

2025

40th ANNUAL MEETING

Academy of
Osseointegration



Controversies in
Implant Dentistry:
HOW TO
MAKE IT EASY

March 27-29
Seattle, Washington



**EXHIBIT AND
MARKETING
PROSPECTUS**

For more
information,
visit osseointegration.org



Academy of Osseointegration

Who we are

The Academy of Osseointegration (AO) is recognized as the premier association for professionals interested in implant dentistry and remains at the forefront of scientific advances in dental implant and tissue replacement therapy. Because its membership is global - with nearly 4,000 professionals from at least 70 countries - AO offers the unique advantage of sharing information on a worldwide basis.

The organization fosters the dissemination of knowledge to all disciplines and promotes the development of tissue replacement therapies in oral and facial care. The multi-disciplinary make-up of the membership encourages dental professionals from a variety of specialties, general practitioners, research scientists, academicians, laboratory technicians and other ancillary personnel to learn from each other using well-rounded, interdisciplinary approaches.

The Academy's dedication to the highest standards in patient care, research and education remains the reason why thousands of professionals have aligned themselves with this leading organization.



MEMBERSHIP NUMBERS

3,266

North America

629

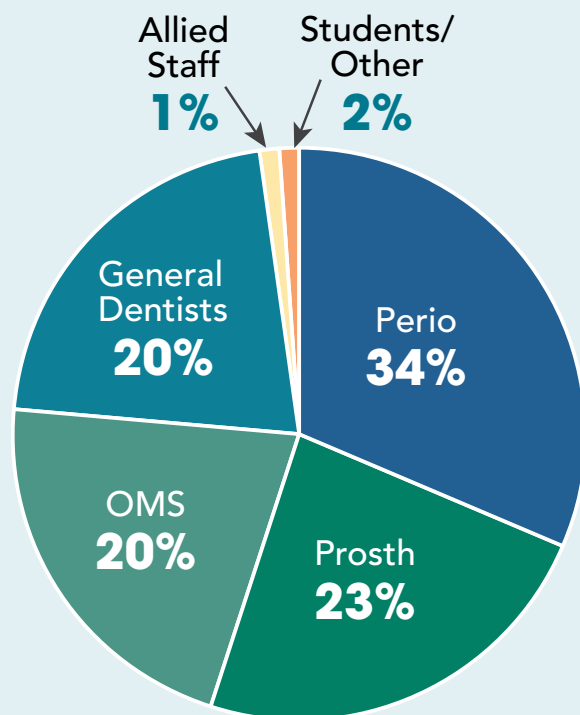
International

MEETING ATTENDANCE

1,350

Average number of dental professionals attending AO's Annual Meeting

MEMBERSHIP CATEGORIES



2025 Annual Meeting

Plan to join us at the Academy of Osseointegration's 2025 Annual Meeting, March 27-29 in Seattle, Washington, for three days of scientific presentations, commercial exhibits, hands-on workshops and plenty of networking opportunities.

Our inclusive exhibit hall serves as the venue for AO's Annual Welcome Reception which attracts attendees from across the globe, and can accommodate a wide range of exhibit booth sizes and styles to best fit your company's needs.

Why should you exhibit at and support the Academy of Osseointegration's 2025 Annual Meeting?

AO has the benefit of hosting one of the first large dental meetings of the year in the United States which attracts general practitioners and specialists from Oral Surgery, Periodontics, and Prosthodontics. AO's 2025 meeting is expected to draw more than 1,000 dental professionals looking to secure their continuing education, network with peers and view the latest equipment, technology and resources in our expansive Exhibit Hall.

New in 2025

We have added short, scientific presentations in the Exhibit Hall during refreshment breaks and lunches to help draw attendees into the exhibit area.

Exhibitors and Corporate Sponsors of AO's 2025 Annual Meeting will be acknowledged in the Program Guide and during the Welcoming Remarks which occur just prior to the meeting's Keynote Speaker. Additional recognition is also provided throughout the meeting on signs, slides and from the podium of individual events. Attendees will be encouraged to visit the Exhibit Hall during the Welcome Reception, lunches and refreshment breaks, where complimentary food and drinks will be available.

For questions relating to exhibiting at - or sponsorship of - our 2025 Annual Meeting, please contact the Academy's office at (847) 439-1919.



TARGET influential decision makers.



EXPAND your prospect base and **STRENGTHEN** existing customer relationships.



INTERACT face-to-face with dentists involved in patient care.



GENERATE NEW SALES LEADS.



BUILD VISIBILITY for your company in a competitive marketplace.



PRESENT PRODUCT DEMONSTRATION.

Exhibitor Information

EXHIBIT LOCATION

Seattle Convention Center (Summit Building)
Exhibit Level
900 Pine Street
Seattle, WA 98101

EXHIBIT HOURS *(Subject to change)*

Thursday, March 27, 11:45 am - 7:15 pm

- Complimentary Lunch available for attendees
- Afternoon Refreshment Break
- Welcome Reception in Exhibit Hall from 5:45 - 7:15 pm

Friday, March 28, 9:30 am - 4:00 pm

- Morning and afternoon Refreshment Breaks
- Complimentary Lunch available for attendees

Saturday, March 29, 9:30 am - 2:00 pm

- Morning Refreshment Break
- Complimentary Lunch available for attendees

SPACE RENTAL FEES

Booth Size	Total Cost	Total Deposit
10' x 10' (in-line)	\$3,982	\$1,991
10' x 10' (corner)	\$4,472	\$2,236
Island Booth (start at 400 sq ft)	\$48/sq ft	50% of total

TERMS OF PAYMENT

Applications must be accompanied by a 50% deposit of the total booth cost with 100% of payment due no later than December 16, 2024. Applications received after December 16, 2024, must include full payment of the total booth cost (payable in US Funds and drawn on a US Bank).

BOOTH ASSIGNMENT

Initial space assignment for the 2025 Annual Meeting, based on AO's point system, will open by invitation. Following initial space assignments, all additional assignments are made on a first-come, first-served basis. For a complete breakdown of the point system, please consult the general rules and regulations.

The Exhibit Booth Selection for the 2026 meeting in Washington, D.C. will be done online by appointment starting in late Summer 2025.

CANCELLATION POLICY

All cancellations of booth space must be received in writing by Show Management. If space is reduced, the net reduction of space will be treated as a cancellation of that space and Show Management reserves the right to reassign the exhibitor's confirmed booth location at its sole discretion. If Show Management receives a written request for cancellation of space on or before November 1, 2024, the company will be eligible for a full refund minus \$500 for each 10'x10' space; between November 2 and December 16, 2024, the company will be eligible for 50% refund of the total booth cost.

No refunds will be made after December 16, 2024. It is expressly agreed by the exhibitor that upon failure to pay the space rental charge at the times specified or failure to comply with any other provisions contained in the Rules and Regulations concerning use of exhibit space, Show Management shall have the right to reassign the confirmed booth location or to take possession of said space and lease same, or any part thereof, to such parties upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages the amount paid for space reservation, regardless of whether or not Show Management enters into a further lease for the space involved.

In the event the exhibition shall not be held for any reason, the rental and lease of space to the exhibitor shall be terminated and the deposit refunded. In such case, the limit claim for damage and/or compensation by the exhibitor shall be up to the amount already paid for space for this specific event.

EXHIBITOR ADMISSION TO SCIENTIFIC SESSIONS

The meeting schedule will be posted on the AO website in late 2024. Your exhibit badge permits you to attend any open session for which there are no optional fees (plenary and concurrent sessions, poster presentations, etc.). CE, or other educational credit, is not available for exhibitors. Individuals must register as an attendee to claim educational credits.

HOUSING

OnPeak is the official Housing Bureau. More housing information will be available on the AO website in late 2024.

Warning! onPeak is the only official hotel provider associated with the AO Annual Meeting. We have received reports that other companies often pose as official travel vendors for the Annual Meeting and may contact you offering hotels for your trip. They are not endorsed by or affiliated with the show and entering into financial agreements with such companies is not advised.



2025 Annual Meeting

OFFICIAL SERVICE AND MATERIAL HANDLING CONTRACTOR

Freeman has been designated the Official Show Contractor.

Freeman Exhibitor Support Department:
Phone: (888) 508-5054
exhibitorsupport@freeman.com

SERVICE DESK

The Freeman Service Desk, in the Exhibit Hall, will be open from 8:00 am - 5:00 pm daily, starting on Tuesday, March 25. Here exhibitors may verify, check and adjust their requirements for installation, furniture, equipment and other auxiliary services. The service desk personnel will be available to assist you throughout the show.

EXHIBITOR KIT

The Exhibitor Kit, containing order forms for exhibitor services, will be online in late 2024. This will include forms for shipping, labor, material handling, furniture, carpeting, electrical and other service providers. Exhibitors are responsible for forwarding the link to suppliers who may be ordering services on their behalf.

EXHIBIT SET-UP HOURS *(Subject to change)*

Tuesday, March 25, 8:00 am - 5:00 pm

Wednesday, March 26, 8:00 am - 5:00 pm

Thursday, March 27, 8:00 - 11:00 am

All crates must be removed no later than 11:00 am, Thursday, March 27. Any exhibit not set up by this time, or for which arrangements to set-up have not been made, will have all materials removed at the exhibitor's expense and liability. Any booth not occupied by 11:00 am, Thursday, March 27, may be re-assigned to another exhibitor unless the AO Director of Exhibits has been informed of extenuating circumstances. There will be no refund to the original exhibitor.

EXHIBIT DISMANTLING HOURS *(Subject to change)*

Saturday, March 29, 2:00 - 11:00 pm

Sunday, March 30, 8:00 am - noon

Exhibitors are prohibited from dismantling or packing equipment or literature prior to 2:00 pm, Saturday, March 29. Any exhibit not dismantled by noon, Sunday, March 30 - or for which arrangements for tear-down have not been made - will automatically be dismantled at the exhibitor's expense and liability. The floor must be cleared by noon, Sunday, March 30.

EXHIBIT SHOW HOURS *(Subject to change)*

Thursday, March 27, 11:45 am - 7:15 pm

Friday, March 28, 9:30 am - 4:00 pm

Saturday, March 29, 9:30 am - 2:00 pm

EXHIBITOR REGISTRATION

Online exhibitor badge registration will be available in late 2024. Each exhibiting company will be entitled to five complimentary badges per 10'x10' booth space. Any additional badges will be \$30 each. All exhibitors must register and wear their badges throughout the meeting. Badges will be printed in the name of the company as it appears in published materials. Altering or supplementing badges with business cards, ribbons, or company logos is not permitted.

Exhibitor badges will be available on-site at the Exhibitor Registration Desk inside the Seattle Convention Center.

BOOTH EQUIPMENT

Each 10'x10' booth will be set with 8' high back drape and 3' high side dividers. Booths 300 sq. ft. or less will receive a one-line identification sign. Booths larger than 300 sq. ft. may receive a one-line identification sign upon request. Please note that electrical service is not included with your booth. The exhibit area is not carpeted; however, all booths are required to have carpet or management-approved flooring. The aisles will be carpeted.

PRE-REGISTERED ATTENDEE MAILING LIST

Exhibitors may purchase the address list of the pre-registered attendees to send product information or invitations to sponsored events. All mailing pieces must be approved by AO prior to printing. Orders are filled no earlier than 4 weeks before the meeting to provide exhibitors with the maximum number of contacts. Information on pre-registered attendee mailing list will be included in the Exhibitor Kit. List does not contain emails, phone numbers or European Union registrants who have not opted in to receive promotional material.

MEMBERSHIP MAILING LIST

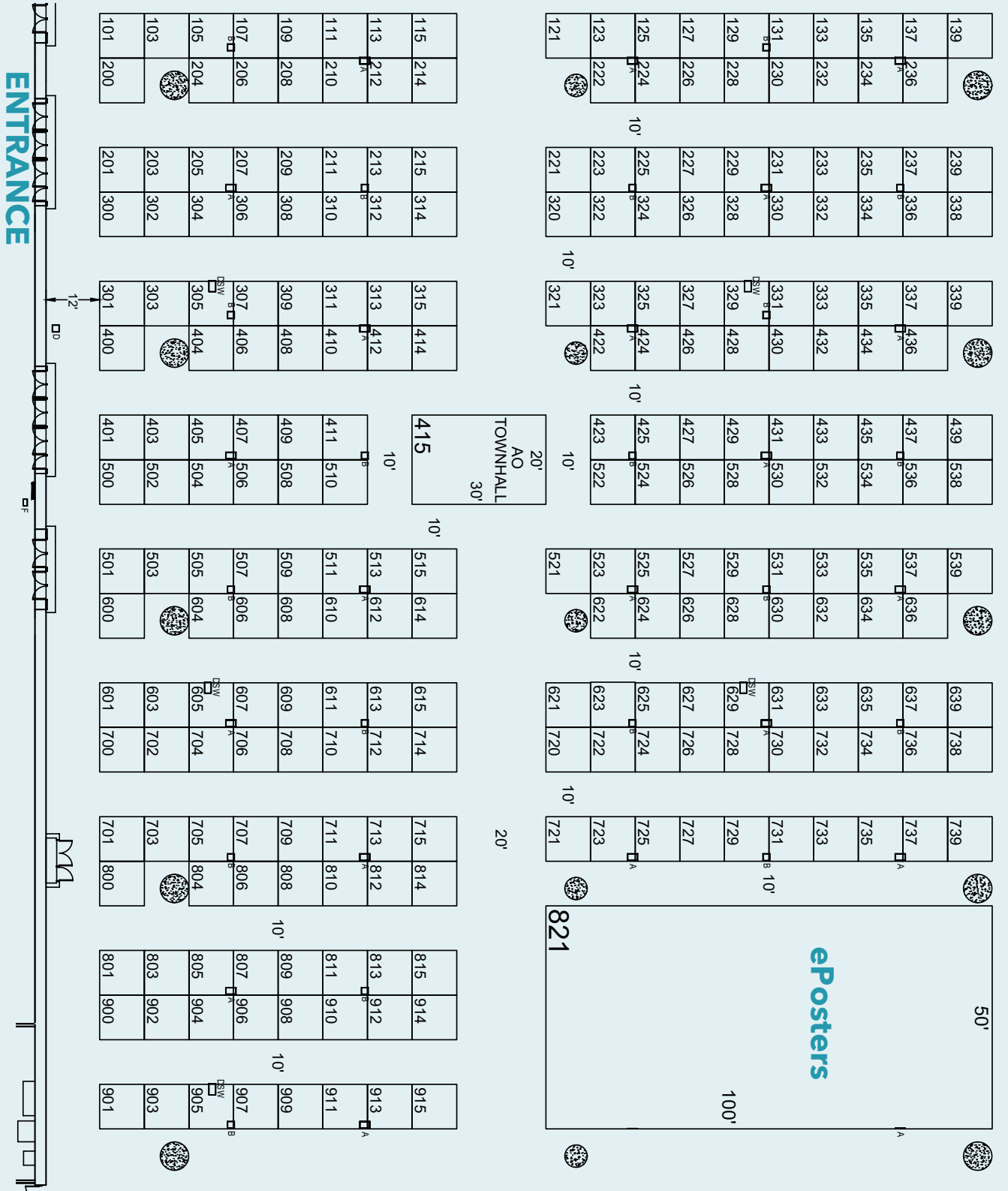
Exhibitors may purchase the full AO membership mailing list for \$500. Quantities will be approximately 4,000 depending on the list desired, full membership or US-only. List does not include emails, phone numbers or European Union members that have not opted in to receive promotional material. For more information, please contact Kelly Burns at (847) 725-2284 or kellyburns@osseo.org.

EXHIBITOR LISTING

Exhibiting companies are listed in the Program Guide and Mobile App at no charge. The Program Guide contains an alphabetical listing with booth number, contact information, a description of exhibitors' products and/or services and is distributed directly into the hands of every registered attendee! Listing is subject to submission deadlines.

2025 Exhibit Hall Floor Plan*

Seattle Convention Center • Exhibit Level



*Floor plan subject to change.

Executive Suites

The Executive Suite

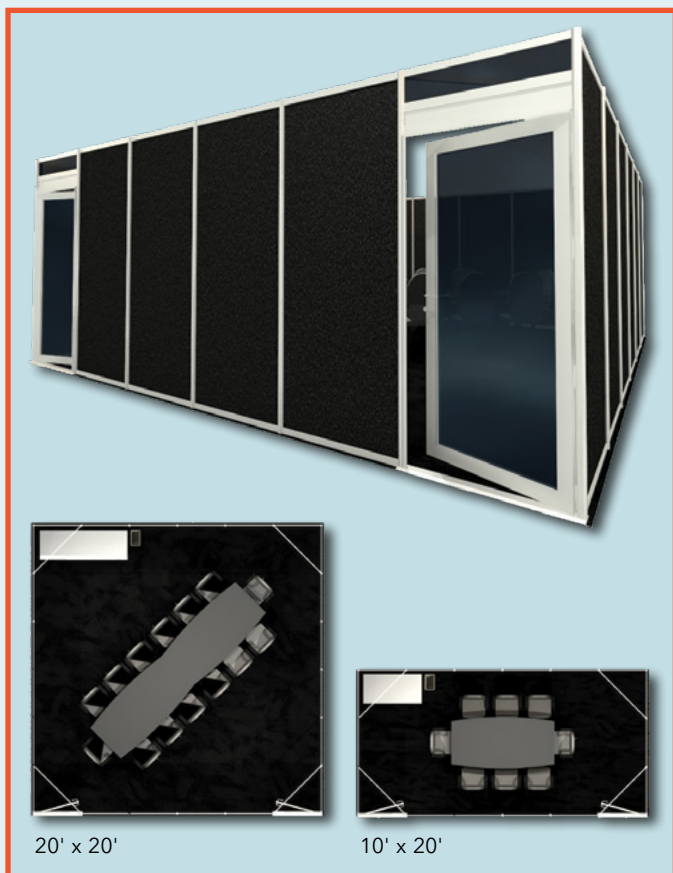
AO offers private hard wall suites in the Exhibit Hall. Take advantage of this opportunity to secure meeting or hospitality space within steps of your exhibit booth.*

Why secure an Executive Suite at the AO Annual Meeting?

- Client meetings
- Sales meetings
- Recruitment
- Convenience
- Hospitality suites
- Training sessions
- Private demonstrations
- Relaxation room for your staff

For any questions, contact Jean Foellmer, Director of Exhibits, at (847) 725-2278 or jeanfoellmer@osseo.org.

*Location will be assigned by AO.



EXECUTIVE SUITE - 10' x 20' **\$8,240**

- Meeting room structure with locking door
- Carpet and pad
- Conference table
- Eight conference chairs
- 500 watt electrical outlet
- Waste basket
- Cleaning for three days

EXECUTIVE SUITE - 20' x 20' **\$16,480**

- Meeting room structure with locking door
- Carpet and pad
- Conference table
- 14 conference chairs
- 500 watt electrical outlet
- Waste basket
- Cleaning for three days

NOTE: AO does not provide logistical support for the Executive Suites apart from the items outlined above. Expenses incurred for additional services (i.e. catering, internet, phone, AV, etc.) are the responsibility of the sponsoring company and must be coordinated through the official show contractors.

Exhibitor-sponsored Functions

EXHIBITOR-SPONSORED PRIVATE FUNCTIONS

Exhibitor-sponsored private functions are separately organized events during which exhibitors can meet with AO participants outside of the exposition for the purpose of networking, entertaining and continuing business started on the exhibit floor. Exhibitors sponsoring any type of private function are required to adhere to the following guidelines:

1. Companies are prohibited from sponsoring independent scientific programs within 60 days and a 100-mile radius of the AO Annual Meeting.
2. AO must be informed of all planned social and hospitality functions. Exhibiting companies must complete the Hospitality Function Request form enclosed in this prospectus.
3. Hospitality and social functions may only be scheduled during times that will not interfere with official AO scheduled activities. The following hours are available for exhibitor-sponsored events (subject to change):

Thursday, March 27, after 7:30 pm

Friday, March 28, after 9:00 pm

Saturday, March 29, after 5:00 pm

4. Hospitality and social functions should be handled on an invitation-only basis. Host companies must make it clear to their guests that the event is not an official AO function.
5. Host companies agree to assume all liability arising out of, or in conjunction with, such functions and agree to indemnify AO against any and all liability, claims and demands arising out of, or in connection with the foregoing undertakings and responsibilities of the exhibitor.
6. Companies requiring function space for internal company meetings must complete the Function Space Request form enclosed in this prospectus.
7. Hospitality functions within the hotel may only be listed via the hotel activities board and must be cleared through the hotel management.
8. Non-exhibiting companies are prohibited from hosting hospitality functions during the Annual Meeting.



Marketing Opportunities

Maximize your exposure with our one-of-a-kind sponsorship opportunities!

AO offers a variety of sponsorship opportunities to increase your company's visibility to our members and attendees. Take advantage of numerous marketing sponsorships or support one of our educational programs to guarantee your message reaches its targeted audience.

Corporate Sponsors will be recognized in the Program Guide and during the Opening Session. Additional recognition is also provided throughout the meeting on signs, slides and from the podium of individual events. Sponsors providing at least \$15,000 in support of the meeting will be acknowledged on stage with a personalized plaque and receive additional points towards future exhibit space.

Points for corporate sponsorship are awarded annually and accumulate up to five years, helping to benefit your company after the meeting is over for years to come.

Points are earned in the following increments:

2 points	\$5,000 - \$9,999
5 points	\$10,000 - \$19,999
10 points	\$20,000 - \$29,999
15 points	\$30,000 - \$39,999
20 points	\$40,000 - \$49,999
25 points	\$50,000 - \$59,999
30 points	\$60,000 - \$69,999
35 points	\$70,000 - \$79,999
40 points	\$80,000 - \$89,999
45 points	\$90,000 - \$99,999
50 points	\$100,000 +

Points are used to determine the order in which companies are able to select booth space for future years. Companies with the highest points select their space before companies with fewer points.

RIGHT OF FIRST REFUSAL

The Academy of Osseointegration maintains a future Right of First Refusal option on all sponsorship opportunities. When a company sponsors an item (or event) one year, it will have the right of first refusal for that same opportunity the following year.

CONTACT US

If there are any new opportunities that you would like to introduce to the Academy, please contact us and we would be happy to discuss them with you - and offer you the first opportunity for sponsorship.

Please contact Mike Slawny (mikeslawny@osseo.org) or Miriam Standish (miriamstandish@osseo.org) at (847) 439-1919 for additional information or availability of sponsorship opportunities.

2024 Meeting Registration

Doctors and Other Healthcare Professionals	977
Spouses/Guests	82
Exhibitors	528
TOTAL	1,587

Benefits of Sponsorship

Platinum - \$75,000 - \$99,999

- Up to 45 priority points towards future booth selection
- 20 Platinum Level sponsorship recognition pins
- Complimentary Door Drop (production and delivery fees not included)
- Complimentary full page advertisement in the Annual Meeting Program Guide
- Five advanced copies of Program Guide shipped to office before meeting
- Plaque presentation at Opening Session
- Recognition as Platinum sponsor in Program Guide and on signage
- Preferential notification of new sponsorship opportunities as they become available
- The perception of support and alliance to the Academy by its leaders and members

Gold - \$50,000 - \$74,999

- Up to 35 priority points towards future booth selection
- 15 Gold Level sponsorship recognition pins
- Three advanced copies of Program Guide shipped to office before meeting
- Recognition as Gold sponsor in Program Guide and on signage
- Plaque presentation at Opening Session
- The perception of support and alliance to the Academy by its leaders and members

Silver - \$25,000 - \$49,999

- Up to 20 priority points towards future booth selection
- 10 Silver Level sponsorship recognition pins
- Two advanced copies of Program Guide shipped to office before meeting
- Recognition as Silver sponsor in Program Guide and on signage
- Plaque presentation at Opening Session
- The perception of support and alliance to the Academy by its leaders and members

Bronze - \$15,000 - \$24,999

- Up to 10 priority points towards future booth selection
- Five Bronze Level sponsorship recognition pins
- One advanced copy of Program Guide shipped to office before meeting
- Recognition as Bronze sponsor in Program Guide and on signage
- Plaque presentation at Opening Session
- The perception of support and alliance to the Academy by its leaders and members

Friend - \$10,000 - \$14,999

- Five priority points towards future booth selection
- Recognition as Friend sponsor in Program Guide and on signage
- Acknowledgement as sponsor at Opening Session



2025 Annual Meeting

Annual Meeting Visibility

AO's 2025 Annual Meeting offers numerous opportunities for sponsorship and high visibility marketing opportunities to help your company stand out from the others.

Branded Signage

Maximize your company's exposure with promotional banners, clings and signs throughout the convention center and hotel(s). Attendees will take note of your support for the duration of the meeting as they pass your promotional message. Sponsor is responsible for production/installation and content must be approved by AO & hotel(s)/convention center.

BANNERS

Single or double-sided banners located in high-traffic areas in convention center. Sizes vary depending on location selected.

\$3,600 ea.*



ESCALATOR CLINGS

Custom-fit clings attached to escalators in the convention center.

\$9,100*



STAIRCASE CLINGS

Custom-designed clings attach to stair risers in the convention center. (24 steps)

\$6,000*



COLUMN WRAPS

Custom-fit wraps cover support columns throughout convention center.

Exhibit Hall - \$2,100 ea.*

Common Area - \$3,600 ea.*



STANDING FLOOR SIGNS

Double-sided floor sign located in a high-traffic area featuring your company or product artwork. Approximate size is 3' x 8'.

\$3,300 ea.



DIGITAL MONITORS **NEW!**

Illuminate your brand name or highlight your product on a large digital monitor placed in high traffic areas throughout the convention center.

\$5,000



DOOR/WINDOW CLINGS

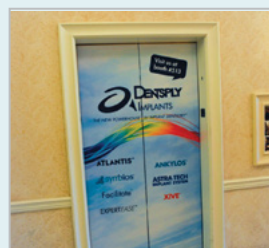
Custom-designed wall clings attach to glass doors, windows and solid walls of the convention center.

\$3,600 ea.*

ELEVATOR CLINGS

Custom-fit clings attached to elevator floors or doors in the convention center and/or hotel(s).

Hotel(s) - \$5,100*



GRAPHIC WALL **NEW!**



A 15' graphic wall displaying your product or corporate message in high traffic areas.

\$3,600*

*Production and installation are not included in sponsorship fee.

Marketing Opportunities

BOARD OF DIRECTORS RECEPTION & DINNER **NEW!**

This special dinner for the AO & OF Board of Directors and past presidents will give valuable access to the organizations' key leaders and decision makers. Approximately 50 people in attendance. Sponsor may send two company representatives.

\$7,000

BOOKMARK

Provide attendees with a branded bookmark which can be used throughout the meeting to mark pages in Program Guide or any other publication. AO distributes sponsor-provided bookmarks (approx. 1,700) to each attendee in the Registration Bag. *Production costs not included in sponsorship fee.*

\$3,200

CITY MAP

Help attendees navigate the city by providing a branded map of the immediate surroundings. Highlight restaurants, theatres and other areas of interest while keeping your logo in front of them even after they leave the convention center. Sponsor-provided maps are inserted in each attendee's Registration Bag. *Production costs not included in sponsorship fee.*

\$3,200

CORPORATE FORUM

Maximize your company's exposure at the meeting by participating in AO's Corporate Forum presentations. The concurrently-run corporate presentations are featured from 8:00 am to noon on Thursday immediately preceding the Opening Symposium. No other scientific sessions will be scheduled during this time, giving the Corporate Forum exclusive program time. *Livestream and on demand capture of presentations available for an additional fee.*

\$12,500 / Two 45-minute presentations



DOOR DROP

Deliver your message directly to attendees in their sleeping rooms by securing a Door Drop through the hotel(s) on any night. Attendees will return to their room after a day of educational sessions to find your promotional material waiting for them at their door. *Production and delivery fees not included in sponsorship fee.*

\$2,300 ea.

EXECUTIVE SUITE IN EXHIBIT HALL

Demonstrate your company's commitment to existing or potential clients with a private, hard-walled room in the Exhibit Hall for meetings, training or VIP accommodations. Room can be set as conference style for meetings and training or as a lounge for preferred customers to unwind. Available for duration of meeting. Branding of outside walls permissible. Sponsor is responsible for carpet, furnishing, food/beverage and power. *See page 5 for additional details.*

\$8,240 - 200 sq. ft. (10' x 20')

\$16,480 - 400 sq. ft. (20' x 20')

EXHIBIT HALL AISLE SIGNS

Maintain a constant presence throughout the Exhibit Hall by displaying your company logo or product on every aisle sign. Promotional ad will appear on the bottom of double sided aisle signs hung from ceiling. Ad space approx. 2' x 4'.

\$7,600



EXHIBIT HALL DIRECTIONAL DISPLAY **NEW!**

Your message is sure to grab the attention of attendees on this structure featuring the exhibit hall floor plan.

Your company's booth will be highlighted for additional exposure.

\$12,000



2025 Annual Meeting

FOUNDATION DONOR DISPLAY



Highlight your branding efforts with a 15' x 8' display listing of recent contributors to the Osseointegration Foundation. The sponsor's company/product advertisement (approx. 3' x 8') will be prominently featured on large donor display located in high-traffic area of convention center.

\$4,200

HAND SANITIZING STATIONS

Keep attendees healthy by providing up to five branded hand sanitizing stations strategically-placed throughout the convention center for maximum visibility. *Production, rental and set-up not included in sponsorship fee.*

\$5,200



HAND SANITIZERS IN REGISTRATION BAGS

Take advantage of this exceptional marketing tool by placing your company or product ad on sponsor-provided individual hand sanitizers which will be inserted in approximately 1,700 attendee registration bags. *Production costs not included in sponsorship fee.*

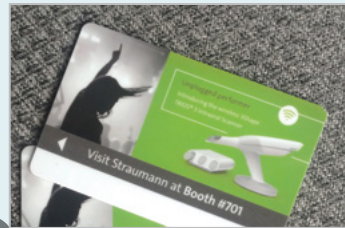
\$4,100



HOTEL ROOM KEYS

Maintain your branding efforts even after attendees leave the Exhibit Hall by providing branded Hotel Room Keys at the official meeting hotel(s). Keys may include product or company promotion and will be distributed by hotel staff upon guest check-in. *Production costs and distribution fees are not included in sponsorship fee.*

\$13,300



LANYARDS

Proudly display your company's name on a cloth lanyard for use with name badges. AO distributes sponsor-provided lanyards to each attendee in the registration bags. *Production costs are not included in sponsorship fee.*

\$9,200



LUGGAGE TAGS

Help attendees locate their belongings with branded luggage tags that can be affixed to registration bag and/or luggage. AO distributes sponsor-provided luggage tags (approx. 1,700) to each attendee in the registration bag. *Production costs are not included in sponsorship fee.*

\$3,600



Marketing Opportunities

MAILING LIST (ANNUAL MEETING REGISTRANTS)

Exhibiting companies may purchase the mailing list of pre-registered Annual Meeting attendees to promote their company, product or event. *List excludes EU members who've opted out of receiving promotional material and email addresses.*

\$200

LUNCH IN EXHIBIT HALL

Satisfy hungry appetites by sponsoring a complimentary lunch for all to meeting registrants on Thursday, Friday and/or Saturday. Sponsor's name will appear in the Program Guide, on signage at the lunch station, lunch tickets and promotional slides. Sponsor may elect to also provide napkins/cups with company or product logo.

\$2,750 / day

MEETING MOBILE APP

Help attendees plan their week and stay in touch with colleagues with the mobile app specifically designed for the Annual Meeting. The app includes daily schedule, floor plans, speaker information, exhibitor listing, last minute announcements, social media and city information. Sponsor's name/logo will appear on mobile app, promotional signs and in the printed Program Guide. Sponsor receives two "Alerts" per day during the Annual Meeting which will be pushed to all users.

\$12,000

MEETING REGISTRATION BAGS

Maintain visibility for the duration of the meeting and beyond by sponsoring premium registration bags provided to each attendee to receive/carry meeting materials.

AO will distribute approximately 1,700 meeting valises with the sponsor's logo prominently appearing on the front panel.

\$16,500



MICROFIBER CLEANING CLOTH

Help attendees see clearly with a branded microfiber cleaning cloth which can be used to clean tablet screens or glasses. AO distributes sponsor-provided cleaning cloth (approx. 1,700) to each attendee in the registration bag.

Production costs are not included in sponsorship fee.

\$3,300



NOTE PADS & PENS

Ensure participants keep good notes by providing notepads and pens to all attendees. AO distributes sponsor-provided note pads and pens (approx. 1,700) to each registrant in the registration bag.

Production costs are not included in sponsorship fee.

\$5,600



PHONE CHARGING STATIONS **NEW!**

Keep attendees charged by providing up to five branded device charging stations placed in high traffic areas around the convention center for maximum visibility. *Equipment rental and installation costs are not included in the sponsorship fee.*

\$5,000

POCKET SCHEDULE

Assist attendees with navigating their busy agenda with this pocket size booklet containing the schedule of events at the meeting. The sponsor's advertisement will appear on the back of the booklet. Sponsor is entitled to 100 pocket schedules for distribution to representatives.

\$8,400

2025 Annual Meeting

PRESIDENT'S RECEPTION



Show your support of the meeting by sponsoring the Academy's two-hour President's Reception on Friday evening at MoPOP Museum of Pop Culture which is open to all registrants. Food stations and open bars are scattered throughout the venue and the sponsor's entire staff is encouraged to attend the event. Sponsor name will appear in Program Guide, promotional slides and signs posted before and during reception. Sponsor(s) may provide branded plates, cups, drink stirrs, and/or gobo graphics.

\$25,000 - Co-sponsor

\$40,000 - Single Sponsor

PROGRAM GUIDE ADVERTISEMENT

Highlight your company, product or upcoming event with an advertisement in the printed Program Guide which is distributed to all meeting attendees. Full-page, four-color advertisement printed on heavy cover-stock ensures increased visibility.

- Inside front cover - \$5,400 – **SOLD**
- Inside back cover - \$5,400
- Outside back cover - \$6,000
- Inside page - \$3,800

REFRESHMENT BREAK

Help quench the thirst of attendees by sponsoring daily Refreshment Breaks in the Exhibit Hall. Sponsor's name will appear in Program Guide, promotional slides and signs posted during Refreshment Break. Sponsor may provide branded napkins and cups.



- Thursday Afternoon - \$1,600
- Friday Morning & Afternoon Ice Cream - \$2,400
- Saturday Morning - \$1,600



Marketing Opportunities

REGISTRATION BAG INSERT

Ensure visibility right from the start with a one-page flyer distributed to all registrants. Company provides approximately 1,700 one-page (two-sided) flyers (8½" x 11") which will be inserted in each attendee's registration bag.*

*Larger items will incur additional charge.

\$3,300

RELAXATION STATION **NEW!**



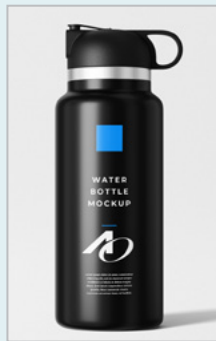
Capture the attention of attendees as they walk the Exhibit Hall floor. Each set of benches includes the option for sponsor's ad on the back of the benches and floor clings in front of each bench. *Production and installation costs of the clings are not included in the sponsorship fee.*

\$3,000

REUSABLE WATER BOTTLES

Put your name on everyone's lips by providing reusable branded water bottles to all meeting attendees. AO will provide branded self-serve distribution bins in a high traffic area to encourage hydration while remaining environmentally conscious. *Production costs are not included in the sponsorship fee.*

\$7,000 ea.



SCHEDULE OF EVENTS DISPLAY



Maintain your branding in a high traffic area while helping attendees determine their schedule by sponsoring a 20' x 8', display listing the hour-by-hour meeting agenda with location of each session. The sponsor's company/product advertisement (approx. 3' x 8') prominently featured on display located in high-traffic area.

\$16,500

STUDENT TRAVEL GRANTS

Help students present their scientific research by funding Travel Grants to attend AO's Annual Meeting - *Awarded through the Osseointegration Foundation and has a deadline of October 1, 2024.*

\$1,300 ea.

LABORATORY TECHNICIAN PROGRAM



Maintain your company's presence with the Laboratory Technicians by supporting a full-day program specifically developed for all members of the Lab Tech Team.

\$3,000

2025 Annual Meeting

VIP DINNER

**multiple sponsors*

Demonstrate your support of the meeting and its VIP's by sponsoring this invitation-only reception and dinner, at the Seattle Aquarium, to acknowledge contributions of meeting faculty, current and past leaders, committee chairs and other VIP's. Sponsors' name appears on invitations, signage at event and in Program Guide. Two corporate representatives (+ two guests) are invited and recognized during the event.

\$7,700 - Co-sponsor

WELCOME RECEPTION



Help kick off the meeting with a reception for all attendees, exhibitors and guests on Thursday evening in the Exhibit Hall. Sponsor's name will appear in Program Guide, promotional slides and signs posted before and during reception. Sponsor may provide branded plates, cups and napkins.

\$17,000

YOUNG CLINICIANS LECTURE

Show your support to the next generation of attendees by supporting this 90-minute educational presentation on Friday afternoon which is geared towards the interests of our younger clinicians.

\$10,000

YOUNG CLINICIANS RECEPTION

**multiple sponsors*



Help our younger clinicians unwind with a networking reception on Thursday evening. Sponsors' name appear in Program Guide, invitations, promotional slides and signs posted near the entrance to the reception. Sponsor may invite up to four representatives to attend the reception for networking opportunities.

\$3,600 - Co-sponsor

\$6,300 - Single Sponsor



Year Round Opportunities

Advertising

The following sponsorship opportunities are also available but do not apply to Annual Meeting Sponsorship Levels.

AO WEBSITE

Maintain year-round exposure to members and non-members with your company's banner advertisement on AO's website:

- 300 x 600 px (vertical position in right margin of website) **\$3,100/yr.**
- 700 x 50 px (horizontal position in middle of page) **\$3,600/yr.**

MAILING LIST (MEMBERSHIP)

Companies may purchase the full AO membership mailing list for promotional purposes. The list contains approximately 4,000 mailing addresses (no email addresses) of most members of the Academy (excludes EU members who've opted out of receiving promotional material).

\$500

NEWSLETTER

Maintain visibility through the various advertising opportunities in the official newsletter of AO. AcademyNews is printed and mailed quarterly to all members. Full-page or ½ page four-color advertisements are placed throughout publication and appear in both printed and electronic versions. Advertisers must sign contract which extends through end of year.

Full Page - \$2,200/issue

Half Page - \$1,700/issue



Year Round Opportunities

Sponsorship

UNIVERSITY BASED EVENTS

Cultivate the next generation of doctors by sponsoring AO's educational sessions for post graduate students at designated institutions to help promote the specialty.

The sponsor is allowed to display a tabletop exhibit at the event and briefly address the attendees (if permitted by the University). Sponsor will be acknowledged from the podium and company name will appear in all promotional material leading up to the event.

\$5,000 ea.

VIRTUAL CORPORATE FORUM

Maximize your company or product exposure by offering a one-hour virtual presentation anytime throughout the year. Your presentation(s) will be promoted by the Academy and available to members and non-members on the AO's website for up to two years.

\$6,100

WEBINAR SERIES

Keep your name in front of AO members by supporting AO's complimentary live webinar series featuring industry experts that address critical topics in the field of implant dentistry. All webinars are presented live and archived on AO's website for future viewing. CE credit is available and sponsor receives recognition in all webinar communications and on the opening slide.

\$1,000 ea.



Important Dates to Remember

Exhibits

August, 2024	Online booth sales open
October, 2024	Exhibitor Kit emailed
November 1, 2024	Booth cancellation deadline (with \$500 cancellation fee)
December 16, 2024	Full booth payment due
	Booth cancellation deadline (with 50% cancellation fee)
	Company description for Program Guide due
December 17, 2024	Booth cancellation with no refunds due
January 20, 2025	Function Space Request Form due
	Hospitality Function Request Form due
February 17, 2025	Independent contractors Certificate of Insurance due
	Notification of Intent to Distribute Premium or Novelty Items due
March 13, 2025	Booth sales end
	Requested Pre-Registered Attendee Mailing List emailed to exhibitors
March 25, 2025	Exhibit set-up begins at 8:00 am
March 27, 2025	Exhibit installation must be completed by 11:00 am
	Official opening of Exhibits at 11:45 am
March 29, 2025	Official closing of the Exhibits at 2:00 pm
March 30, 2025	Exhibit Hall must be cleared by noon

Sponsorship

September 9, 2024	Corporate Forum - Corporate logo (vector .eps or .ai format) due
October 1, 2024	Student Travel Grant agreements due
November 15, 2024	Sponsorship agreements for President's Private Reception and VIP Dinner are due
December 20, 2024	Corporate Forum - presentation title, presenters, abstract(s) AV Requirements and/or Room Diagrams due
December 20, 2024	Pre-approved final artwork (for banners, clings, signs, advertisements) due
December 31, 2024	All sponsorship agreements not previously listed are due
February 22, 2025	All items to be distributed in Registration Bag as well as branded cups, napkins, etc. for social events must received by AO

Application/Contract for Exhibit Space

2025 AO Annual Meeting

Seattle, WA • Exhibition Dates: March 27-29, 2025

Register online at: osseo.org/2025-annual-meeting/

Booth Size	Total Cost	Total Deposit
10' x 10' in-line	\$3,982	\$1,991
10' x 10' corner	\$4,472	\$2,236
Island Booth (start at 400 sq ft)	\$48/sq ft	50% of total

Deposit Policies

Applications must be accompanied by a 50% deposit of the total booth cost, 100% of payment is due no later than December 16, 2024. Applications received after

December 16, 2024, must include full payment of the total booth cost (payable in US Funds and drawn on a US Bank).

Cancellation/Space Reduction Policies

All cancellations of booth space must be received in writing by Show Management. If space is reduced, the net reduction of space will be treated as a cancellation of that space and Show Management reserves the right to reassign the exhibitor's confirmed booth location at its sole discretion. If Show Management receives a written request for cancellation of space on or before November 1, 2024, the exhibitor will be eligible for a full refund minus \$500 for each 10'x10' space; between November 1, 2024 and December 16, 2024, eligible for 50% refund of the total booth cost. No refunds will be made after December 16, 2024. It is expressly agreed by the exhibitor that upon failure to pay the space rental charge at the times specified or failure to comply with any other provisions contained in the Rules and Regulations concerning use of exhibit space,

Show Management shall have the right to reassign the confirmed booth location or to take possession of said space and lease same, or any part thereof, to such parties upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages the amount paid for space reservation, regardless of whether or not Show Management enters into a further lease for the space involved. In the event the exhibition shall not be held for any reason, the rental and lease of space to the exhibitor shall be terminated in such case, the limit claim for damage and/or compensation by the exhibitor shall be the amount already paid for space for this specific event.

Please make credit card payments online at osseo.org/2025-annual-meeting/

Return form to:

Jean Foellmer, Director of Exhibits
Academy of Osseointegration
85 W. Algonquin Road, Suite 550
Arlington Heights, IL 60005-4460
Phone: (847) 725-2278
Email: jeanfoellmer@osseo.org

Executive Suites Contract

2025 AO Annual Meeting

Seattle, WA • Exhibition Dates: March 27-29, 2025

Contact to whom correspondence should be sent

Company _____
 Contact Name _____ Title _____
 Mailing Address _____
 City/State/Zip _____
 Phone _____
 Email _____ Website _____

Executive Suite Size	Cost
10' x 20'	\$ 8,240
20' x 20'	\$16,480

POLICIES AND PROCEDURES

Executive Suites are assigned on a first come, first served basis. Companies using Executive Suites must adhere to all Rules and Regulations as set forth in the Exhibitor Prospectus and the convention center rules and regulations. Executive Suites may only be utilized during the published AO exhibit hours. Attendees and guests must be registered for AO to gain access to the exhibit hall.

PLEASE NOTE THAT THESE ROOMS ARE NOT COMPLETELY SECURE. One lockable door is included; however, rooms are not 100% secure. Do not leave prototype or valuables unattended. The security of your Executive Suite and your materials is your responsibility for the time allotted. You are responsible for supplying security guard service, if desired.

AO does not provide logistical support for the Executive Suites apart from the items outlined above. Expenses incurred for additional services or upgrades (i.e. security, equipment, electrical, food & beverage, phones/lines, audio-visual, etc.) are the responsibility of the sponsoring company and must be coordinated through the official show contractors.

CE opportunities are not allowed in the Executive Suites.

DEPOSIT/CANCELLATION

- 100% payment at time of contract
- Cancellations must be in writing on or before January 20, 2025 refund minus \$1,000.
- No refunds after January 20, 2025

PAYMENT INFORMATION

Check: Check Number _____ **OR** Credit Card: Visa MasterCard American Express

Credit Card Number _____ Expiration Date _____ Security Code: _____

Name on the Card _____ Amount to Charge \$ _____

Signature _____

Return form to:

Jean Foellmer, Director of Exhibits
 Academy of Osseointegration
 85 W. Algonquin Road, Suite 550
 Arlington Heights, IL 60005-4460
 Phone: (847) 725-2278
 Email: jeanfoellmer@osseo.org

Function Space Request

2025 AO Annual Meeting

Seattle, WA • March 27-29, 2025

FUNCTION SPACE WILL BE VERY LIMITED THIS YEAR! IF YOU NEED MEETING SPACE, CONSIDER PURCHASING AN EXECUTIVE SUITE IN THE EXHIBIT HALL.

Function space requests are only for company sales meetings or AO approved activities, not industry sponsored hospitality suites or functions. See page 6 for more details. Submit this form to AO NO LATER THAN **JANUARY 20, 2025**.

Name of Function _____

Exhibiting Company Name _____

Contact Person _____

Mailing Address _____

Phone _____

Email _____

Function Day/Date _____ Start Time _____ am/pm End Time _____ am/pm

Function Day/Date _____ Start Time _____ am/pm End Time _____ am/pm

Room Needed Early for Special Set-up No Yes Time _____ am/pm Number attending _____

Function Type Sales Meeting Business Meeting Other Activity (to be approved by AO)

Attendance Company Personnel Physician/Company Other

Setup Desired Conference Hollow Square U-Shaped Theater Schoolroom
 Rounds Cocktail Tables Other/Diagram Attached

Preferred Hotel: Hyatt Sheraton

Additional Specifications (Check all that apply)

Using Audio Visuals Elevated Stage for Lectern/Head Table Standing Lectern Only Other

FEE \$200 per function/day

Credit Card #	_____		_____
Security Code	Expiration Date	Amount to Charge: \$200 per function/day	
Name on Card	_____		Signature

I/we have read the AO General Rules and Regulations in the Exhibitor Prospectus and agree to abide by all AO General Rules and Regulations and hold harmless the AO from and against any and all liability and claims and demands which may arise from or be asserted in connection with the foregoing undertakings and responsibilities.

Applicant's Signature _____

Type or Print Name _____

Title _____ Date _____

Return form to:

Gina Seegers, Director of Meetings & Conventions
Academy of Osseointegration
85 W. Algonquin Road, Suite 550
Arlington Heights, IL 60005-4460
Phone: (847) 725-2276
Email: ginaseegers@osse.org

AO Use Only

Date _____

Time _____

Location _____

Facility _____

Hospitality Function Request

2025 AO Annual Meeting

Seattle, WA • March 27-29, 2025

Exhibitors are required to inform the Academy of Osseointegration of hosted hospitality functions. See page 6 for more details. Submit this form to AO **no later than JANUARY 20, 2025**. Once approved, you will then be contacted by the facility for your requirements.

Exhibiting Company Name _____

Contact Person _____

Mailing Address _____

Phone _____ Email _____

Hospitality Function Description _____

Preferred Location (name of hotel, restaurant, etc.) _____

Dates _____ Proposed Entertainment _____

If event is planned outside the hotel, will the exhibiting company be providing transportation for attendees? Please indicate type of transportation to be utilized: _____

I/we have read the AO General Rules and Regulations regarding Social Activities in the Exhibitor Prospectus and agree to abide by all AO General Rules and Regulations and hold harmless the AO from and against any and all liability and claims and demands which may arise from or be asserted in connection with the foregoing undertakings and responsibilities.

Applicant's Signature _____

Type or Print Name _____

Title _____ Date _____

Return form to:

Gina Seegers, Director of Meetings & Conventions
Academy of Osseointegration
85 W. Algonquin Road, Suite 550
Arlington Heights, IL 60005-4460
Phone: (847) 725-2276
Email: ginaseegers@osseo.org

AO Use Only

Date _____

Time _____

Location _____

Facility _____

General Rules and Regulations

ACADEMY OF OSSEOINTEGRATION GENERAL RULES AND REGULATIONS

These Rules and Regulations are a bona fide part of the contract for exhibit space with the Academy of Osseointegration (AO) hereinafter referred to as Show Management. Show Management reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well-being of the Show. Each exhibitor, for himself, his employees, and his contractors agrees to abide by these regulations and by any amendments or additions hereafter made by Show Management. Show Management reserves the right to decline, prohibit, deny access or remove any exhibit which in its sole judgment is contrary to the character, objectives and best interests of the Show or suitable for its attendee audience. This reservation includes, but is not limited to, any violation of any public policy or these Rules and Regulations and extends to persons, things, printed matter, products and conduct. Show Management reserves the right to refuse applications of any exhibitor for any reason, as well as the right to curtail exhibits or parts of exhibits. Show Management's decision and interpretation shall be accepted as final in all cases.

PAYMENT OF SPACE

Applications must be accompanied by a 50% deposit of the total booth cost, 100% of payment is due no later than December 16, 2024. Applications received after December 16, 2024, must include full payment of the total booth cost (payable in US Funds and drawn on a US Bank).

CANCELLATION AND REFUNDS

All cancellations of booth space must be received in writing by Show Management. If space is reduced, the net reduction of space will be treated as a cancellation of that space and Show Management reserves the right to reassign the exhibitor's confirmed booth location at its sole discretion. If Show Management receives a written request for cancellation of space on or before November 1, 2024, the exhibitor will be eligible for a full refund minus \$500 for each 10'x10' space; between November 1, 2024 and December 16, 2024, eligible for 50% refund of the total booth cost. No refunds will be made after December 16, 2024. It is expressly agreed by the exhibitor that upon failure to pay the space rental charge at the times specified or failure to comply with any other provisions contained in the Rules and Regulations concerning use of exhibit space, Show Management shall have the right to reassign the confirmed booth location or to take possession of said space and lease same, or any part thereof, to such parties upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages the amount paid for space reservation, regardless of whether or not Show Management enters into a further lease for the space involved. In the event the exhibition shall not be held for any reason, the rental and lease of space to the exhibitor shall be terminated in such case, the limit claim for damage and/or compensation by the exhibitor shall be the amount already paid for space for this specific event.

SPACE RENTAL AND ASSIGNMENT OF LOCATION

Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALLSPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXHIBITION.

AO SPACE ASSIGNMENT POINT SYSTEM

Initial booth space was done in an online space draw based on the AO Point System. All additional assignments are on a first-come, first-served basis. A minimum of a 50% deposit is due with booth selection through December 16, 2024 any booth selections made after December 16, 2024 must be paid in full. Only points earned during the previous five years will be considered. Priority points for selecting booth space for the 2025 meeting will be determined as follows:

- Six (6) points for participation via an exhibit booth at each Academy meeting beginning with 2020 and ending with 2024
- Two (2) points for each booth contracted at each Academy meeting beginning with 2020 and ending with 2024
- Points for corporate sponsorship are awarded on an annual basis and accumulate for up to five years.

Points are earned in the following increments:

2 points	\$5,000 - \$9,999
5 points	\$10,000 - \$19,999
10 points	\$20,000 - \$29,999
15 points	\$30,000 - \$39,999
20 points	\$40,000 - \$49,999
25 points	\$50,000 - \$59,999
30 points	\$60,000 - \$69,999
35 points	\$70,000 - \$79,999
40 points	\$80,000 - \$89,999
45 points	\$90,000 - \$99,999
50 points	\$100,000 +

- One (1) point for a half page advertisement in the Academy News beginning with 2019 and ending with 2023
- Two (2) points for a full-page advertisement in the Academy News beginning with 2019 and ending with 2023

AMERICANS WITH DISABILITIES ACT

Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless Show Management and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by the exhibitor's failure to comply with the Act.

ARRANGEMENT OF EXHIBITS

Each exhibitor is provided access to an official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition. Exhibits not conforming may be dismantled or modified, at cost to the exhibitor, at the sole judgment and discretion of Show Management. Booth decorations are to be professional, standard booth design. No gimmicks or attention-getting decorations are permitted. Nothing may be taped, posted, nailed, screwed or otherwise attached to columns, walls, drape, floor or any interior or exterior surface of the center. Exhibits are not permitted to span an aisle by ceiling or floorcovering. Signs, parts of exhibits, supplemental lighting or any other exhibit material suspended from or attached to the ceiling of the exhibit hall must be approved by Show Management. Exposed or unfinished sides and/or backs of exhibits and displays must be draped or finished so as to present an attractive appearance when viewed from aisles or adjoining exhibits. All exhibits will be

inspected during set-up and, at the direction of Show Management, the decorator will install draping at the exhibitor's expense to any part of the exhibit deemed objectionable by other exhibitors or Show Management.

ATTORNEYS' FEES

Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement, or to protect in any manner its interest or interests under this agreement, Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges and expenses including attorneys' fees.

BOOTH REPRESENTATIVES

Booth representatives, including models or demonstrators, must be properly registered and wear badges, and be properly and modestly clothed. Excessively revealing attire is prohibited. Exhibitor badges are not to be issued to registrants who should pay the registration fee or to representatives of leasing companies, financial institutions, suppliers, vendors or others who wish to gain admittance for the purpose of making contacts.

CONTESTS, DRAWINGS, LOTTERIES

All unusual promotional activities must be approved in writing by Show Management no later than sixty (60) days prior to the opening of the exhibition.

CONTROVERSIAL PROCEDURES

Diagnostic and therapeutic modalities advocated by exhibitors should be in compliance with the standards of practice endorsed by the Executive Council of the AO. Should a potential exhibitor have a question in this regard, that exhibitor should contact Show Management before the meeting opens.

COPYRIGHT LICENSING

Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform or display any copyrighted materials including but not limited to music, video and software. The exhibitor shall indemnify and hold harmless Show Management and facility against cost, expense, or liability which may be incident to, arise out of or be caused by the exhibitor's failure to obtain requisite license.

DIRECT SALES

Only those products listed on the exhibit application may be exhibited. Additional products for display must have Show Management approval prior to the exhibition. Exhibitors are responsible for collection of any and all taxes required by the state, county and city governments.

EXHIBITORS AUTHORIZED REPRESENTATIVE

Each exhibitor must name one person to be his representative in connection with installation, operation and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exhibition periods and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times. For their own safety and protection, persons under the age of twenty-one (21) will not be admitted to the exhibit halls during move-in and move-out.

General Rules and Regulations

EXHIBITOR PLAN REVIEW

Booth construction plans and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exhibition.

EXHIBITS AND PUBLIC POLICY

Each exhibitor is charged with knowledge of all state, county and city laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this exhibition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped or otherwise affixed to any pillars, doors, walls or other parts of the building. Any and all damages, losses, expenses and/or costs resulting from failure to observe this notice shall be payable by the exhibitor. The exhibitor must, at his expense, maintain and keep in good order his exhibit and the space for which he has contracted. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as an individual exhibitor's space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them. Exhibitors must comply with city and state fire regulations. All booth decorations including carpeting must be flame proofed and all hangings must clear the floor. All exits, hallways, aisles and fire control apparatus must remain clear and unobstructed at all times. Use of butane or bottled gas is not permitted. Use of propane and helium balloons is prohibited. Electrical equipment and wiring must conform to National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hNCard, the right is reserved to cancel all or such part of his exhibit as may be irregular, and effect the removal of same at exhibitor's expense. If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with Show Management for information concerning facilities or regulations. Cylinders containing oxygen, compressed air or other medical gas must be secured by strap, stand or cart in an upright position to prevent tip-over. X-ray equipment may be displayed but not operated. Combustible materials used in the exhibit hall must be flame-proof in accordance with the City Fire Department Codes. Use or storage of flammable liquids, gasses or solids is strictly prohibited.

FDA REGULATIONS

Exhibitors shall comply with all applicable Food and Drug Administration (FDA) regulations, including, without limitation, FDA restrictions on the promotion of investigational and preapproved drugs and devices and the FDA prohibition on promoting approved drugs and devices for unapproved uses.

FOOD PRODUCTS

Food products may not be distributed unless they are the products being promoted at the exhibit or they are used to demonstrate the company's product(s). Food products must be approved by the exhibit hall food and beverage department (special fees may apply) and Show Management. Food must be wrapped or in a container and not cause litter in the exhibit area. Exhibitors are responsible for keeping their booths litter free.

GIVEAWAYS

Novelty gifts or souvenirs not manufactured by the exhibiting company must be submitted to Show Management for review. These premiums should be items that can be used during the meeting or in the professional activities of the attendee. The "Notification of Intent to Distribute Premium or Novelty Items" form will be included in the Exhibitor Kit and must be returned to Show Management for approval no later than sixty (60) days before the opening of the exhibition. Show Management may withhold or withdraw permission to distribute souvenirs, advertising or other material it considers objectionable. Exhibitors may not distribute unofficial badges or company nameplates. No helium balloons may be used as booth decoration or inflated to distribute to visitors. All exhibitors distributing approved "stick-ons" may not place the "stick-ons" on the attendees' badges.

INDEMNIFICATION

Exhibitor agrees that he will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of the exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of the exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by the exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by the exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by the exhibitor shall be effective unless such damage or injury may result from the gross negligence or willful misconduct of Show Management, as the case may be. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against the exhibitor or relating to this lease or the Premises leased hereunder, then the exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

INSTALLATION AND REMOVAL

Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show. Any space not claimed and occupied by three (3) hours prior to the published Show opening time may be resold or reassigned without refund. Installation of all exhibits must be fully completed by the opening time of the exhibition. If an exhibitor is late in removing its exhibit and causes Show Management to incur overtime or other costs, then the exhibitor will be responsible for those costs. Exhibits must be staffed during all Show hours and may not, to any extent, be dismantled before the Show closing. Any early dismantling or packing shall be considered a breach of this agreement and may affect future applications.

ISLAND BOOTHS

An island booth is exhibit space with aisles on all four sides. Full use of the space is permitted, but the design of the booth must allow for see-through visibility and accessibility from all four aisles. No drapery is provided for island booths. Island booth displays (including decorations) may not exceed 16' in height unless approved by Show Management. An exhibitor whose booth is adjacent to island booths should expect the same reasonable sight line from the aisle as they would expect as if they were adjacent to an exhibitor with a standard booth. Hanging signs are permitted, they must clear at least 2' from the ceiling and the bottom of the sign must clear at least 16' from the floor.

LIABILITY AND INSURANCE

All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. None of Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

LITERATURE DISTRIBUTION

All demonstrations or other activities must be confined to the limits of the exhibitor's booth. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges or grounds of the host facility unless approved by Show Management. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited unless approved by Show Management. Distribution of exhibitor materials is not permitted to attendee sleeping room doors, meeting rooms or anywhere else in the hotel and/or exhibit facility except in the specified booth space unless approved and coordinated by Show Management. Show Management will offer an official door drop bag, to have your materials considered please contact Show Management.

LIVE ANIMALS

Live animals are prohibited.

OPERATION OF EXHIBITS

Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exhibition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exhibition as a whole. Use of so called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. The use of celebrity spokespersons, magicians, fortune-

General Rules and Regulations

tellers, dancers, mimes, puppet shows, other entertainment or special promotional activities is prohibited unless exhibitor has written permission from Show Management.

OTHER REGULATIONS

Any and all matters not specifically covered by the preceding Rules and Regulations shall be subject solely to the decision of Show Management. SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREE TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.

PHOTOGRAPHY

An exhibit booth may not be photographed or videotaped without the permission of the legitimate occupants of that booth. This prohibition extends to the members of the medical or lay press. Show Management may take photographs and may use them freely in any media for Show Management purposes.

PROPERTY DAMAGE

Neither Show Management nor the exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable casualty, and Show Management and the exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. In the event that such occurrence results in cancellation of the exhibition, each party hereby releases the other from obligations under this contract. Accordingly, it shall be the responsibility of Show Management and the exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

SIGNAGE

Signs for Show Management approved sponsored functions are permitted but limited to two (2) per hotel and must have prior written approval from Show Management. Signage for product or activity promotion is not permitted outside the space contracted unless specifically authorized by Show Management.

SOCIAL ACTIVITIES

Any social function or special event planned by an exhibiting company to take place during the meeting dates must be pre-approved by Show Management. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official conference and exhibition activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by Show Management. Social and hospitality functions should be held on an invitation-only basis. Host companies must make it clear to their guests that the event is not an official AO function. Host companies agree to assume all liability, arising out of or in conjunction with such functions and agree to indemnify Show Management against any and all liability and claims and demands arising out of or in connection with the foregoing undertakings and responsibilities of the exhibitor. Hospitality functions within

the hotel may only be advertised via the hotel activities board and must be cleared through hotel management. No lobby signs are permitted.

SOUND

Exhibits that include the operation of musical instruments, radios, sound projection equipment or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. Show Management shall be the sole judge of what constitutes appropriate sound levels.

STANDARD BOOTH

All linear booths are 100 sq ft (10' x 10') unless otherwise noted. Booths have a back wall drape that is 8' high, with sidewall drapes that are 3' high. Total height of exhibits (including decorations) may not exceed 8'3" in height. All display fixtures over 4' in height and placed within 10 lineal feet of an adjoining exhibit must be confined to that area of the exhibitor's space that is at least 5' from the aisle line. No solid exhibit construction may exceed 3'6" in height, except in the rear one-half of the booth. The intent of the height and depth restrictions is that each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit. Booths must be carpeted or have an appropriate floor covering.

STORAGE OF PACKING CRATES AND BOXES

Unattended freight in any display space as of one (1) hour prior to Show opening will be removed and stored at the exhibitor's sole risk and expense. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period; but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor's responsibility to mark and identify his crates and boxes. Crates and boxes not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty." Because of the lack of storage facilities, it may be necessary to store empty crates, boxes and exhibit materials outside the building. Every effort will be made to protect the crates from the elements, but neither Show Management nor its service contractors will assume any responsibility for damage to them. The removal and return of large crates that cannot be handled by hand trucks will be charged for at prevailing rates. Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Exhibitors will be billed by the service contractor for removal time and materials at prevailing rates. None of Show Management, the service contractor, nor the exhibit facility shall assume any liability whatsoever for loss or damage.

TWO-STORY BOOTHS

In most facilities, multi-story exhibits require prior approval by the exhibit facility and/or relevant local government agencies because it is deemed to be a "structure" for building purposes. Often structural and/or Convention Center Guidelines exist which dictate booth construction. Exhibitors utilizing this type of structure should seek guidance from Show Management prior to installation of multi-story exhibits. All requests must be submitted in writing sixty (60) days prior to the Show opening. All two-story booths are required to adhere to all local convention center fire regulations as it pertains to multi-story booths.

USE OF CERTAIN PROPERTY

Exhibitor will assume all costs arising from the use of patented, trademarked or franchised materials, devices, processes or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend and hold harmless Show Management, the service contractor, the exhibit facility and the city and their officers, directors, members, agents and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

USE OF INDEPENDENT CONTRACTORS

Exhibitors who plan to use the services of anyone other than the official service contractor must notify Show Management at least thirty (30) days in advance of Show dates by completing the "Request for Use of Exhibitor-Appointed Contractor" form included in the Exhibitor Kit. This includes exhibit designers and builders, audiovisual and computer suppliers, florists, security firms, photographers, etc. Independent contractors must: perform all services in a professional manner in accordance with the Exhibiting Rules and Regulations; not engage in solicitation of business on the exhibit floor for present or future conventions; order decorator labor in advance, either with the official service contractor or directly from the union or from exhibitor appointed contractor; and have all licenses, permits or bonding required by the federal, state, county or municipal governments and the Convention Center or Hotel Management prior to commencing work; and shall provide Show Management with an original Certificate of Insurance at least two (2) weeks prior to the Show dates. The insurance certificate must prove the policy will be in effect during the published installation and dismantling dates. Comprehensive general liability insurance against claims for bodily injury or death and property damage of not less than \$1,000,000 for each occurrence and an active worker's compensation insurance policy covering all permanent employees and temporary labor hired to perform work on this event are required.

USE OF SPACE

No exhibitor shall assign, sublet or share their allotted space with another business or firm unless approval has been obtained in writing from Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies excepted. Exhibitors must show only goods manufactured or dealt with by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit area.

WAIVER

Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of such rights in writing on one occasion shall not be construed assent to or a waiver of any right or remedy on any future occasion.

AO Future Meeting Dates

March 5 - 7, 2026
Washington, D.C.

March 11 - 13, 2027
San Diego, CA

March 9 - 11, 2028
Fort Lauderdale, FL



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