

# HDC Exhibitor Rules and Regulations

*The 2010 Rules and Regulations will direct all the exhibits at the 21<sup>st</sup> Annual Holiday Dental Conference sponsored by the Holiday Dental Conference Foundation. To avoid misunderstanding, the Exhibitor is advised to read all rules and regulations as well as the application/contract between you and the HDC. By signing this application/contract, you acknowledge that you understand and will abide by these rules and regulations.*

## EXHIBIT DATES AND HOURS

Friday, November 12, 2010,  
9:30 am - 6:00 pm and Saturday,  
November 13, 2010, 9:30 am - 2:00  
pm.

## EXHIBITOR SET-UP

Thursday, November 11, 2010,  
from 2:00 pm-7:00 pm. Set-up with  
prior approval Friday November 12,  
2010 from 7:00 am - 9:00 am. All  
crates must be removed from  
exhibit hall aisles by 9:30 am on  
Friday, November 12<sup>th</sup>. Crates  
remaining will be removed at  
Exhibitor's expense.

## EXHIBIT DISMANTLE

Saturday November 13, 2010 from  
2:00 pm to 7:00 pm. Dismantling  
before the conclusion of the show  
hours on Saturday may result in the  
removal of the Exhibitor's name  
from the priority list for the  
following year. Exhibitors should  
complete arrangements for any  
shipping needs with the Service  
Contract Coordinator, Geo. E. Fern  
Company, 2310 Old Steele Creek  
Road, Charlotte, NC 28208 Tel.  
704.398.7440, Fax 704.398.7444.

## CONTRACT APPLICATION

Submit application to:

**By Email to:**  
[information@holidaydentalconference.com](mailto:information@holidaydentalconference.com)

**By fax to:** 704.364.9390

**By mail to:**  
HDC Exhibits  
497 North Wendover Road  
Charlotte, NC 28211

Any requests for permission to vary  
from the rules and regulations must  
be made in writing. The Holiday  
Dental Conference reserves the  
right to modify these Rules and  
Regulations and such modifications  
shall be binding on the Exhibitor  
upon notice to the Exhibitor and the  
posting of any revised Rules and  
Regulations on the website at  
[www.holidaydentalconference.com](http://www.holidaydentalconference.com).

In the event that a situation arises  
that is not covered by these Rules  
and Regulations, the decision of the  
HDC shall be final, binding and  
non-appealable.

## BOOTH SPACE DESCRIPTION

Each booth space is 100 sq. ft. or 80  
sq. ft. supplied with an 8' high  
backdrape, 3' high side rails and a  
7" x 44" header sign.

## BOOTH RENTAL FEES

10' x 10' or 8' x 10 shaded \$900  
10' x 10' or 8' x 10 \$800

**Booths rental fees will include, if  
requested on application form:**

- One standard electrical outlet
- One 8' draped table (high-rise)
- One high bar stool with back

## Deposit

Fifty percent (50%) of the total  
rental cost for all booths requested  
must be submitted with the  
completed application form.  
Applications **WILL NOT** be  
accepted or processed without said  
deposit.

## Balance of Payment

Payment in full for space reserved  
must be received by September 1,  
2010. Applications received after  
July 1, 2010, will include payment  
in full with application.

## SUMMARY OF IMPORTANT DATES

### May 30, 2010

To reserve same booth space(s) as  
previous years, 50% deposit of total  
booth rental fee is due. **NOTE:**  
\$200 non-refundable until July 1  
when 50% of total booth fee  
becomes non-refundable.

### June 1, 2010

All booth spaces become available  
on first come first serve basis.

### July 1, 2010

All contracted exhibitors will be  
published in the Holiday Dental  
Conference Pre-registration  
Brochure. 50% deposit on total  
booth rental fee becomes non-  
refundable.

### August 1, 2010

Exhibitor Service Packets mailed to  
exhibitors, to include:

- Conference brochure
- Promotional cards available  
for local reps
- Convention services  
requested (telephone,  
internet, electrical,  
plumbing needs)
- Name badge request form
- Service contractor requests  
(shipping, storage, tables,  
chairs, colors, etc.

### September 1, 2010

Full payment due on all Exhibit  
Spaces contracted.

### October 1, 2010

No refunds for cancellations after  
this date.

## CANCELLATION POLICY

Any cancellation of the contract by the Exhibitor requires that the Holiday Dental Conference receive written notification. Cancellations received by June 1, 2010 will receive a refund minus \$200 non-refundable fee. After June 1, the non-refundable fee is 50%. No refunds will be processed after October 1, 2010.

## EXHIBITOR REGISTRATION

Use of exhibit booth space is limited to representatives of the Exhibitor who has contracted and paid for the space. Exhibit booths must be staffed by registered Exhibitor personnel at all times during the official show hours. Each Exhibitor will be allowed to register at no charge, 12 booth personnel per booth. **Dentists, hygienists, assistants or technicians may not register as a guest of the Exhibitor.** Exhibitor pre-registration for booth personnel is advised. All pre-registered Exhibitors badges will be conveniently available at the General Registration Desk in the Pre-function area. Hours for pre-registered exhibitors as well as those registering on site will be Friday, November 12, 7:30 am to 6:00 pm and Saturday, November 13, 7:30 am to 9:30 am.

## SERVICE MANUAL

The Exhibitor Service Packet will be mailed beginning September 1 and will contain booth personnel pre-registration and housing forms, 2010 Rules and Regulations and the necessary requisition forms for ordering furniture, utilities, telephones. Contact the Holiday Dental Conference if your service packet has not been received by September 15, 2010.

## SECURITY

All exhibits and respective contents are at the Exhibitor's sole risk. Neither the Holiday Dental Conference nor any of its employees or agents will be responsible for damage or loss by fire, riots, strikes, civil disturbance, acts of God, terrorism, disease, epidemic or war. Without in any way detracting from the foregoing exculpation of liability, as an additional service to all exhibitors, the exclusive security company at The Blake Hotel will provide general protection of exhibits displays on a 24-hour basis from the beginning of set-up time until the end of dismantling times.

## EXHIBITOR HOUSING

The Holiday Dental Conference has arranged with The Blake Hotel for special pricing for all Holiday Dental Conference guests if reservations are scheduled prior to October 15. Information is available at the HDC website, [www.holidaydentalconference.com](http://www.holidaydentalconference.com).

## FREIGHT

Freight will enter The Blake Hotel by way of the Convention Area loading dock. Hand-carried materials may be brought in by way of McDowell Street. Unloading of hand carried items will require a two-person detail (one to unload, one to remove the vehicle from the unloading area). Label all freight with your company name, the Holiday Dental Conference, the assigned booth number(s) and indicate the number of boxes.

### Advanced Shipping

Ship all freight **PREPAID** to arrive (Oct. 6 – Nov. 11, 2010) to:

**Geo. E. Fern Co.**  
2310 Old Steele Creek Road  
Charlotte, NC 28208

Exhibitor's freight will be delivered to The Blake Hotel and to the respective booths based on the exhibit set-up time at 2:00 pm, Thursday, November 11.

### Direct

Ship all freight **PREPAID** to arrive Nov. 11, 2009 to:

**The Blake Hotel,**  
Exhibit Ballroom  
C/O George E. Fern Co.  
555 S. McDowell St.  
Charlotte, NC 28204

Booth shipments will not be accepted prior to the move in date of November 11. Any materials arriving before this date will be refused. Please mark your company name and booth number clearly on the shipping label.

