



Sun Valley

2011 • ISDA 115TH
ANNUAL SESSION

ORAL HEALTH
THE ROOT OF TOTAL HEALTH

Sun Valley Resort • Sun Valley, Idaho
July 27-29, 2011



Dear Exhibitor

The Idaho State Dental Association (ISDA) Annual Session is scheduled for Wednesday July 27 through Friday July 29, 2011 at the Sun Valley Resort in Sun Valley, Idaho. We invite you to be a special part of the 2011 session entitled *Oral Health: The Root of Total Health* by exhibiting your products and services.

The ISDA is constantly striving to improve and offer our exhibitors an optimal experience. Based on your feedback, we are continually working on new changes and anticipate an outstanding meeting next July. We will be holding some exciting daily events in the exhibit hall including big ticket raffles, various socials and activities, as well as a return of the Walk-About-Lunch.

We also offer other opportunities to provide your company with high visibility and special recognition. Exhibiting companies can sponsor a specific speaker or event during the meeting, donate raffle items, or advertise in the official program. These vehicles promote the trade show portion of the conference and identify you as a supporter of the Idaho State Dental Association and the dental community as a whole.

As a sponsor at the ISDA Annual Session, your company will receive advertisement in our official program, the right to use "Official ISDA Sponsor" in company marketing, a complete ISDA registration attendee mailing list after the Annual Session (upon request), official signage for your exhibit hall booth, along with other benefits described in this brochure. A sponsorship form is included with this prospectus. If you wish to sponsor an event or speaker, please complete the form and return to the ISDA.

Purchase of exhibit booth space entitles each company to a free listing in the official program which includes the company's address, contact name, telephone number, and booth number. In addition to a free listing, you may purchase advertising in the official program. Advertising is a unique and very personal way to reach dental professionals with your particular message.

An exhibit space contract with specific details can be found at the back of this booklet. We encourage you to complete and mail this in today as booth space is limited. We hope you will join our list of loyal exhibitors. If you need more information or have any questions, please contact the ISDA office at (208) 343-7543 or in-state toll free (800) 932-8153.

Sincerely,



Richard E. Ferguson, DDS
ISDA Annual Session Program Chairman

ORAL HEALTH The Root Of Total Health

2011 Annual Session - Sun Valley

General Contract Information

Enclosed is a contract to reserve exhibit space. Please review the entire prospectus and keep it in your files as a reference as you prepare to participate in the ISDA Annual Session. All companies applying for exhibit space must complete and submit a Contract for Exhibit Space. Facsimile applications may be accepted with prior approval from the ISDA. Deposit of the applicant's rental check shall not be construed as final confirmation of acceptance.

Exhibit Space Assignment

The exhibit applicant's specification of a preference for a certain booth(s) on the application/contract is designed only to provide show-management with the general area where the exhibitor wants to be located. There is no assurance that an exhibitor will be assigned any of the selections requested. However, every effort will be made to assign a booth(s) closest to the preferred choices. Former exhibitors of long-standing who request space comparable to that held in previous years receive priority. After this assignment, the order of receipt of the application is considered and will be assigned on a first-come, first-served basis. ***All applicant contact information will be forwarded to the exhibiting company.***

Registration of Exhibit Personnel

All exhibit personnel must wear official name badges supplied by the ISDA. Advance registration of exhibit personnel is required. Badges will be pre-printed only for personnel of exhibiting companies who are registered in advance by the firm's contact person.

All badges will be distributed on-site and only to the individual whose name appears on the badge. Badges will not be mailed before the meeting. The printing of on-site badges will be completed as time permits.

Caution: Only persons legitimately staffing exhibit booths will be issued name badges.

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

Application for Space

Please complete the contract, detach and mail to the address below or visit our website at www.isdaweb.org to download an online PDF to fill out.

ISDA
1220 W. Hays Street
Boise, ID 83702
Phone: (208) 343-7543
In state toll free: (800) 932-8153
Fax: (208) 343-0775
info@isdaweb.org

Mailing Lists

Mailing lists of the Idaho State Dental Association Annual Session attendees are not available for purchase. However, exhibitors may purchase mailing labels of ISDA members by contacting the ISDA office.

Equipment and Service

Official Service Contractor:
Design West Co./Carpenter Decorating
3694 S 500 W, Suite A
Salt Lake City, Utah 84115-4254
Phone: (801) 261-4646
Toll free: (800) 445-9627
Fax: (801) 281-2651
www.designwestdecorating.com

Material Handling Information/Rate Schedule

Advanced Shipments: Design West Co./Carpenter Decorating (DW) will receive crated shipments at the DW warehouse and will provide 30 days storage prior to the show, delivery to booth, storage of empty packing materials, and return of outbound shipment from booth to loading dock.

Uncrated or loose display shipments will not be received at the warehouse.

Design West Co./Carpenter Decorating will contact all exhibitors via email prior to the convention to provide information on ordering exhibit booth supplies.

115th Annual Session

Exhibit Hall Floor Plan

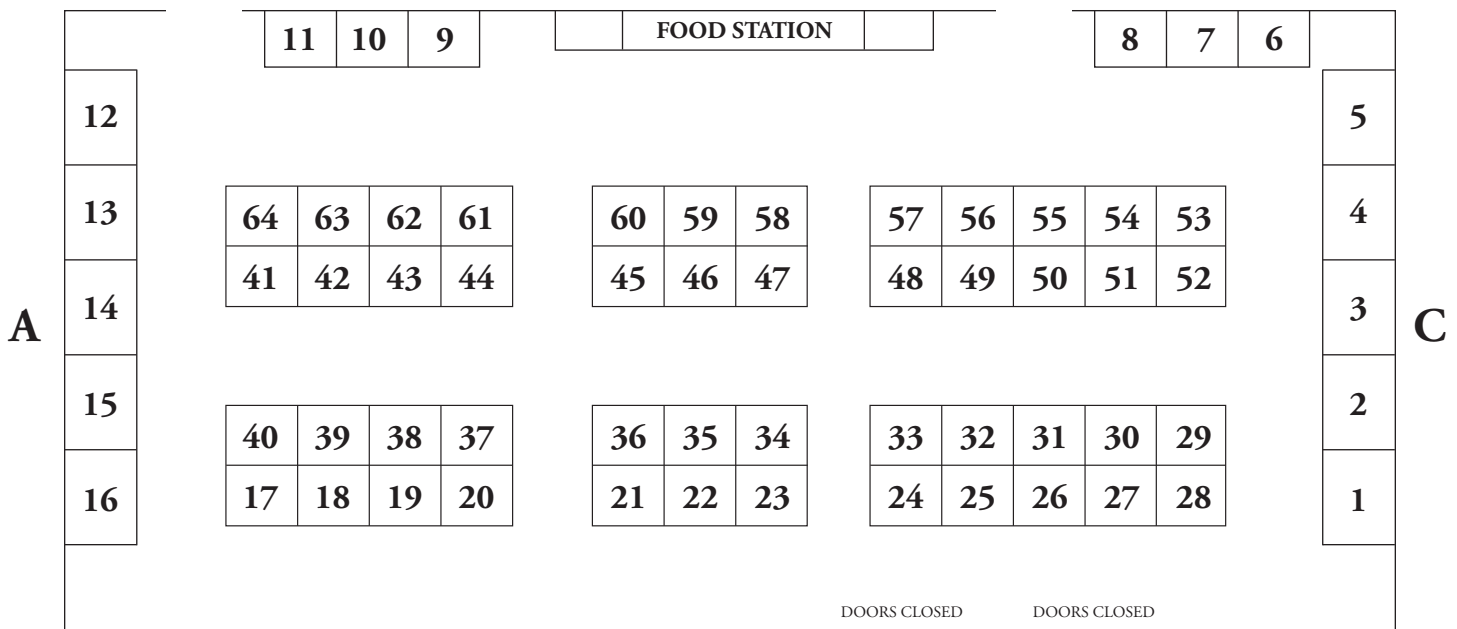
Select your exhibit space from the floor plan shown below.

Please indicate your first, second and third preferences and include them on your contract.

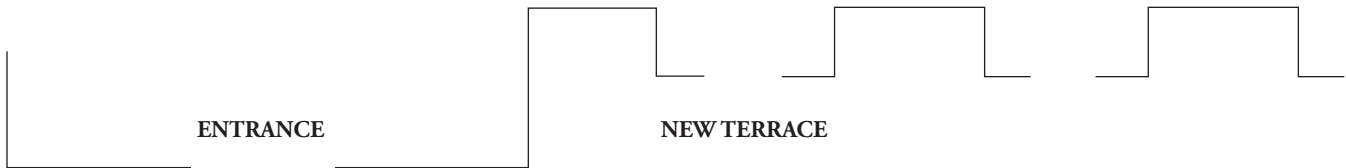
Session Hours:

Wednesday, July 27, 2011	3:00-8:00 p.m.	Exhibit Booth Set-up
Thursday, July 28, 2011	8:00 a.m.-5:00 p.m.	Exhibits Open
Friday, July 29, 2011	8:00 a.m.-3:30 p.m.	Exhibits Open
	3:30 p.m.	Exhibitors Move Out

B Limelight Ballroom



Booths on walls A & C are 10' x 6'
All other booths are 9' x 6'



Lodging Information

Make your reservations early! Be sure to identify yourself with the Idaho State Dental Association to receive special room rates. CUT OFF DATE FOR RESERVATIONS IS JUNE 5, 2011.

Sun Valley Resort
 (800) 786-8259

Rules, Regulations, Terms & Conditions

1. **Location, Date and Hours of Exhibits:** See Schedule on Page 2.
2. **Exhibit Space Rental Fee:** The rental fee for exhibit space is set forth in the Contract for Exhibit Space and includes standard drapery equipment and a 7" x 44" sign, bulletins and floor plan.
3. **Payment Terms:** A minimum deposit of \$250 per exhibit booth is required to reserve booth space. The deposit must be received within 30 days of receipt of this contract or the contract will be considered null and void. Exhibitors who pay the entire rental fee prior to April 15, 2011 will receive a \$50 discount for each booth space rented. All exhibitors are required to pay the balance of the booth rental on or before May 15, 2011. Contracts submitted to the ISDA after May 15, 2011 must be accompanied by payment in full. Checks will be deposited when received for convenience and security. All payments will be promptly reimbursed if this contract is rejected by the ISDA. Make checks payable to ISDA and mail to: 1220 W. Hays Street, Boise, ID 83702.
4. **Assignment of Exhibit Location:** ISDA will make every effort to comply with requests for assignment of exhibit space based upon policies established by ISDA. Exhibitors who have earned priority assignment order status will be assigned space in order of their priority on the assignment order list, provided this form is presented to ISDA on the date, time and location specified.
5. **Location of Exhibits:** The Exposition will be held in the Sun Valley Inn. All measurements and exhibit space layouts shown on the floor plan are as accurate as possible. ISDA reserves the right to make modifications and change exhibit space assignments as necessary to adjust the floor plan at any time to meet the needs of ISDA, exhibitors and the exhibits.
6. **Exhibitor Registration:** Exhibitor registration is included in the rental fee for the exhibiting company and their representatives. See page 1, "Registration of Exhibit Personnel" for details.
7. **Exhibit Space and Service Information:** Exhibitors agree to be bound by all rules and regulations as may be established from time to time by ISDA and set forth in the exhibitor bulletins as updated and amended. ISDA will furnish exhibitors with the name of an exhibit space contractor prepared to furnish all services customarily required within a reasonable time prior to the commencement of the convention. Complete shipping instructions and information regarding furniture rental, electrical work, telephone installation, plumbing, labor for erecting and dismantling exhibits, drayage, etc., will be forwarded to exhibitors in advance. ISDA assumes no responsibility or liability for any of the foregoing services performed or materials delivered and exhibitor agrees to hold ISDA harmless from any liability therefrom.
8. **Move In and Move Out Times:** Exhibitors may install beginning July 27, 2011 at 3:00 p.m. Exhibits must be in place by 8:00 p.m. Dismantling may not begin until 3:30 p.m., July 29, 2011 and all exhibits must be removed by 6:00 p.m., July 29, 2011. Materials not removed by this time will be removed and put into storage at exhibitor's expense. Exact hours of installation and dismantling are subject to change at the discretion of ISDA.
9. **Cancellation:**
 - (a) In the event the exhibitor cancels all, or part, of exhibit space contracted hereunder, the following provisions shall apply: (I) If written notice of cancellation is received by ISDA prior to May 15, 2011, exhibitor shall pay a cancellation fee equal to one-third of the canceled exhibit space rental fee. (II) If written notice is received by ISDA on or after May 15, 2011, the exhibitor shall pay a cancellation fee equal to the full rental fee of the canceled exhibit space. (III) Whenever the cancellation fee payable hereunder shall exceed the total of payments already made to ISDA, exhibitor shall promptly pay to ISDA the balance of such fee. All payments made to ISDA under this Contract for Exhibit Space shall be deemed fully earned and non-refundable when made in consideration of expenses incurred by ISDA and ISDA's lost or deferred opportunity to provide exhibit space to others, and all cancellation fees that may become due hereunder are acknowledged by the exhibitor to constitute liquidated damages.
 - (b) If exhibit space is not occupied by the exhibitor by 8:00 a.m., July 28, 2011, exhibitor shall be deemed to have canceled the exhibit space contracted for, and ISDA shall have the right to use such space as it deems appropriate.
 - (c) If the exhibitor does not make full payment when due under the terms of this contract, ISDA may terminate this contract and the exhibitor shall be responsible for full payment due to ISDA.
 - (d) Exhibitor shall be responsible for payment of the total exhibit space rental fee whether the convention is canceled, delayed, or relocated, in whole or in part, as a result of riot, strike, civil disorder, act of war, act of God, or any other cause of any kind whatsoever not within ISDA's control.
10. **Use of Space:**
 - (a) All demonstrations and other promotional activities must be relevant to the exhibitors' products and shall not be made primarily to attract or amuse. Sufficient space must be provided within the exhibit booth to contain persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisle or aisles near his booth free of congestion due to his demonstration or other promotion.
 - (b) No exhibitor shall assign, sublet or share the space allotted. Exhibitors must show only goods manufactured or dealt by them in the regular course of their business. Distribution of circulars or promotion material may be made only within the booth assigned to the exhibitor presenting such material.

(c) Exhibitors must finish the back portion of their exhibit so it will not be objectionable to adjacent exhibitors. Management reserves the right to have such finishing done, billing the exhibitor for charges incurred. No built-up exhibits or other company name or advertising allowed except as specifically described below. In booths around the perimeter of the exhibition center, backgrounds on the booth backline may extend up to but not exceed 8 feet in height. Sidewalls may not be higher than 8 feet from the booth backing one-half the depth of the booth and from that point to the aisle to a maximum of 36 inches. Exhibitors may not hang items from the ceilings.

11. Restrictions in Operation of Exhibits:

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

12. Taxes, Licenses and Applicable Laws: Exhibitor shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at the convention. Exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any government authority in connection with their activities at the convention. Exhibitor is responsible for abiding by and observing all laws, rules, regulations of the state, county, city and departments thereof.

13. Liability: Neither ISDA nor its agents or representatives will be responsible for any injury, loss or damage that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever. Under no circumstances will ISDA be liable for lost profits or other incidental or consequential damages. Exhibitor shall obtain, at its own expense, adequate insurance against any such injury, loss or damage. ISDA shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other cause beyond its control. Anyone visiting, viewing or otherwise participating in the exhibitor's exhibit is deemed to be the invitee or licensee of the exhibitor, rather than the invitee or licensee of ISDA. ISDA shall not be liable for any injury whatsoever to property of the exhibitor or to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the exhibitor. Exhibitor agrees to abide by existing agreements and regulations covering the use of services or labor in the conference and exhibit facility. The exhibitor assumes full responsibility and liability for the acts or omissions of its agents, employees or independent contractors, whether acting within or without the scope of their authority and agree to save harmless ISDA and the exhibit hall from responsibility or liability resulting directly or indirectly, which arise from such acts or omissions. There is no other agreement or warranty between the exhibitor and ISDA except as set forth in this document. The rights

of ISDA under this contract shall not be deemed waived except as specifically stated in writing and signed by master convention committee or convention manager.

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

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

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

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

**2011 IDAHO STATE DENTAL ASSOCIATION ANNUAL SESSION
 CONTRACT FOR EXHIBIT SPACE
 SUN VALLEY RESORT
 Sun Valley, Idaho
 July 27-29, 2011**

This agreement is for exhibit space in the 2011 ISDA Annual Session sponsored by the Idaho State Dental Association, to be held July 27-29, 2011. The Rules and Regulations and Terms and Conditions **which appear in this Exhibit Prospectus** are a part of this contract and are agreed to and accepted by the ISDA and the firm named below.

COMPLETE ☛ FIRM/DIVISION NAME: _____
 COMPANY NAME ON BOOTH SIGNAGE: _____
 BILLING/MAILING ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____

The person listed below and whose signature appears below has the authority to complete and execute this agreement and must approve any changes to this agreement:

COMPLETE ☛ CONTACT NAME: _____
 TITLE: _____ EMAIL: _____
 TELEPHONE: (_____) _____ FAX: (_____) _____

SIGN HERE ☛ SIGNATURE: _____ TITLE: _____ DATE: _____

— COST OF EXHIBIT SPACE —

If total paid by 4-15-11
 non-corner booth \$700.00
 corner booth \$750.00

If total paid after 4-15-11
 non-corner booth \$750.00
 corner booth \$800.00

— PAYMENT SCHEDULE —

Booth Reservation Deposit \$250
 must be received within 30 days
 of receipt of this contract

Total Balance Due by 5-15-11

Name(s) of person(s) manning booth at the meeting: (maximum of 4 at one time)

Booth Preference: 1st Choice _____
 2nd Choice _____
 3rd Choice _____

Exhibit Set-Up: July 27, 2011 — 3:00 p.m. — 8:00 p.m.
Exhibits Open: July 28, 2011 — 8:00 a.m. — 5:00 p.m.
 July 29, 2011 — 8:00 a.m. — 3:30 p.m.

All ISDA Annual Session exhibit correspondence and bulletins should be sent to: (Please Type or Print)

COMPLETE ☛ Name: _____
 Title: _____
 Company: _____
 Address: _____
 City/State/Zip: _____
 Telephone: _____ Fax: _____
 Email: _____

Products to be Exhibited: _____

Assigned Exhibit Space Information:
 (TO BE COMPLETED BY ISDA)

Booth Number(s) _____
 Total Cost: \$ _____
 Deposit Received: Date _____
 Check Number _____ Amount _____
 Balance Received: Date _____
 Check Number _____ Amount _____

VISA/MasterCard Accepted
 # _____ Exp Date _____

Return this Contract to:



IDAHO STATE DENTAL ASSOCIATION
 1220 W. Hays St. • Boise, ID 83702
 Phone (208) 343-7543
 Fax: (208) 343-0775
 Email: info@isdaweb.org
 www.isdaweb.org

CONTRACT DEPOSITS: I understand that the execution of this written Contract for Exhibit Space for the 2011 ISDA Annual Session represents a binding contractual commitment, not simply an option or informal reservation. Although the contract may be accepted without accompanying payment, the deposit of \$250.00 for the exhibit space is due 30 days from the invoice and EVEN IF THIS CONTRACT IS CANCELLED PRIOR TO INVOICE, THE EXHIBITOR WILL BE LEGALLY OBLIGATED FOR THE PAYMENT OF A CANCELLATION FEE AS PROVIDED IN THE CONTRACT.



IDAHO STATE DENTAL ASSOCIATION

1220 W. Hays Street
Boise, Idaho 83702

ADDRESS SERVICE REQUESTED

PRSTD STD
US POSTAGE
PAID
PERMIT NO 420
BOISE, IDAHO



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