

HDC Exhibitor Rules and Regulations

The 2011 Rules and Regulations will direct all the exhibits at the 22nd 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 4, 2011, 9:30 am - 6:00 pm and Saturday, November 5, 2011, 9:30 am - 2:00 pm.

EXHIBITOR SET-UP

Thursday, November 3, 2011, from 2:00 pm-7:00 pm. Set-up with prior approval Friday November 4, 2011 from 7:00 am - 9:00 am. All crates must be removed from exhibit hall aisles by 9:30 am on Friday, November 4th. Crates remaining will be removed at Exhibitor's expense.

EXHIBIT DISMANTLE

Saturday November 5, 2011 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, Fern Expo and Event Services, 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

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.

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 80 sq. ft. supplied with an 8' high backdrape, 3' high side rails and a 7" x 44" header sign.

BOOTH RENTAL FEES

8' x 10 shaded	\$900
8' x 10 non shaded	\$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, 2011. Applications received after July 1, 2011, should include payment in full with application.

SUMMARY OF IMPORTANT DATES

May 30, 2011

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, 2011

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

July 1, 2011

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, 2011

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, 2011

Full payment due on all Exhibit Spaces contracted.

October 1, 2011

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, 2011 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, 2011.

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 4, 7:30 am to 6:00 pm and Saturday, November 5, 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, 2011 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, 2011.

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 1. Information is available at the HDC website, 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. 3, 2011) to:

Fern Expo & Event Services
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 3.

Direct

Ship all freight **PREPAID** to arrive Nov. 4, 2011 to:
The Blake Hotel,
Exhibit Ballroom
C/O Fern Expo & Event Services
555 S. McDowell St.
Charlotte, NC 28204

Booth shipments will not be accepted prior to the move in date of November 4. Any materials arriving before this date will be refused. Please mark your company name and booth number clearly on the shipping label.

