's fees and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

11. INSURANCE - All property of the Exhibitor is to remain under its custody and control in transit to or from or within the confines of the Exhibition Hall. Exhibitors shall carry their own insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others. Exhibitors are required to submit to Show Management an original copy of the Exhibitor's Certificate of Insurance. The certificate must show that the Exhibitor carries no less than \$1,000,000 combined single limit bodily injury and broad form property damage coverage, including broad form contract liability and business interruption insurance. The Sponsor shall not be obligated to carry any insurance for the benefit of Exhibitors.

12. EXHIBITION CANCELLATION - If the Exhibition Hall is destroyed by fire or the elements, or by any cause, or if circumstances, in the opinion of the Sponsor, make the holding of the Exhibition impractical, the Sponsor may at its sole discretion cancel the Exhibition, but shall return the unused prorata portion of the rental fee. The Sponsor is released from any and all claims for damages which may arise in consequence thereof.

EXHIBITOR REGULATIONS

13. ORDER-TAKING - Exhibitors will be allowed to take orders on the Exhibit floor and exchange payment for products. Companies that sell products must submit their tax ID number to the Sponsor at least 30 days prior to the meeting. Companies are responsible for all taxes to the state of California.

14. PROHIBITIONS - Distribution of promotional gummed labels or badge stick-ons is prohibited. No promotional device may obstruct badges in any way. The serving or consumption of alcohol is prohibited. Exhibitors may not bring in outside food. All food and beverage must be ordered through the Aramark as they are the exclusive in-house food and beverage provider. PRIZE AWARDS, DRAWINGS, RAFFLES, LOTTERIES OR CONTESTS OF ANY KIND WITHIN THE EXHIBITION HALL ARE PROHIBITED INCLUDING ADVERTISEMENT OF ANY AND ALL RAFFLES, CONTESTS, ETC.

15. VIOLATIONS - In the event of a violation, the Sponsor has the right without written notice to terminate its contract with the Exhibitor and to evict the Exhibitor at the Exhibitor's own risk and expense. See Enforcement of Rules and Regulations/Violations Policy on page 25.

16. SERVICES - Each Exhibitor, as part of the contract with the Sponsor, will be provided the following services free of additional charge: erection of necessary flame-proofed draped backwalls and siderails of uniform style, an identification sign (upon request), aisle carpeting, program listing, general hall cleaning and hall security guard services. No allowance will be made for facilities not utilized.

In addition to all other payments provided in this contract, Exhibitor agrees to pay for the following services at rates approved by the Sponsor: handling of incoming or outgoing freight; labor and material to assist in setup; dismantling and maintenance of exhibit; electrical service including outlets; cleaning service; telephone service and furniture/accessories.

Independent contractors must conform to IAEE guidelines. ALL INDEPENDENT CONTRACTORS MUST SUBMIT A CERTIFICATE OF INSURANCE TO THE SPONSOR THIRTY (30) DAYS PRIOR TO THE EXHIBITION. All exhibit labor must comply with established labor jurisdictions.

17. INSTALLING OF EXHIBITS - CHILDREN UNDER 18 YEARS OF AGE ARE NOT PERMITTED ON THE EXHIBIT FLOOR DURING INSTALLATION OR UNDER ANY CIRCUMSTANCES. GUESTS OF THE EXHIBITOR ARE NOT PERMITTED ON THE EXHIBIT FLOOR UNDER ANY CIRCUMSTANCES.

Targeted move-in (freight only): Wednesday, September 26, 2:00 - 5:00 pm, Thursday, September 27, 8:00 am - 5:00 pm. General exhibitor move-in is Friday, September 28, 8:00 am - 5:00 pm and Saturday, September 29, from 8:00 am - 5:00 pm.

18. DISMANTLING OF EXHIBITS - Exhibitors will complete arrangements for prompt pickup of all outbound shipments and remove the exhibit at the time specified by the Sponsor for removal of exhibits. All freight not called for within the Sponsor-designated move-out time may be shipped by a carrier selected by the Official Service Contractor and billed to the Exhibitor. CHILDREN UNDER 18 YEARS OF AGE ARE NOT PERMITTED ON THE EXHIBIT FLOOR DURING DISMANTLE OR UNDER ANY CIRCUMSTANCES. GUESTS OF THE EXHIBITOR ARE NOT PERMITTED ON THE EXHIBIT FLOOR UNDER ANY CIRCUMSTANCES.

ALL EXHIBITS MUST REMAIN INTACT UNTIL THE OFFICIAL CLOSING OF THE EXHIBITION AT 3:00 PM ON TUESDAY, OCTOBER 2, 2012. Exhibitors expressly agree not to begin packing or dismantling until such time. All booths must be staffed by an authorized company representative during all show hours. Any Exhibitor who violates this regulation may be ineligible to participate in future Sponsor exhibitions.

19. BOOTH CONSTRUCTION AND ARRANGEMENT - All exhibits must be confined to the spatial limits of their respective booths as indicated on the floor plan. (Note regulation #4 regarding sampling.) The back wall of booth is 8'0" high; side dividers are 3'0" high. Materials above four feet in height and placed within ten lineal feet of an adjoining exhibit may not be placed within five feet from the numbered aisle. Materials placed more than five feet from the back wall must be no higher than four feet from the floor. The back wall on an end-cap booth is 8' and allowed only in the rear half of the booth space and within 5' of the two side aisles, with a 4' height restriction imposed on all materials in the remaining space forward to the aisle. No special signs, booth construction apparatus, equipment, lighting fixtures, etc. will be permitted to extend above 8'0"

EXHIBITOR REGULATIONS

with the exception of island or peninsula spaces where height limitation is 16'0", and perimeter spaces where height limitation is 12'0". However, cubic content of island booths must be approved in advance by the Sponsor as ceiling heights throughout the Exhibit Hall may vary. The design of the booth must allow 50% see-through visibility and accessibility from all four aisles. Exhibits shall be so installed that they will in no case project beyond the space allotted and floor covering must be confined to booth space and not project into the aisle. Exhibits shall not obstruct the light, view or space of others. Open or unfinished visible sides of exhibits must be covered so as not to be unsightly or objectionable to other exhibitors. Signs must be made professionally. Exhibitor shall be responsible for damage to property. No portion of the booth, or its related parts, contents or signage may be suspended from the ceiling of the exhibit hall. All booths must be carpeted.

20. CARE OF EXHIBIT SPACE - The Exhibitor must, at its expense, maintain and keep in good order the exhibit space contracted. The Exhibitor shall maintain and conduct the exhibit in a neat, clean, orderly and safe manner, and shall not do or allow anything to be done in, on or about the Exhibitor's space that might adversely reflect on the Sponsor. The Exhibitor shall keep an attendant in its display during all hours the Exhibition is open and the Exhibitor must surrender the space occupied by it to the Sponsor in the same condition as it was at the commencement of occupation, ordinary wear excepted.

No signs or other articles may be affixed, nailed, or otherwise attached to walls, doors, drapery, etc. so as to deface or destroy them; likewise, no attachments may be made to floors by nails, screws, or other devices that may damage or mar them. Floors must be protected against all damaging substances, including tape, which leave residue.

Exhibitors may not store packing crates and boxes in their booths during the show. Containers must be marked properly and will be stored and returned to the booth after the show by the Official Service Contractor. Exhibitors may not store literature, cartons or other supplies behind their booth. Crates, boxes and other exhibit materials unclaimed by the Exhibitor after the show will be removed at the Exhibitor's expense.

If the space occupied by the Exhibitor shall be damaged by the Exhibitor or the Exhibitor's agents, employees, patrons or guests, the Exhibitor on demand shall pay such sum as shall be necessary to restore that space to the same condition it was when first occupied by the Exhibitor.

21. FLAMMABLE MATERIALS - Flammable or other dangerous fluids, substances, materials, equipment or other items, the use of which is in violation of Los Angeles County laws or regulations, shall not be used in any booth. Exhibitor must use flame-resistant decorative materials.

22. INSPECTIONS AND COMPLIANCE WITH LAWS - All materials, installations and operations of Exhibitor must comply with the requirements of all inspection and other governmental authorities having jurisdiction and with all applicable laws, ordinances and regulations.

23. CANVASSING AND OTHER ACTIVITIES - No person, firm or organization not having contracted with the Sponsor for the occupancy of space in the Exhibition will be permitted to display or demonstrate its products, processes or services, or distribute promotional materials in or on the premises of the Exhibition Hall, Los Angeles Convention Center, or any official hotel of the 2012 AAP Annual Meeting. Any infringement of this rule will result in the removal of the offending person.

Circulars or other promotional material may be distributed only from the Exhibitor's assigned space. Distribution of large paper and plastic envelopes and small plastic shopping bags is permissible. The Sponsor reserves the right to discontinue distribution of materials which may be hazardous to the exhibit participants, offensive to the Sponsor, or not contributing to the educational nature of the exhibition. Canes, yardsticks, noisemakers, etc. or other materials considered by the Sponsor to be objectionable will not be permitted. PRIZE AWARDS, DRAWINGS, RAFFLES, LOTTERIES OR CONTESTS OF ANY KIND ARE PROHIBITED, INCLUDING ADVERTISEMENT OF ANY AND ALL RAFFLES, CONTESTS, ETC.

The Sponsor reserves the right to reject, cancel, remove or restrict Exhibitors who, because of noise or any other reason, interfere with the best interests of the Exhibition as a whole, in which case its liability shall be limited to a prorated refund of the rental fee.

EXHIBITOR REGULATIONS

24. SPECIAL SOUND AND VISUAL EFFECTS - Audiovisual and other sound and attention-getting devices and effects will not be permitted.

Operational equipment being demonstrated may not create noise levels objectionable to neighboring Exhibitors. The decibel level must not exceed 85 as stated in Section 29 of Federal OSHA Regulation 1910.95, applicable to trade shows. Decibel readers may be used to monitor all sound projection equipment. If the level exceeds the maximum level allowed, the Exhibitor will be required to adjust the decibel level accordingly. If this is not complied with immediately, the noisemaking device will be removed. Any Exhibitor who intends to use such devices must notify the Sponsor in writing no less than sixty (60) days prior to the opening of the Exhibition. Devices not approved in writing by the Sponsor will not be permitted. Any expense incurred in the rental or removal of such equipment will be paid by the Exhibitor. Live and/or recorded music are prohibited in the Exhibit Hall.

25. EXHIBITOR PERSONNEL - The Exhibition is limited to individuals, business firms, agencies, manufacturers and dealers who have contracted and paid for space assignments. Each Exhibitor shall furnish the Sponsor with the names of its representatives. A periodontist or other 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. Furthermore, dentists, hygienists, dental assistants or laboratory technicians may not be registered as booth personnel. Exhibiting companies may not register any representative of their company as a dental professional if that individual is not a dental professional or if they do not meet the guidelines stated above. The booth must be staffed with personnel during exhibition hours. In keeping with the professional nature of the exhibition, costumes may not be worn in the booth. Exhibiting companies who do not follow these guidelines will forfeit their rights to Exhibit and will be charged the applicable registration fees for all personnel who obtain entry in violation of the rules of admission. Exhibitor and its representatives are required to wear identification badges at all times throughout the Exhibition. The badges are the property of Show Management and are not transferable, and the Sponsor reserves the right to withdraw the use of any badge used to gain admission to the Exhibition by any person other than the one for whom it was issued. Badges must be worn at all times by any person in the Exhibition Hall during set-up, exhibit hours and dismantling. All temporary labor must wear a badge. Employees of independent contractors must wear security badges at all times. These badges must be obtained at the Official Service Contractor Desk located in the rear of the Exhibit Hall. Any company circumventing the rules of admission will be expelled from the Exhibit Hall immediately without refund and will be excluded from future invitation to exhibit indefinitely.

26. EXHIBITION ATTENDEES - The Exhibition is open to any person registered for the AAP 2012 Annual Meeting. No children under 18 years of age will be admitted; minors 18 and over must be accompanied by an adult. The Sponsor reserves the right to refuse to admit and to eject from the Exhibit Hall or from any space therein, any person or persons engaged in objectionable or undesirable behavior. On the exercise of this authority the Exhibitor, for itself, its officers, directors, employees and agents, hereby waives any right and all claim for damages against the Sponsor, its officers, directors, members, agents and employees.

Representatives of non-exhibiting firms must register for the meeting and will not be granted a complimentary pass to the exhibition. No persons, including those persons otherwise eligible to attend the Exhibition and be on the Exhibition floor, will be permitted to attend the Exhibition for the purpose of demonstrating their products or distributing advertising materials in the Exhibition Hall.

27. SOCIAL AND EDUCATIONAL FUNCTIONS/SEMINARS - Any social or educational function must be approved by the Sponsor. Exhibitors must submit a written request for any function that they wish to hold during the 2012 Annual Meeting to the AAP Exhibition Manager no later than sixty (60) days prior to the meeting. Social and educational functions are allowed only during program-free hours September 29, 2012 (Saturday): 8:00 pm - 12:00 midnight; September 30, 2012 (Sunday): 7:00 pm - 12:00 midnight; October 1, 2012 (Monday): 7:00 pm - 12:00 midnight; October 2, 2012 (Tuesday): 2:30 pm - 12:00 midnight. Social or educational functions in public space will not be permitted at any other times. Invitations shall be issued only to AAP 2012 Annual Meeting. It shall be made clear that these are non-official functions. Any Exhibitor who violates the above agreement may be ineligible to participate in any future Sponsor Exhibitions.

EXHIBITOR REGULATIONS

28. GOVERNING LAW AND JURISDICTION - The Exhibitor's contract shall be construed, interpreted, and governed according to the laws of the State of Illinois and the parties agree that in any action or proceeding arising under or related to this agreement, they shall be subject to the exclusive jurisdiction of the United States District Court for the Northern District of Illinois, Eastern division, or of the courts of the State of Illinois.

29. SPONSORSHIP - Upon written request, AAP will consider an exhibiting company's offer to sponsor or partially sponsor an official AAP function or service at the AAP 2012 Annual Meeting. AAP reserves the right to determine which proposals will be accepted. Each proposal must be submitted in writing to the AAP Exhibition Manager at least three (3) months prior to the meeting.

30. NO SMOKING POLICY - Smoking in the Exhibit Hall of the Los Angeles Convention Center, including lounge areas, is prohibited at all times.

31. EXHIBITION ADVERTISEMENTS - Exhibition of a product or service at the AAP 2012 Annual Meeting does not constitute an endorsement of the product or service, or its promotional materials. As a condition of exhibiting at the AAP 2012 Annual Meeting, the Exhibitor agrees not to include in any promotional materials the claim that it has exhibited at an AAP Annual Meeting or Conference. Nor may the exhibitor list, advertise or promote the Academy's programs or speakers. Such claims may imply endorsement or may otherwise be misleading and deceptive. When referring to this Exhibition in any printed context, such as advertising or direct mail promotions, the Exhibitor shall specify the event name as "The American Academy of Periodontology Annual Meeting Exhibition." Use of the words "convention" or "trade show" as titles are inaccurate and inappropriate. Exhibitors are responsible for notifying their advertising and public relations staff. Advertisements outside of the exhibitor's booth are prohibited. Advertising materials may not be circulated in the meeting rooms, registration area or lounges of the Exhibit Hall. Failure to comply with this regulation will result in a loss of priority points and an invitation to exhibit may be withheld for future exhibitions.

32. MARKET RESEARCH/SURVEYS - Any Exhibitor wishing to conduct market research or surveys during the 2012 Annual Meeting Exhibition must adhere to the following:

1. Surveys and questionnaires must be submitted for approval to the AAP Exhibition Manager no later than thirty (30) days prior to the Exhibition.
2. All surveys/questionnaires must be conducted within the confines of the Exhibitor's booth.
3. At no time may Exhibit personnel leave their booth to encourage participation or to survey/question attendees.
4. Market research companies must identify the names of the clients for whom they are conducting research.
5. Survey documents and any publication or results may not include the name of The American Academy of Periodontology (Sponsor) or make any reference to the AAP 2012 Annual Meeting which might cause respondents or readers to believe the Academy is sponsoring, approving or involved with the research.

An Exhibitor who violates the above guidelines is subject to other penalties (see violations summary for further details).

33. ROOM DROPS - Conducting a room drop at any official hotel of the AAP 2012 Annual Meeting will be allowed only for Exhibitors that receive prior approval from the Sponsor. Materials may only be slid under the door of the attendees' hotel rooms. Exhibitors may not hang bags or other promotional material on the door of the attendees' room and, not may have staff enter into the attendees' room. Exhibitors who violate this rule will be ineligible to participate in any future Sponsor Exhibitions. Further information regarding room drops will be available in the Exhibitor Service Manual.

34. ACCEPTANCE OF EXHIBITORS - The American Academy of Periodontology is under no obligation to extend application privileges to any company regardless of whether or not said company has exhibited at past Annual Meeting Exhibitions. Products and services exhibited must, in the judgment of the Sponsor, be related to the dental industry. The Sponsor shall be the sole judge as to acceptability of exhibits. An Exhibit may not display any product or distribute advertisements for any product that infringes on the registered trademark, copyright or patent of another company.

EXHIBITOR REGULATIONS

35. EXHIBITOR CONDUCT - No Exhibitor or member of an exhibit staff shall behave in a manner offensive to decency or good taste in the sole judgment of the Sponsor. Exhibitors must conduct themselves in a professional manner and must maintain a professional appearance and demeanor. All Exhibitors and their representatives must be properly and modestly clothed. Scantily or excessively revealing attire is not permitted. Exhibitors may not circulate in public spaces, aisles, meeting rooms or in the registration areas. Exhibitor personnel may not enter, photograph or videotape the exhibit space of another Exhibitor without written permission from the latter. Furthermore, Exhibitors are expressly prohibited from discussing brand names, products, or other Exhibitors with attendees. No smoking is permitted anywhere in the convention center at any time. Alcohol is prohibited and is not allowed on the Exhibition floor at any time. Exhibitors may not perform experimental procedures, demonstrate intraoral techniques or otherwise practice dentistry upon patients in the convention hall. Any company/exhibitor circumventing the rules and caught in violation will be expelled from the Exhibit Hall immediately without refund and will be excluded from future invitations to exhibit at a Sponsor meeting indefinitely. The AAP reserves the right to refuse any Exhibitor, guest or attendee admission to the educational sessions.

36. SECURITY - Reliable security individuals will be provided to guard the Exhibit Hall on a 24-hour basis. The American Academy of Periodontology assumes no responsibility for the loss or theft of exhibit material or merchandise and urges the Exhibitor to take every security precaution and coverage to prevent loss.

37. FDA CLEARANCE - Practitioners look to the evaluation and acceptance programs of the American Dental Association (ADA) and approval by the Food and Drug Administration (FDA). Drugs or devices which require pre-market clearance, or approval from the FDA, or which must comply with established product standards, will not be eligible for exhibiting unless FDA clearance or approval has been obtained or the appropriate product standard is met. Exhibitors understand and agree that permission from the FDA to exhibit devices that are not cleared or approved must be obtained prior to the exhibition of the product. If the FDA denies or withdraws its permission to exhibit any device that is not approved or cleared, the Sponsor reserves the right to either (a) restrict the display in the Exhibitor's booth to products and services meeting all exhibition requirements, standards and procedures; or (b) cancel the Exhibitor's contract if the FDA has denied or withdrawn its permission on the only product(s) that the Exhibitor planned to display. In no event shall AAP's liability, if any, exceed the rental payment made to AAP by the Exhibitor.

Exhibitors (both domestic and foreign) may display devices that have not obtained pre-market clearance or approval from the FDA under the following limited conditions:

1. The FDA has given permission to show the device for Exhibition purposes only.
2. Documentation of FDA permission must be submitted to the AAP with the Application/Contract for exhibit space.
3. No orders can be taken nor can any prices be quoted for these devices.
4. The Exhibitor shall prepare and conspicuously display at the exhibit booth an appropriate sign indicating the lack of pre-market clearance or approval. In the case of an uncleared device with a pending 510(k) submission, the sign must state "Pending 510(k) clearance, not available for sale within the United States." In the case of an unapproved device without pending 510(k) notice, the sign must read "Not available in the United States."
5. Devices that are under investigational study may be exhibited if the device is appropriately and conspicuously displayed with the following statement "CAUTION: Investigational device. Limited by Federal law to investigational use only."

An Exhibitor who violates the above standards may be ineligible to participate in any future Sponsor Exhibitions.

EXHIBITOR REGULATIONS

38. ENFORCEMENT OF RULES AND REGULATIONS/VIOLATIONS POLICY

1st Violation - Loss of current year priority points

2nd Violation - Loss of one half of accrued priority points

3rd Violation - Loss of remainder of priority points

4th Violation - One year suspension of exhibiting privileges

39. GENERAL - These regulations are to be construed as a part of the agreement between the Exhibitor and the Sponsor. The Sponsor reserves the right to interpret all matters and questions not covered by these Regulations. These Regulations may be amended at any time by the Sponsor and all amendments shall be equally binding on all parties affected by them as the original Regulations. In the event of any amendments or additions to these Regulations, written notice will be given by the Sponsor to those Exhibitors affected by them.

For more information, contact:

Melodie Anderson

Senior Manger, Exhibits and Registration
The American Academy of Periodontology
737 N. Michigan Avenue, Suite 800
Chicago, IL 60611-6660
Phone: 312-573-3214
Fax: 312-573-3225
E-mail: melodie@perio.org

The American Academy of Periodontology recognizes the need to comply with the Americans with Disabilities Act. Please contact the Exhibition Manager for more information.



APPLICATION AND CONTRACT FOR EXHIBIT SPACE - A

98th Annual Meeting Exhibition of the American Academy of Periodontology

Los Angeles Convention Center • Los Angeles, CA • September 30 - October 2, 2012

Return contract to:

The American Academy of Periodontology
737 N. Michigan Avenue, Suite 800
Chicago, IL 60611-2690
Fax: 312-573-3225

For AAP Use Only

I.D.# _____
Order # _____

PAYMENT SCHEDULE: A \$1,000 per 100 square feet of space is due for booths reserved on November 13, 2011, or November 14, 2011. The remaining balance is due by April 1, 2012. 100% payment is due for booth space reserved after November 14, 2011.

BOOTH ASSIGNMENT: Booth assignments on November 13, 2011 and November 14, 2011 will be assigned under the priority point system. All other booths will be assigned on a first-come, first-served basis.

The undersigned (hereafter called the Exhibitor) hereby applies for space in the 2012 American Academy of Periodontology Annual Meeting Exhibition scheduled to be held at the Los Angeles Convention Center, Los Angeles, CA, September 29 - October 2, 2012. The Exhibitor understands that this application must be accompanied by the appropriate payment due.

It becomes a valid contract when The American Academy of Periodontology returns a signed acceptance copy. The Exhibitor understands that the assigned space will be charged at the rate of \$29 per square foot (\$2,900 for each 10'x10' booth) with an additional \$150 charge for each corner. The Exhibitor hereby acknowledges receipt of and agrees to abide by the Exhibitor Regulations as printed and enclosed with the 2012 AAP Annual Meeting Exhibitor Prospectus, and which are made a part of this contract by reference and fully incorporated herein, and to all conditions under which exhibit space at the Los Angeles Convention Center is leased to The American Academy of Periodontology.

Please Type or Print Clearly (Note: Name, phone, fax and website of company will be published EXACTLY as indicated below. (Please do not abbreviate.)

Company	City	State	Country
Phone	Fax		
Web site address			

Information listed below is for sponsor information only and will not be published. Send all Exhibition information to:

Contact Name	Contact Id No (For AAP Use Only)	
Phone	Extension	Fax
E-mail address **		

** Important, as all Exhibitor bulletins and important updates will be sent via e-mail.

Exhibitor has read and understands the 2012 AAP Annual Meeting Rules and Regulations and agrees to abide by all of their terms. Exhibitor understands that the AAP is under no obligation to accept this application. Exhibitor further understands that the AAP will accept an application only if, in its sole judgment, it believes the Exhibitor will comply with these Regulations, and if there is adequate space.

Exhibitor assumes the entire responsibility and liability for all claims, losses, and damages to persons or property, governmental charges or fines, attorney's fees, and other costs caused by or in any manner arising out of or associated with Exhibitor's installation, maintenance, removal, occupancy, or use of the exhibit space or any part thereof, and Exhibitor agrees to protect, indemnify, defend and hold harmless the American Academy of Periodontology, Japanese Society of Periodontology, Los Angeles Convention Center, and their respective owners, officers, directors, members, employees, and agents against such claims, losses, and damages. In addition, Exhibitor acknowledges that neither The American Academy of Periodontology, nor the Los Angeles Convention Center maintains insurance covering Exhibitor's displays, equipment or other property, or covering Exhibitor's employees or agents, and that it is the sole responsibility of Exhibitor to obtain appropriate liability, property damage, and business interruption insurance covering such losses.

Authorized Signature	Printed Name
Title	Date

Check here if you are a **new exhibitor** to the AAP Check here if you will **sell products** on the Exhibit Floor

NOTE: SUBMITTED CONTRACTS WILL NOT BE PROCESSED WITHOUT THE FOLLOWING:

- | | |
|---|---|
| <input type="checkbox"/> Deposit of \$1,000 per 100 square feet of exhibit space for booths reserved on November 13, 2011, or November 14, 2011 | <input type="checkbox"/> Authorized Signature/Address Information |
| <input type="checkbox"/> 100% payment for booths reserved after November 14, 2011 | <input type="checkbox"/> Completion of Section B (Reverse Side) |
| | <input type="checkbox"/> Certificate of Insurance |

Booth Request

- _____ Booth size requested (each unit is 10' x 10')
 Yes No Corner requested (Corners are charged at the rate of \$150 per corner)
 Yes No Peninsula booth requested
 Yes No Island booth requested
- The Exhibitor prefers the following booth numbers: (please complete all 6 selections)
 1st choice _____ 2nd choice _____
 3rd choice _____ 4th choice _____
 5th choice _____ 6th choice _____

3. Exhibitor does not wish to be in immediate proximity of the following companies:

(The sponsor will attempt to adhere Exhibitor's request, but cannot guarantee the above)

4. Note any special circumstances you wish to be considered when space is assigned:

5. Please list the names of companies for which you are distributing products:

Payment

- Payment Amount _____
 Check # _____
 (payable to the American Academy of Periodontology)
 VISA MasterCard
 100% payment

_____ Initial here to authorize credit card payment for deposit and balance due (if applicable)

The AAP does accept wire transfers. Please contact melodie@perio.org for additional information.

 Credit Card # _____
 Security Code # _____
 Expires _____
 Authorized Signature _____
 Printed Name _____

APPLICATION AND CONTRACT FOR EXHIBIT SPACE - B

EXHIBITORS MUST COMPLETE SECTIONS A and B BEFORE CONTRACT CAN BE PROCESSED.

1. PLEASE STATE THE FDA STATUS OF THE PRODUCT(S) TO BE DISPLAYED, IF APPLICABLE:

2. IF ANY OF THESE PRODUCTS ARE CURRENTLY IN LITIGATION WITH A GOVERNMENT AGENCY OR ARE THE SUBJECT OF AN UNFAVORABLE OR CAUTIONARY REPORT BY AN AGENCY OF THE AMERICAN DENTAL ASSOCIATION, PLEASE NOTE HERE AND EXPLAIN:

3. PRODUCT CATEGORY INDEX - CHECK EACH ITEM THAT YOU WILL HAVE ON DISPLAY AT THE ANNUAL MEETING:

- | | | | |
|---|---|--|--|
| <input type="checkbox"/> 100 Abrasives | <input type="checkbox"/> 140 Electrosurgical Equipment | <input type="checkbox"/> 178 Microscopes | <input type="checkbox"/> 214 Retraction Materials |
| <input type="checkbox"/> 101 Absorbents | <input type="checkbox"/> 141 Elevators | <input type="checkbox"/> 179 Mirrors | <input type="checkbox"/> 215 Rubber Dam and Accessories |
| <input type="checkbox"/> 102 Acrylics | <input type="checkbox"/> 142 Emergency Equipment | <input type="checkbox"/> 180 Models, Demonstrations | <input type="checkbox"/> 216 Saliva Ejectors |
| <input type="checkbox"/> 103 Alginates | <input type="checkbox"/> 143 Emergency Kits | <input type="checkbox"/> 181 Mouthprops | <input type="checkbox"/> 217 Scalers |
| <input type="checkbox"/> 104 Amalgams and Accessories | <input type="checkbox"/> 144 Endodontic Instruments and Materials | <input type="checkbox"/> 182 Mouthwashes and Rinses | <input type="checkbox"/> 218 Scalers, Ultrasonic |
| <input type="checkbox"/> 105 Analgesia Equipment and Accessories | <input type="checkbox"/> 145 Eugenols | <input type="checkbox"/> 183 Needles | <input type="checkbox"/> 216 Scavenger Products and Accessories |
| <input type="checkbox"/> 106 Anesthesia Equipment and Accessories | <input type="checkbox"/> 146 Evacuators and Evacuator Systems | <input type="checkbox"/> 184 Office Decor | <input type="checkbox"/> 217 Sharpeners, Instrument |
| <input type="checkbox"/> 107 Anesthetics | <input type="checkbox"/> 147 Eyeware, Protective | <input type="checkbox"/> 185 Office Design/Space Planning Services | <input type="checkbox"/> 218 Silicates |
| <input type="checkbox"/> 108 Aprons, Lead | <input type="checkbox"/> 148 Face Masks and Shields | <input type="checkbox"/> 186 Operating Room Equipment and Supplies | <input type="checkbox"/> 219 Soaps, Lotions, Cleansers |
| <input type="checkbox"/> 109 Articulating Paper, Film and Ribbon | <input type="checkbox"/> 149 Financial Programs | <input type="checkbox"/> 187 Orthodontic Appliances, Materials and Accessories | <input type="checkbox"/> 220 Solutions |
| <input type="checkbox"/> 110 Articulators | <input type="checkbox"/> 150 Floss Products | <input type="checkbox"/> 188 Oxygen Equipment | <input type="checkbox"/> 221 Solutions, Sterilizing |
| <input type="checkbox"/> 111 Aseptic Water Systems | <input type="checkbox"/> 151 Fluoride Products | <input type="checkbox"/> 189 Pads, Mixing | <input type="checkbox"/> 222 Splinting Materials |
| <input type="checkbox"/> 112 Audiovisual and Patient Education Products | <input type="checkbox"/> 152 Furniture and Accessories | <input type="checkbox"/> 190 Paper Products | <input type="checkbox"/> 223 Sterilizing Equipment and Accessories |
| <input type="checkbox"/> 113 Autoclaves, Sterilizers and Accessories | <input type="checkbox"/> 153 Gloves | <input type="checkbox"/> 191 Patient Education | <input type="checkbox"/> 224 Stones |
| <input type="checkbox"/> 114 Blood Pressure Units | <input type="checkbox"/> 154 Graft and Regeneration Materials | <input type="checkbox"/> 192 Periodontal Materials | <input type="checkbox"/> 225 Surgical Supplies |
| <input type="checkbox"/> 115 Bookkeeping Systems | <input type="checkbox"/> 155 Handpieces, Operating and Laboratory | <input type="checkbox"/> 193 Personnel and Recruiting Services | <input type="checkbox"/> 226 Sutures |
| <input type="checkbox"/> 116 Books, Journals, Publications | <input type="checkbox"/> 156 Hygiene Kits | <input type="checkbox"/> 194 Pharmaceuticals | <input type="checkbox"/> 227 Syringes |
| <input type="checkbox"/> 117 Burs, Stones, Points and Blocks | <input type="checkbox"/> 157 Implant Systems and Devices | <input type="checkbox"/> 195 Photographic Equipment and Supplies | <input type="checkbox"/> 228 TMJ Diagnostic Supplies |
| <input type="checkbox"/> 118 Business and Patient Record Forms | <input type="checkbox"/> 158 Impression Materials | <input type="checkbox"/> 196 Plaque Control Products and Accessories | <input type="checkbox"/> 229 Toothbrushes, Hand |
| <input type="checkbox"/> 119 Cardiac Monitoring Equipment | <input type="checkbox"/> 159 Impression Systems | <input type="checkbox"/> 197 Polishes | <input type="checkbox"/> 230 Toothbrushes, Power |
| <input type="checkbox"/> 120 Cements | <input type="checkbox"/> 160 Infection Control Products | <input type="checkbox"/> 198 Porcelain | <input type="checkbox"/> 231 Trays and Accessories |
| <input type="checkbox"/> 121 Cheek Retractors | <input type="checkbox"/> 161 Instruments, General | <input type="checkbox"/> 199 Practice Marketing | <input type="checkbox"/> 232 Trays, Impression |
| <input type="checkbox"/> 122 Cleaners, Ultrasonic | <input type="checkbox"/> 162 Instruments, Surgical | <input type="checkbox"/> 200 Practice Management | <input type="checkbox"/> 233 Tubing and Accessories |
| <input type="checkbox"/> 123 Composite Instruments and Accessories | <input type="checkbox"/> 163 Insurance | <input type="checkbox"/> 201 Preventative Dental Products | <input type="checkbox"/> 234 Ultrasonic Equipment |
| <input type="checkbox"/> 124 Composites | <input type="checkbox"/> 164 Intraoral Cameras | <input type="checkbox"/> 202 Probes, Manual and Electronic | <input type="checkbox"/> 235 Ultrasonic Supplies |
| <input type="checkbox"/> 125 Compressors, Air and Accessories | <input type="checkbox"/> 165 Irrigators, Oral | <input type="checkbox"/> 203 Proply Brushes and Caps | <input type="checkbox"/> 236 Uniforms and Other Garments |
| <input type="checkbox"/> 126 Computer Hardware and Services | <input type="checkbox"/> 166 Laboratory Services | <input type="checkbox"/> 204 Proply Materials | <input type="checkbox"/> 237 Units and Accessories |
| <input type="checkbox"/> 127 Computer Imaging | <input type="checkbox"/> 167 Lasers | <input type="checkbox"/> 205 Prosthodontic Appliances, Materials and Accessories | <input type="checkbox"/> 238 Units and Components, Delivery Systems |
| <input type="checkbox"/> 128 Computer Software | <input type="checkbox"/> 168 Lights, Operating | <input type="checkbox"/> 206 Pulp Testers | <input type="checkbox"/> 239 Vacuum Formers, Splint and Coping |
| <input type="checkbox"/> 129 Cotton Products | <input type="checkbox"/> 169 Lights, Other | <input type="checkbox"/> 207 Pulse Oximeters | <input type="checkbox"/> 240 Vacuum Units and Accessories, Oral Evacuation |
| <input type="checkbox"/> 130 Crown Remover | <input type="checkbox"/> 170 Liners | <input type="checkbox"/> 208 Pumps | <input type="checkbox"/> 241 Water Filters and Distillers |
| <input type="checkbox"/> 131 Crowns | <input type="checkbox"/> 171 Loupes | <input type="checkbox"/> 209 Reamers | <input type="checkbox"/> 242 X-ray Film and Supplies |
| <input type="checkbox"/> 132 Defoggers | <input type="checkbox"/> 172 Lubricants | <input type="checkbox"/> 210 Reinforcement Materials | <input type="checkbox"/> 243 X-ray Machines and Equipment |
| <input type="checkbox"/> 133 Dentifrices | <input type="checkbox"/> 173 Magnification Equipment | <input type="checkbox"/> 211 Repair Services and Kits | <input type="checkbox"/> 244 X-ray Processors and Accessories |
| <input type="checkbox"/> 134 Denture Base, Reline and Repair Materials | <input type="checkbox"/> 174 Management and Consulting Services | <input type="checkbox"/> 212 Resins | <input type="checkbox"/> 245 Miscellaneous (Specify) |
| <input type="checkbox"/> 135 Diagnostic Equipment | <input type="checkbox"/> 175 Market Research | <input type="checkbox"/> 213 Retainers | |
| <input type="checkbox"/> 136 Diagnostic Testing | <input type="checkbox"/> 176 Matrices and Accessories | | |
| <input type="checkbox"/> 137 Diamond Points and Discs | <input type="checkbox"/> 177 Medicaments | | |
| <input type="checkbox"/> 138 Disc, Mandrels and Strips | | | |
| <input type="checkbox"/> 139 Disposable Products | | | |

For AAP Use Only

Booth #(s) assigned _____ Size _____ Contract received date _____

Booth Cost \$ _____ Corner Cost \$ _____ Total Cost \$ _____

Deposit Received \$ _____ Balance Due \$ _____ Accepted for AAP by _____