

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

BOOTH GUIDELINES

Linear Booth

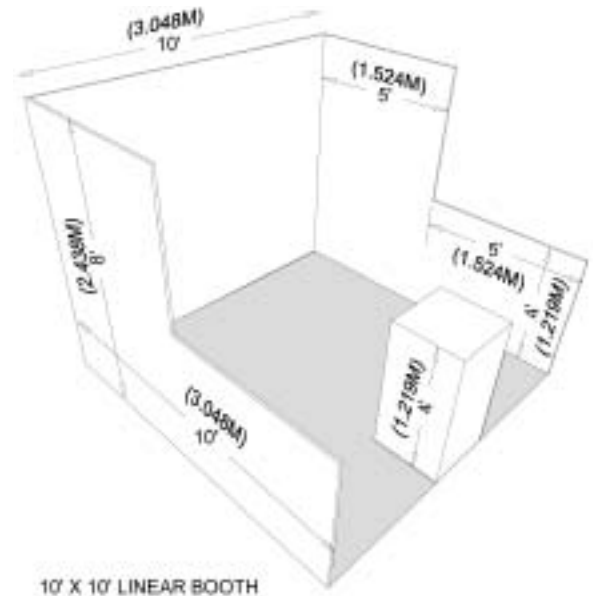
Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths.

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.

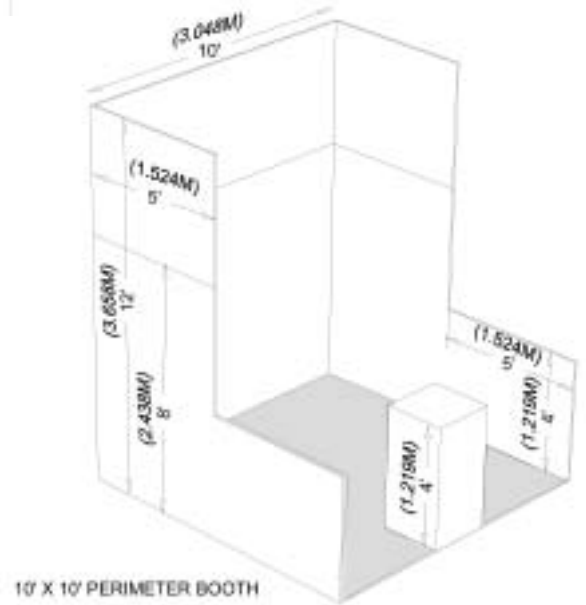
BOOTH GUIDELINES

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).

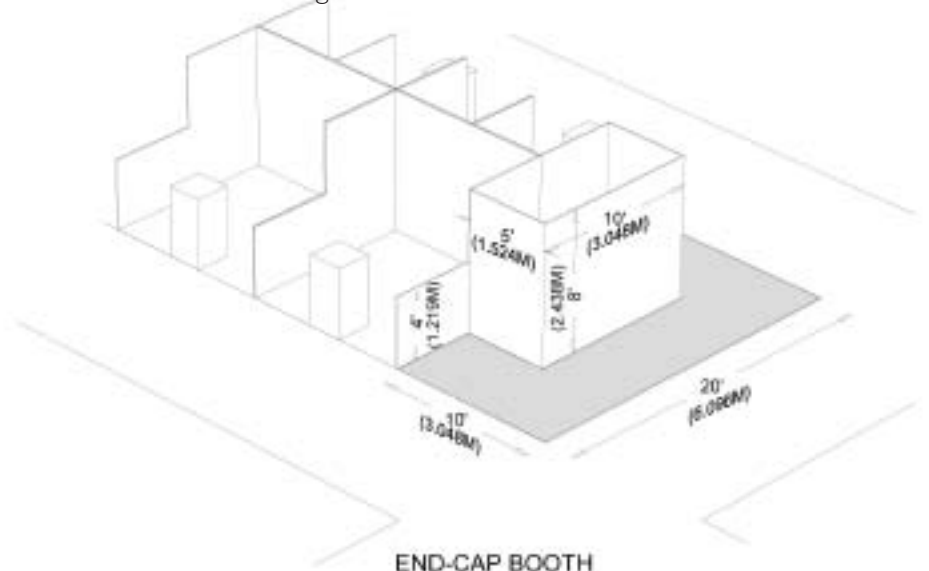


End-cap Booth

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.



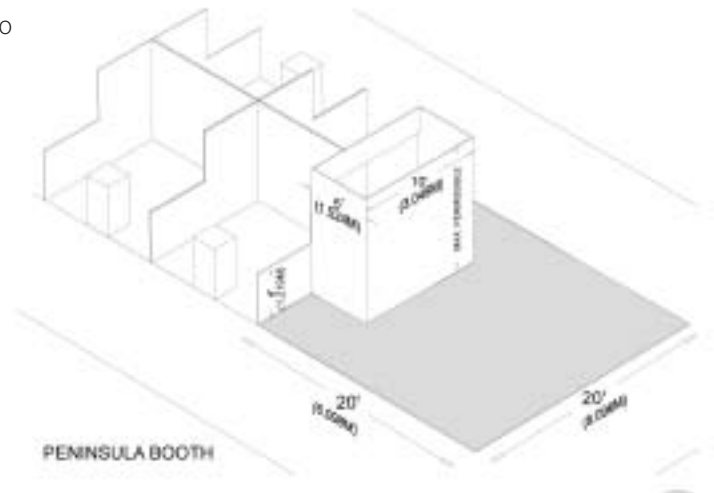
BOOTH GUIDELINES

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.

