



ART+SCIENCE OF DENTISTRY

Exhibitor & Sponsorship Prospectus

MAY 18–20, 2023
ANAHEIM CONVENTION CENTER

Table of Contents

Answers to Common Questions3

Important Dates and Deadlines4

Administrative Information5

Exhibit Space Application Information6

Products and Services Listing Instructions7
 Must be completed in the exhibitor portal by March 10, 2023
 to be included in the product listing.

Booth Personnel Registration Instructions8

Mandatory Approval and Independent Contractor Request Information.9
 Submission deadline is no later than March 10, 2023. Forms can be
 completed in the exhibitor portal.

Signs, Graphics and Logos10

Endcap/Peninsula Booths11

Promotional Opportunities — Maximize Your Exposure 12–14

Exhibitor Rules and Regulations 15–20

Answers to Common Questions

The following are answers to the most commonly asked questions. Please review this page thoroughly. If you have additional questions, please contact CDA at 916.554.4950.

Booth Assignments and Notification

CDA works from a seniority point system when making booth assignments. Exhibitors are given one point per CDA meeting they exhibit at and for certain levels of advertising and sponsorships. Applications received after the first round deadline will be assigned on a date-received basis and must include payment in full.

Contract and invoice will be emailed when booth space is assigned. Exhibitor must sign and return contract within 24 hours to be considered confirmed. Access the floor plan at cda.org/cdapresents to view your exact location.

Booth Fees

The cost of a 10' x 10' booth is \$4,400 inline and \$4,800 for a corner. Island space is \$54 per square foot.

Exhibitor Eligibility

Companies must certify that their representatives are officers or employees on the payroll of the company contracting for space. Nonmember dentists must be identified and be nonpracticing, full-time employees or officers of the company.

Sales on the Exhibit Floor

Sales are limited to the taking or accepting of written orders. Under no circumstances shall any delivery of goods or items be made. No cash or credit card sales are permitted at the show.

Transport and Setup of Booth

Union jurisdictions prevail over the operation of all material-handling equipment, unloading and reloading and handling of empty containers. Exhibitors may move material that can be hand-carried by one person in one trip, without the use of luggage carts, hand trucks or other mechanical equipment. This will be strictly enforced. Installation of exhibits or displays that require the use of hand tools, more than one person, longer than 30 minutes (including crating and uncrating) or exceed 10 feet in any direction, must be installed by union labor. One full-time company employee may supervise work by the union crew.

Exhibit Installation and Dismantle Hours

Space will be available for setup at 8 a.m. on May 16, 2023. Installation must be complete by 5 p.m. on May 17, 2023. Dismantle may only begin when the show closes on Saturday at 4:30 p.m., and must be complete by 3 p.m. on Sunday, May 21, 2023. For the safety of all attendees, aisle carpet removal followed by empty crate return will begin a half hour following the close of the show.

Advance and Direct Shipments

Advance shipments to the GES warehouse may be sent 30 days prior to the show and should be addressed to:

CDA Presents in Anaheim
Exhibiting Company Name, Booth#
GES
c/o Crane Freight & Cartage
 1515 E. Winston Rd.
 Anaheim, CA 92805

Direct shipments to the exhibit site may arrive beginning May 16, 2023, and should be addressed to:

CDA Presents in Anaheim
Exhibiting Company Name, Booth#
c/o GES
Anaheim Convention Center,
Halls C-D
 1850 S. West St.
 Anaheim, CA 92802

Please note: The name of the show, name of the exhibitor and booth number must appear on each piece shipped. All payments for freight/drayage should be sent to Global Experience Specialists (GES).

Important Dates and Deadlines

December 9, 2022

First-round application deadline. First-round applications must include booth deposit and are assigned exhibit space in order of seniority. (Applications received after this date are not included in the first-round and will be assigned on a first-come, first assigned basis).

Dec. 10, 2022 -
May 12, 2023

Applications are accepted and will be assigned in date order received after completion of first-round assignments and are based on availability. Submitted applications after March 10, 2023 must include payment in full.

March 10, 2023

Deadline for

- Cancellation of booth space without 100 percent penalty
- Products and Services Listing
- Insurance Certificate
- Mandatory Approval
- Independent Contractor Request

Cancellation Policy

All cancellations or adjustments to booth space must be in writing and are subject to the following amounts: On or before

March 10, 2023 — refund minus \$1,000 non-refundable fee per 10'x10' booth space; after March 10, 2023 — no refund. Booths will be assessed a 100% booth cancellation fee and are non-transferable.

April 26, 2023

Deadline for booth personnel registration

Deadline for hotel reservations

May 16-17, 2023

Exhibitor setup

8 a.m.–5 p.m., Tuesday, May 16, 2023

8 a.m.–5 p.m., Wednesday, May 17, 2023

May 17–20, 2023

Exhibitor registration

8 a.m.–5 p.m., Wednesday, May 17

7 a.m.–5:30 p.m., Thursday, May 18

8 a.m.–5:30 p.m., Friday, May 19

8 a.m.–4:30 p.m., Saturday, May 20

May 18–20, 2023

Exhibit hall hours and dates

9:30 a.m.–5:30 p.m., Thursday, May 18

9:30 a.m.–5:30 p.m., Friday, May 19

9:30 a.m.–4:30 p.m., Saturday, May 20

May 21, 2023

Dismantle of exhibit space may only begin when the show closes on Saturday at 4:30 p.m. and must be complete by 3 p.m. on Sunday, May 21.

Administrative Information

Show Management

California Dental Association
Sandy Frank, Exhibits Manager
1201 K St., 14th Floor
Sacramento, CA 95814
Phone 916.554.4950
Fax 866.593.3460
Email sandy.frank@cda.org

Sue Gardner, Director, Integrated Sales
Phone 916.554.4952
Email sue.gardner@cda.org

CDA Housing Bureau

Convention Management Resources/CDA Housing
844.570.5890

Please help CDA secure the best dates and meeting space by using the CDA Housing Bureau to book your hotel reservations.

Official Service Contractor

Global Experience Specialists (GES)
Phone 800.475.2098
ges.com

Exhibiting companies will receive an Exhibitor Services Manual via email from Global Experience Specialists with complete information on booth furnishings, booth shipments, labor rates and other vital information prior to the show.

Show Colors

Grey and white drape
Grey aisle carpet

Exhibit Space Application Information

View the interactive floor plan online at cda.org/cdapresents

Space	Price
10' x 10' inline booth	\$4,400
10' x 10' corner booth	\$4,800
Conference room	\$3,500
Island space	Base price of \$54 per square foot

As an exhibitor, you must agree to the following:

- Exhibit space applications must be submitted in the exhibitor portal. Booths shall not be assigned without an application.
 - Please submit applications online. Applications can be found on our webpage at cda.org/cdapresents.
 - CDA will not guarantee that space requested will be assigned. Booths are assigned on the basis of seniority for first-round applicants. Applications received after the first-round deadline will be assigned in date order received. Previous booth location will be considered but cannot be guaranteed.
 - Booth payment must be submitted with application for exhibit space. Space not paid with application may be canceled and subject to reassignment.
 - **All cancellations or adjustments to booth space must be in writing and are subject to the following amounts:**
On or before March 10, 2023 — refund minus \$1,000 non-refundable fee per 10'x10' booth space. After March 10, 2023 — no refund. Booths will be assessed a 100% booth cancellation fee and are non-transferable.
 - Exhibiting companies must abide by the rules and regulations governing the CDA meeting as printed in the Exhibitor Prospectus. By applying for exhibit space, all company representatives agree to abide by the rules and regulations located on pages 15-20.
 - Exhibiting companies will receive an exhibitor manual via email from GES with complete information on booth furnishings, booth shipments, labor rates and other vital information prior to the show.
- Please note: All booths must be carpeted.**

First-round application deadline: December 9, 2022

Applications received by December 9 are assigned in order of seniority following this deadline. Applications received after December 9 will be assigned on a first-come, first-assigned basis after completion of first-round assignments and seniority level will not be considered. Notice of space assignments will be sent by email when booth assignments are confirmed.

Products and Services Listing

Deadline: March 10, 2023

Circle the code(s) that correspond to your company's products and services. If you have completed the products and services listing in the exhibitor portal, you do not need to submit this form.

- | | | |
|----------------------------------------------------------|-------------------------------------------------------|--------------------------------------------------|
| 1. Abrasives, disks, points, mandrels, strips | 430. Faucets, automatic | 770. Practice sales |
| 3. Absorbents | 431. Fiber optic illumination products | 780. Preventive dentistry products |
| 4. Acrylics | 432. Filling materials and accessories | 800. Prophylaxis angles, kits and cups |
| 8. Air abrasion systems | 433. Floss | 810. Prosthetic and laboratory supplies |
| 10. Air compressors | 434. Financial services | 820. Publications, professional and scientific |
| 11. Air dryers | 436. Financing, dental equipment | 830. Pulp testers |
| 29. Alloys, precious and nonprecious | 437. Financing, dental patient | 840. Record-keeping systems |
| 30. Amalgamators | 439. Financing, practice acquisition | 850. Refineries |
| 35. Amalgam separators | 440. Fluoride products | 860. Restorative materials and accessories |
| 40. Analgesia equipment and supplies | 450. Furnaces | 870. Retention pins |
| 50. Anatomical models | 451. Gel, scaling | 871. Retirement programs |
| 60. Anesthetics, local and accessories | 452. Glass ionomers | 872. Retraction materials |
| 70. Anesthesia services | 460. Gloves | 875. Saliva ejectors |
| 90. Audiovisual equipment and materials | 470. Gum, chewing | 878. Saliva, synthetic |
| 95. Bleaching kits | 480. Handpieces, operating and laboratory | 879. Sealants |
| 100. Blood pressure equipment | 490. Impression materials | 881. Sharpeners |
| 101. Bonding equipment | 500. Incentive materials, patients | 890. Signs |
| 105. Bone grafting materials | 501. Infection control compliance information | 896. Skin care |
| 110. Burs, all types | 505. Infection control products | 900. Snoring appliances |
| 120. Business equipment and office supplies | 510. Infectious and hazardous waste handlers | 905. Spore testing |
| 130. Business and financial services | 520. Instruments, diamond | 910. Sterilizers and accessories |
| 140. Business systems | 530. Instruments, operating and accessories | 920. Stools, dental operating and laboratory |
| 150. Cabinets | 540. Insurance | 935. Subscription services |
| 151. CAD/CAM systems | 550. Intercommunication systems | 940. Surgical supplies |
| 160. Casting materials | 555. Intraoral cameras | 945. Syringes and accessories |
| 180. Casting machines | 560. Investment materials and equipment | 960. Teeth, artificial |
| 190. Cement, all types | 562. Investment planning | 970. TMJ products |
| 198. Claims processing | 565. Jewelry | 980. Toothbrushes |
| 200. Chairs and accessories | 570. Laboratory equipment (not otherwise classified) | 990. Toys |
| 201. Composite materials | 571. Lasers | 1000. Ultrasonic equipment |
| 202. Computer forms | 575. Leasing, dental equipment | 1010. Uniforms and gowns |
| 210. Computer hardware | 580. Light, curing | 1020. Units and accessories |
| 215. Computer imaging | 585. Lighting accessories | 1021. Upholstery |
| 220. Computer software | 591. Linings, cavity | 1023. Vacuum equipment |
| 225. Continuing education | 592. Loupes | 1030. Wax, all types |
| 230. Cotton products | 593. Masks and shields | 1035. Website development |
| 235. Credit and collection programs | 595. Manufacturers | 1040. X-ray films, intra- and extraoral |
| 240. Crown and bridge materials | 600. Medicaments | 1050. X-ray machines, accessories and processors |
| 250. Darkroom equipment and supplies | 605. Microscopes | 1060. Miscellaneous |
| 260. Dental dealers | 610. Mobile dentistry | |
| 270. Dental hygiene materials (not otherwise classified) | 620. Office furniture and decor | |
| 280. Dental implants and accessories | 630. Operating lights, extraoral | |
| 290. Dental laboratories | 640. Operating lights, intraoral | |
| 300. Dental office design and construction | 650. Operating room supplies/equipment | |
| 302. Dental plans | 660. Optical aids | |
| 310. Dental porcelain | 670. Oral irrigation devices | |
| 320. Dentifrice | 675. Oral rinses | |
| 330. Denture base relines and repair resins | 680. Orthodontic and pediatric materials | |
| 335. Denture care products | 690. Oxygen and anesthesia equipment | |
| 340. Diagnostic equipment | 700. Paper products | |
| 350. Digital imaging | 701. Periodontal instruments | |
| 360. Disposable products | 705. Periodontal products | |
| 370. Educational material | 710. Personnel service | |
| 375. Electronic claims transmissions | 720. Pharmaceuticals (drugs) | |
| 380. Electrosurgical equipment | 730. Photographic equipment, supplies and accessories | |
| 390. Emergency kits | 735. Porcelain polishes | |
| 400. Endodontic instruments and supplies | 736. Porcelain repair products | |
| 405. Equipment leasing | 740. Portable equipment | |
| 410. Equipment repair and maintenance | 750. Practice management | |
| 420. Evacuators and evacuating systems | 760. Practice marketing | |
| 425. Eyewash stations | | |

Please note: For companies with more than one division, copy this form and attach a separate sheet for each division. Listings are by company name and not necessarily by individual product. CDA will do its best to accommodate additional listings but cannot guarantee them.

Deadline: March 10, 2023

Please fax to 866.593.3460.

Company name _____

(Required or your company will not be listed)

Contact _____

Phone _____

Booth Personnel Registration Instructions

Deadline: April 26, 2023

Exhibiting companies are provided up to 10 complimentary badges per 10' x 10' space for registration by April 26, 2023 and all registration after the deadline are \$25 per person. Exhibitor badges do not grant access to continuing education courses.

Advance Registration

1. Register by the April 26, 2023 deadline for complimentary allotment. Subsequent registrations over allotment are \$25 per badge.
2. Registrations after April 26, 2023 are \$25 per badge.
3. Revisions must be completed online through the registration link emailed by May 16, 2023 or on-site starting May 17, 2023.
4. Badges will not be mailed in advance and will be available for on site pick up.

On-Site Registration

1. Exhibit personnel not preregistered by May 16, 2023, must register on-site. There is a \$25 on-site registration fee per person.
2. Registrants must bring current photo ID and company identification.
3. Exhibitor guests who register on site must be accompanied by a representative of the company and pay the \$25 on-site registration fee.
4. If you registered an employee who is no longer attending, you may send someone else in his/her place. The new employee must verify the name of the person no longer attending.

Exhibitor Registration — Anaheim Convention Center, Hall D

Companies must certify that their representatives are officials or employees of the company and on the payroll of the company contracted for the space. Non-CDA member dentists must be identified and be nonpracticing, full-time employees of the company.

All representatives who register on site must provide official documentation of their employment by the exhibiting company and pay the \$25 on-site registration fee. Parties seeking admission as exhibitors without these credentials will not be registered.

Badges are not transferable. Exhibitors desiring to change representatives shall make necessary changes online prior to May 16, 2023.

Any company failing to comply with the credential requirements may lose exhibit privileges and forfeit rental money. Exhibitors shall not extend invitations to visit their exhibits to anyone other than those properly registered. Note: Dentists may not be registered as guests.

Non-Exhibiting Dental Dealer/Manufacturer/Consultant

Dental industry representatives who are not exhibiting and would like to attend the tradeshow may register online at cda.org/cdapresents. The Non-Exhibiting Professional registration fee is \$400.

Mandatory Approval and Independent Contractor Request Information

Mandatory Approval

Companies planning to use hanging signs, height or size variances, theater seating in booths, sound projection, celebrities or other promotion activities must complete a mandatory approval form.

Hanging sign request must include the maximum height desired from top of sign and diagram of the booth.

These requests are not approved until you receive written confirmation from CDA. Exhibitors must bring confirmation on site.

Forms must be submitted no later than March 10, 2023 and can be completed in the exhibitor portal.

Requests granted approval for a hanging sign are required to use the official contractor, Global Experience Specialists (GES), for assembly, hanging and dismantling of the sign.

Please include a signed copy of the mandatory approval request with your hanging sign order form to GES.

Independent Contractor Request

Booths that cannot be set up by one person in 30 minutes without the use of tools must use union labor. Exhibiting companies that wish to obtain labor through an independent contractor must complete an independent contractor request form. Forms must be submitted no later than March 10, 2023 and can be completed in the exhibitor portal.

Exhibitors who do not submit their request by this date must use show management labor.

Please note: Notification must come from the exhibiting company, not the independent contractor. Requests from independent contractor will not be acknowledged. An independent contractor should contact his/her client for service manual, booth number(s), floor plans or other information relating to the exhibitor's booth.

All outside contractors must forward a certificate of insurance to CDA by March 10, 2023. Outside contractors who have not submitted a certificate of insurance by that date will not be allowed on the floor.

In addition to notifying CDA, an exhibitor must advise Global Experience Specialists (GES) of its intention to utilize an independent contractor no later than March 10, 2023. Notification guidelines will be available in the GES Exhibitor Services Manual.

The following rules of conduct must be adhered to by all independent contractors. Exhibiting companies are responsible for notifying independent contractors of these rules:

4. Independent contractors must provide CDA with a certificate of insurance by the March 10, 2023 deadline. Contractors who fail to meet the deadline will not be allowed on the floor.
5. Independent contractors must abide by the rules and regulations included in this Exhibitor Prospectus and the GES Exhibitor Services Manual.
1. All personnel must register at the security desk located at the freight entrance of the exhibit hall.
2. Independent contractors may not set up hospitality desks or otherwise utilize any part of the exhibit hall to conduct business other than the assembling and dismantling of the booths for which they have been contract and approved.
3. Solicitation of business on the exhibit floor is strictly prohibited. Violation of this rule will result in a minimum one-year suspension of privileges.

Signs, Graphics and Logos

Hanging Sign Explanation and Diagram

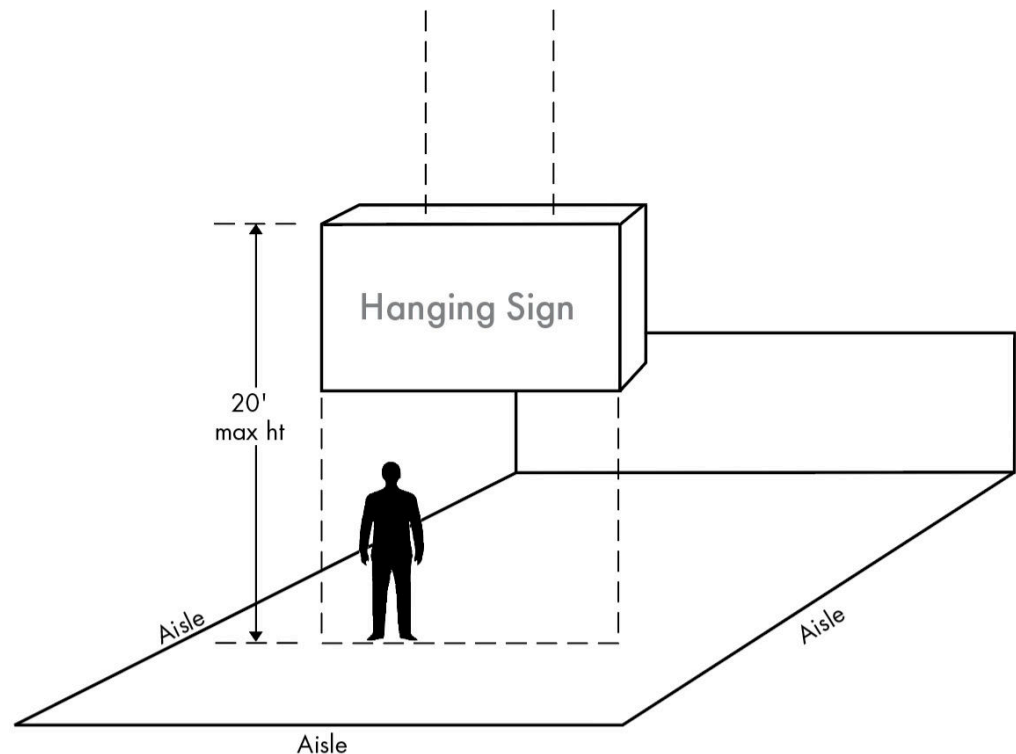
Exhibitors using hanging signs must receive written pre-approval from show management (Mandatory Approval and Independent Contractor Request Information on page 9). Attachment to exhibit hall ceiling beams or trusses is permitted only through the official contractor, Global Experience Specialists (GES) and sign must be assembled and dismantled by GES. Additionally, only island, endcap/peninsula and standard booths against a wall will be considered for approval.

Hanging signs will not be allowed for inline booths, except for perimeter booths against a wall. Exhibitors may not hang signs that exceed 20 feet from the floor to the top of sign. Signs suspended over endcap/peninsula booths must be set back 5 feet from the back wall line of the booth.

Requests for approval of hanging signs and banners must be submitted by March 10, 2023.

Signage for Booths

The placement of signs, logos, trademarks, advertising messages and other forms of company identification located within 10 feet of a neighboring booth must face into your exhibit space or directly toward the aisle. They cannot face into the neighboring exhibits adjoining or behind your booth.

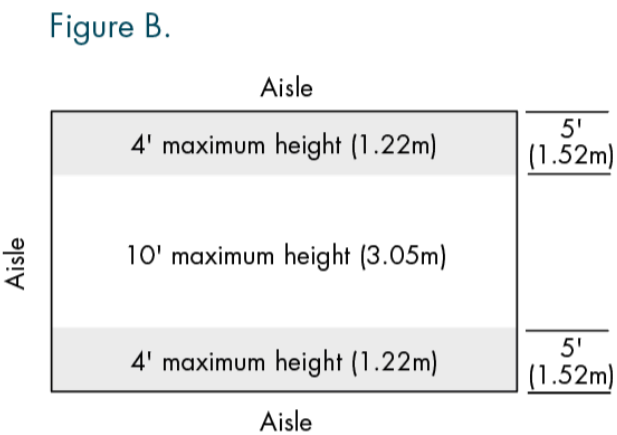
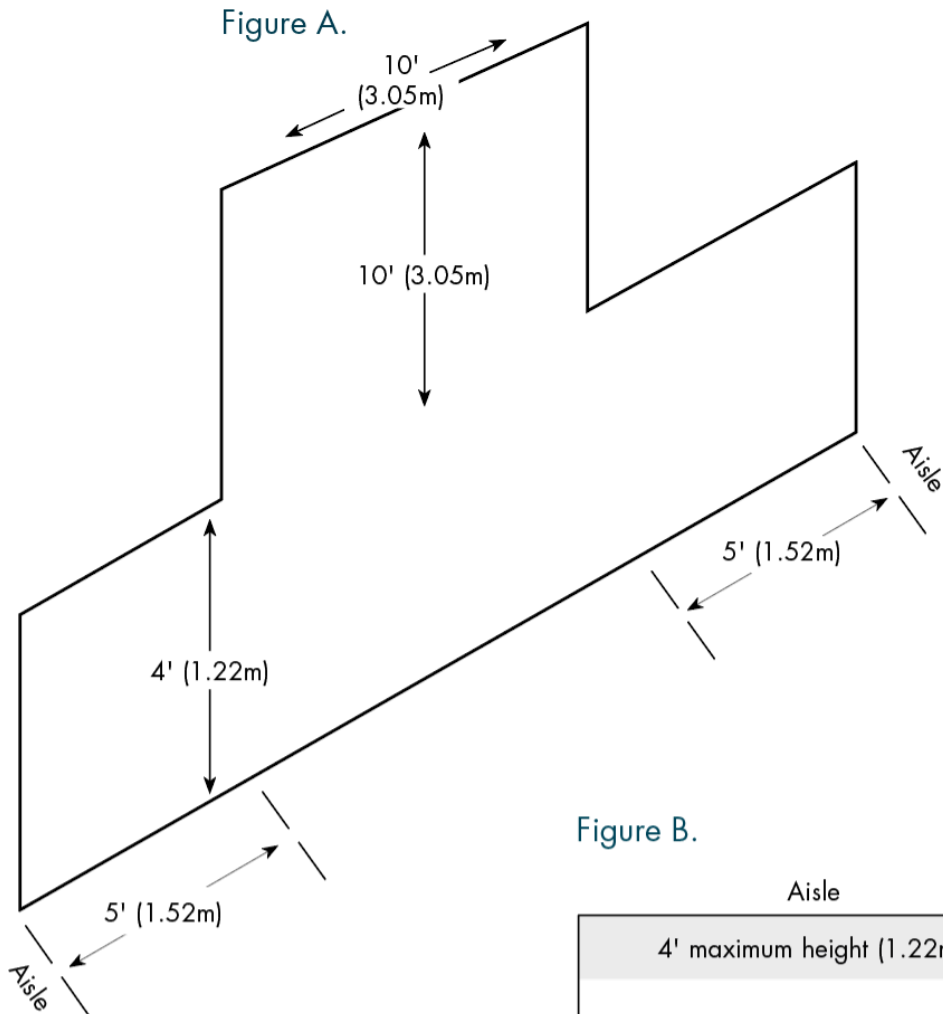


Endcap/Peninsula Booths

Definition and Requirements

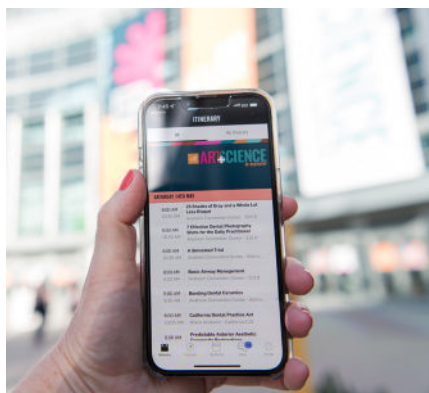
An endcap/peninsula booth is a grouping of two or more booths on the end of an aisle. An endcap/peninsula booth may not construct a back wall that exceeds 10 feet in height and must allow a 5-foot line of sight on both sides of the back wall. The remainder of the back wall shall not exceed 4 feet in height (Figure A). No object over 4 feet in height shall obstruct the 5-foot sightlines of adjacent booths (Figure B). Endcap/peninsula booths must be designed to be accessible from all three sides.

Exceptions to these regulations will not be made prior to the meeting or on site. You will be required to adjust your booth accordingly on site if these guidelines are not followed.



Sponsorship Opportunities - Maximize Your Exposure

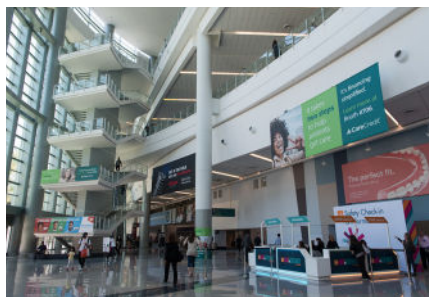
CDA Presents is your ticket to reaching thousands of dental professionals. Tap into CDA's targeted tactics such as banners, cool products, carpet decals and tote bag inserts to gain a competitive edge at the show. These opportunities are exclusive to companies exhibiting at CDA Presents.



App Banners and Alerts

The CDA app has become a vital tool for attendees navigating the show. Attendees have everything from class schedules to exhibitor listings at their fingertips and advertisers have an innovative way to reach them. Opportunities include alerts, click-through banners and more.

\$500 Activity feed post
\$1,500 Rotating banner
\$1,500 Push notification



Banners

What's the first thing attendees see as they enter the convention? Well, it could be your banner. Put your name and logo front and center when you sponsor expansive banners in the Convention Center lobby. Multiple opportunities available.

\$7,500

CDA's Party

Be a part of CDA's celebration at the show. You will have high-profile exposure at an event attended by CDA members, leaders, speakers and other VIPs.

Starting at \$10,000



Digital Daily Agenda

Digital monitors illuminate the CDA Presents show schedule displaying lecture and workshop information. One monitor exclusive to sponsor's message.

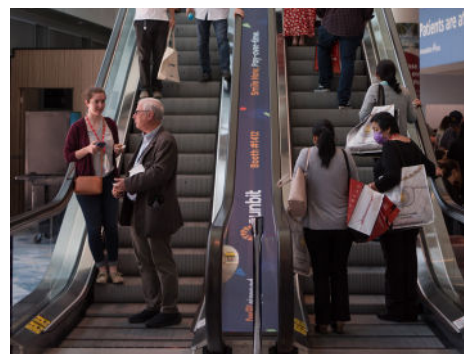
\$5,000 Exclusive



Column Wraps

Stand out in a big way when you put your banner around one of the columns at CDA Presents in Anaheim. This is a can't-miss opportunity.

\$5,000



Escalator Signage

Need a better way to manage the ups and downs of marketing? Get in front of attendees throughout the day as they travel between C.E. courses and the exhibit hall in this highly visible locale.

\$20,000

Registration Tote Bags **SOLD**

This in-demand advertising vehicle provides maximum exposure on the exhibit floor. Plus, you'll have attendees carrying your message with them all day long.



Door Clings

For a unique way to create a first impression, wallpaper your message and/or logo on the interior of the Convention Center entrance doors.

\$12,000 Exclusive

Maximize Your Exposure *(continued)*



The Spot

These two contemporary lounges in the exhibit hall are The Spot to learn, network and have fun. Attendees can earn C.E., see new products, relax and recharge. You get a fresh opportunity to present a new or award-winning product, mini-presentation or hands-on product demonstration.

\$1,500 per 1 hour presentation



Aisle Signs

Get your signage on the show floor in this highly visible spot on the bottom of each aisle number sign. Blanket the hall with your message.

\$25,000 Exclusive

Table Clinics

Participants include dental and auxiliary students as well as military clinicians. Averaging approximately 1,500 spectators earning C.E., you can make an impression with the future of the profession.

\$10,000 Exclusive



Brushing/Mouthwash Stations

Exclusive right to set up brushing/mouthwash stations in the exhibit floor restrooms. This popular sponsorship is a great way to promote your product directly to attendees.

\$11,000 Exclusive

Corporate Forums

As a show sponsor, you can present your educational course and speakers in conjunction with our continuing education program (certain conditions and approval required) and CDA will promote it in meeting materials. This popular sponsorship opportunity allows you to reach attendees in an educational setting. Sold on a first-come, first-served basis.

\$10,000



Carpet Decals

Eye-catching large 8' x 8' adhesive graphics in high-traffic registration area at front of exhibit hall.

\$10,000

Registration Tote Bag Inserts

If you can't be on the outside of the tote bag, the next best thing is to be inside. This key placement is great for coupons, drawing cards, samples or anything to help drive traffic to your booth.

\$5,000

Boost your brand by contacting us today!

Maximize Your Exposure *(continued)*



Hotel Room Keys

Statistics show that attendees look at their hotel room keys at least 10 times a day, and that's 10 times they'll be seeing your message.

\$13,000 Exclusive



Cool Products

If you're releasing a new product or just have something so cool it requires its own spotlight, the Cool Products feature is for you. This cost-effective sponsorship includes signage in The Spot, and the right to distribute literature.

\$1,500

Lanyards **SOLD**

Provide attendees with lanyards for their badges and have them promote your company everywhere they go.

Registration Badges **SOLD**

Get front and center with every attendee as you gain exclusive rights to advertise on the reverse side of all name badges.



Shuttle Buses

Get far-reaching exposure by sponsoring the shuttle buses that provide daily service from parking areas and hotels in the CDA block. Includes signage on bus exteriors, and you can even play your video message on board.

\$5,000 per bus/2 bus minimum



Continuing Education Process

This in-demand sponsorship provides maximum exposure in support of continuing education. Great sponsor logo recognition in key areas including the C.E. Pavilion and meeting room signs.

\$15,000 Exclusive

On-Site Program Advertising

With a course schedule-at-a-glance, exhibitor listing, maps and key show information, the streamlined on-site program is the ideal channel to drive traffic to your booth.

\$3,000 Full-page color advertisement



Boost your brand awareness and target your products and services. Contact Sue Gardner, Director, Integrated Sales.

916.554.4952

sue.gardner@cda.org

Exhibitor Rules and Regulations

Enforcement

The exhibition rules and regulations below are to ensure order and fairness to all exhibitors during the CDA exhibition. By applying for and accepting exhibit space, you agree to abide by these rules and regulations.

CDA exhibitors who violate any of these rules and regulations will be subject to the following sanctions:

First violation: loss of current show seniority point.

Second violation: loss of half of accrued seniority points.

Third violation: loss of all accrued seniority points.

Fourth violation: possible forfeiture of exhibit privileges.

CDA reserves the right to revoke exhibit privileges at any time.

Seniority Points

For companies that have previously exhibited at the CDA meeting, one point is given for each show exhibited. Points are also added for certain levels of sponsorship and advertising. When an exhibiting company acquires another exhibiting company, the larger seniority point number is utilized. Seniority points of individual companies are not combined. Seniority points are not affected when a company acquires the product of another company.

Acceptability of Exhibitors

Exhibition is restricted to companies that are in good standing with CDA. CDA is under no obligation to extend application privileges to any company regardless of whether said company has exhibited at past meetings. Products and services exhibited must be scientific in nature and/or directly related to the dental industry. Products that fall under FDA guidelines must have FDA certification to exhibit. Exhibitors must comply with all laws and regulations applicable to the manufacturing, distribution, advertising and sale of the products and services exhibited. Exhibitors may not display any product or distribute advertisements for any product or service that infringes any patent, copyright, trade secret or other proprietary right of any person or entity. Each exhibitor must execute a contract for the right to use the space allotted. CDA shall be the sole judge as to acceptability of exhibits.

Subletting Space/Booth Sharing

Subletting of space is prohibited. Exhibitors may not assign, sublet or apportion the whole or any part of space allotted or exhibit therein any goods other than those manufactured or distributed by the exhibitor in the regular course of the exhibitor's business, or permit any representative of any firm not exhibiting to solicit business or take orders in the exhibitor's space.

Solicitation by Non-Exhibiting Companies

Solicitation by non-exhibitors is prohibited. Firms and representatives not assigned exhibit space are prohibited from soliciting business in any form at the Anaheim Convention Center and all official CDA hotels. Violators of this prohibition will be required to immediately leave the convention center or hotel.

Cancellation

In the event that the CDA Presents exhibition must be canceled, postponed or relocated on account of acts of God, war, government regulation or advisory, disaster, fire, earthquakes, accidents or other casualty, strikes or threats of strikes, civil disorder, acts or threats of terrorism, government retaliation against foreign enemies, curtailment of transportation services or facilities, the unavailability of the Anaheim Convention Center, lodging or other necessary facilities, or other causes beyond CDA's control, the exhibitor waives any and all damages and claim for damages, and agrees that the sole liability of CDA will be to return to each exhibitor the exhibitor's rental payment.

Hold Harmless

To the fullest extent permitted by law, the exhibitor agrees to indemnify, defend and hold harmless CDA, its subsidiaries and affiliates and their respective directors, officers, members, employees, agents and representatives, and each of them ("Indemnified Party"), from and against any and all claims, demands, defense costs, liability, expense or damages of any kind or nature arising out of or in connection with the exhibitor's use of exhibit space, or arising out of any act of exhibitor or any of exhibitor's employees, agents, contractors, representatives, guests or invitees. Such indemnification shall be effective regardless of any claim of negligence on the part of any Indemnified Party. The provisions of this paragraph shall survive any termination or expiration of these rules and regulations and the application.

Exhibitor Rules and Regulations

Booth Allotment

Booth space shall be allocated by seniority from the deadline. After that date, booths will be assigned on a first-come, first-assigned basis. Requests for previous booth locations will be considered but not guaranteed. Receipt of application does not guarantee acceptance or booth assignment. Allocation of exhibit space shall be solely at the discretion of CDA. There is no guarantee that requested spaces shall be assigned. Application for booth space must be made online at cda.org/cdapresents with payment included. Booths cannot be reserved by phone or email.

Exhibit Space Provision

In addition to the exhibit space, the California Dental Association shall provide each space with a standard draped booth with 8-by-10 draped back wall, side railings and name sign without additional charge. No allowance will be made for facilities not utilized. CDA strives to provide a safe and comfortable environment for exhibitors, members and guests. CDA will not provide compensation for conditions that arise from mechanical failure or additional circumstances that are beyond our control such as air conditioning, heating or other environmental controls.

Service Contractor

Exhibitors who have been assigned booth space will be forwarded a service manual, via email from Global Experience Specialists (GES), by email prior to the show. This manual will include information on booth furnishings, carpet, booth shipments, booth design and setup, electrical service and other services available from the service contractor and CDA's official vendors.

Union Regulations

Union labor will be required for certain aspects of your exhibit handling. To help you understand the jurisdiction the various unions have, we ask that you familiarize yourself with the following regulations:

Exhibit Installation/Dismantling

Union jurisdictions prevail over setup and dismantling of exhibits including signs and laying of carpet. This does not apply to the unpacking and placement of your merchandise. Any installation of exhibits or displays that requires the use of hand tools, more than one person, longer than 30 minutes (including crating and uncrating) to install or exceeds 10 feet in any direction, shall be installed by union labor. One full-time company employee may supervise work by the union crew.

Material Handling

Union jurisdictions prevail over the operation of all material handling equipment, all unloading and reloading and handling of empty containers. An exhibitor may move material that can be hand-carried by one person in one trip, without the use of dollies, hand trucks or other mechanical equipment, including rolling luggage.

Truss and Lighting

GES is responsible for supervision, assembly and removal of truss assemblies for lighting, audiovisual equipment and special effects. All power, electrical labor orders and additional requirements for such equipment must be placed through GES as the electrical contractor. Your representative may be present during the assembly or the installation/removal of your truss and lighting.

Independent Contractors

Companies that wish to use an independent contractor must submit a letter of intent, by completing the Independent Contractor Request Form, to CDA along with a certificate of insurance for the independent contractor by the date specified in the Exhibitor Prospectus. Exhibitors that have not sent notification by that date must use show management labor.

Please note: Notification must come from the exhibiting company, not the independent contractor. Any requests coming directly from the independent contractor will not be acknowledged.

Installation and Dismantle

Space will be available for setup at 8 a.m. on May 16, 2023. Installation must be complete and all empty containers must be removed by 5 p.m. on May 17, 2023. **Dismantle may only begin when the show closes on May 20, 2023, and must be complete by 3 p.m. on May 21, 2023. For the safety of all attendees, aisle carpet removal, followed by empty crate return will begin 30 minutes following the close of show. If dismantle is not complete by 3 p.m., show management may order labor at the exhibitor's expense.**

CHILDREN ARE NOT PERMITTED on the exhibit floor at any time, UNDER ANY CIRCUMSTANCES during installation and dismantle. Hazardous materials and substances must be removed by the exhibiting company from the exhibit hall at the close of the show. Failure to do so will result in the imposition of a removal and disposal fee. Unidentifiable substances will be treated as hazardous and charged accordingly.

Exhibitor Rules and Regulations

Abandonment of Space

Any space not claimed and occupied two hours prior to the show opening will revert back to CDA without refund. All booths must be staffed by an authorized company representative during all show hours. Each exhibit must be open for the full duration of official show hours and must be closed at all other times. Invitations to participate in future CDA meetings will be withheld if booth space is abandoned.

Admission Credentials

All members of an exhibit staff must be full-time employees of the exhibiting company or must be employed for the duration of the exhibit. A dentist may not be registered as an exhibitor unless he or she is an officer of the company or a full-time (nonpracticing) employee. Furthermore, dentists, hygienists, dental assistants or laboratory technicians may not be registered as guests. Exhibiting companies may not register any representative of their companies as a dental professional if that individual is not a dental professional or does not meet the guidelines stated above. Exhibiting companies that do not follow these guidelines will forfeit their rights to exhibit and will be charged the applicable registration fees for all personnel who obtain entry in violation of the rules of admission. Exhibit personnel and guests not preregistered by the designated deadline must register on site and pay a \$25 on-site registration fee. Badges are the property of show management and are not transferable. Properly badged exhibitors will be admitted to the exhibition hall one hour prior to the show opening and may remain one hour after the show closing each evening. Guests will not be permitted in the exhibit hall

during nonshow hours. Any company circumventing the rules of admission will forfeit its exhibit privileges without refund and will be excluded from future invitations to exhibit. CDA reserves the right to refuse any exhibitor, guest or attendee admission to the meeting.

Childcare Guidelines

Strollers are not permitted on the exhibit floor at any time, including set up and dismantle days. A stroller check is available in the registration area during show hours. Children younger than 10 are permitted on the exhibit floor during family hours, Thursday – Saturday, 9:30 a.m. to noon.

Exhibitor Conduct

No exhibitor or member of an exhibit staff shall behave in a manner offensive to decency or good taste in the sole judgment of CDA staff. Exhibitors must conduct themselves in a professional manner and must maintain a professional appearance and demeanor. All exhibitors and their representatives, including models or demonstrators, must be modestly clothed. Excessively revealing attire is not permitted. Models in the employ of exhibitors must remain in the exhibit space assigned. They may not circulate in public spaces, aisles or the registration area. Undignified methods of attracting attention are prohibited. Exhibitor personnel may not enter, photograph or videotape the exhibit space of another exhibitor without permission from the latter. Exhibiting companies are responsible to ensure that all representatives working in their booths abide by all exhibitor rules and regulations. Smoking is prohibited in the Anaheim Convention Center at all times. This includes electronic cigarettes as well as vaping.

Exhibit Operation — Sales and Promotional Activities

Exhibitors are responsible for the cleanliness of their booths. Demonstrations and all other activities must be confined to the limits of the exhibitor's booth. Aisles must not be obstructed at any time. Exhibitors may not conduct activity of any kind that leads to the congestion of aisle traffic. If you intend to give away items that will attract large numbers of attendees, please purchase your booth space accordingly. You will be required to keep the line of attendees to a minimum and within the purchased booth space only. The use of megaphones, loudspeakers or undignified tactics is prohibited. Sound projection equipment or any other type of sound or noisemaking apparatus must receive advance approval in writing from show management and must not infringe on adjacent exhibits. If written approval is received, the decibel level must not exceed 85 as stated in Section 29 of Federal OSHA Regulation 1910.95, applicable to trade shows. Decibel readers will be used to monitor all approved sound projection equipment. If the level exceeds the maximum level allowed, you will be required to adjust the decibel level accordingly. Audio speakers must be directed into purchased exhibit space. If multiple warnings are given, previous approval to use the sound projection equipment will be revoked. Live music is prohibited in the exhibit hall. Exhibitors may not perform experimental procedures, demonstrate intraoral techniques or otherwise practice dentistry on patients in the convention hall.

Exhibitor Rules and Regulations

Exhibitors may not promote or offer continuing education credits for any demonstration or lecture given in the exhibitors' booths.

Giveaways, magazines, merchandise and souvenirs may be distributed only within an exhibitor's booth. Promotional campaigns, prior to the meeting or on site, must not misrepresent CDA's involvement (e.g., no prominent use of CDA's name or logo that might indicate CDA's involvement or approval of promotion). Distribution of alcoholic beverages is prohibited. Distribution of promotional materials that detract from the professional and educational purposes of the show is prohibited.

Placing advertisements outside of the exhibitor's booth is prohibited, unless a sponsorship has been purchased through CDA to do so. This includes advertisements in non-CDA approved publications that are distributed outside the booth space. Exhibitors may not hang banners, post signs or have vehicles displaying company logos anywhere outside of their assigned booth or outside of the exhibit hall visible to show attendees. Advertisements, banners, logos and the like on vehicles, trailers, carts, crates or other items parked or left within one mile of the exhibit hall visible to show attendees shall be covered with opaque material at the exhibitor's expense. CDA reserves the right to have any vehicle or item covered or removed, at the exhibitor's expense, if any violation of these rules occurs. Advertisements by exhibitors shall not include information that is false or misleading.

HELIUM BALLOONS ARE NOT PERMISSIBLE AS PART OF DECOR OR AS HANDOUTS.

The California Dental Association reserves the right to decline or prohibit any exhibitor or any part of any exhibit or proposed exhibit that is not suitable or in accordance with the ethics of the dental profession. CDA staff shall be the sole judge of suitability of exhibitors and exhibits.

Sales or other transactions by the exhibitor shall be limited to the taking or accepting of written orders, and under no circumstances shall any delivery of goods or items be made or shall any cash or credit card transactions be permitted in the exhibition area.

Exhibitors may not host or sponsor any event off the show floor during exhibit hours without prior written approval from the California Dental Association. Upon approval, the exhibitor must clearly state in all publicity for its event that it is not sponsored or endorsed by CDA. Any exhibitor in violation of this policy will be subject to a loss of seniority points.

Photographs, audio recordings and videos may be taken during the meeting by CDA and approved media representatives. By registering for the meeting, exhibitors and attendees grant to CDA and approved media, and their respective legal representatives, agents and assigns the irrevocable right and permission to use any such photograph, audio recording and video taken during the meeting, for any purpose whatsoever, including (but not by way of limitation) news reporting, promotion and advertising and trade, in any medium or context

now known or later developed, and to use the exhibitor's and attendee's name in connection therewith, without further authorization.

Food and Beverage

Aramark is the official caterer of the Anaheim Convention Center. Outside food and beverage of any kind is not permitted. Exhibitors may host promotional events in their exhibit space with alcoholic beverage service during the last two hours of the tradeshow upon prior written approval of the California Dental Association. Popcorn is not permitted in the exhibit hall.

Laser Exhibiting

In keeping with safety precautions for lasers, CDA has adopted the following policies for those exhibitors displaying lasers in the exhibit area:

- Lasers must be operated only within a suitably enclosed space with the appropriate protective eyewear available for any personnel staffing the booth and attendees who will be viewing/operating the laser.
- All demonstrations of CO₂ lasers must be conducted in clear plastic boxes with all sides enclosed, including the top.
- Appropriate plastic colored cubicles must also be available for any other type of laser being used, particularly dye and argon lasers.
- Adequate warning signage of laser usage with the appropriate wavelength being used must be posted.
- No laser equipment may be left unattended in operable condition. A staff member must always be present at the booth during show hours.

Exhibitor Rules and Regulations

- **Important note:** A description of each piece of laser equipment and its safety features must be submitted to CDA. Failure to submit this description will result in the denial of the lasers to be shown/demonstrated or the denial of exhibit space.

Booth Construction

Nothing shall be constructed, built, installed or used as part of or in connection with an exhibit that does not conform with the requirements of federal, state and municipal laws, ordinances and regulations. Rules of Anaheim Convention Center management must be observed and obeyed. Booths must be assembled and displayed in a professional manner. Any variance from the following size restrictions must be requested in writing to show management no later than March 10, 2023 prior to move in and must receive written confirmation from show management. The booth back wall height may not exceed 8 feet including signs, electrical lighting holders or other display items. Rear side walls must be 8 feet or lower and may extend no further than 5 feet from the back wall. Booth dividers may not exceed 3 feet in height. No construction is allowed on the sides of any booth that would obstruct the line of sight of adjacent booths. Open or unfinished visible sides of exhibits must be covered so as not to be unsightly or objectionable to other exhibitors. Signs must be made professionally. No sign may be placed outside the booth area in doorways, hallways or aisles.

The placement of signs, logos, trademarks, advertising messages and other forms of company identification located within 10 feet of a neighboring booth must face into your exhibit space or directly toward the aisle. They cannot

face into the neighboring exhibits adjoining or behind your booth. Two-sided signs that extend above 8 feet are prohibited, unless island or peninsula booth space has been purchased and written approval has been received. Nails, tacks, tape, stickers and other materials may not be used on columns, walls, floors or other parts of the building. Exhibitors may not apply paint, lacquer or any other coating to the building, columns or floors. Floors must be protected against all damaging substances, including tape, that leave residue and all booths must be carpeted.

Endcap/Peninsula Booths

Two or more booths on the end of an aisle may not construct a back wall that exceeds 10 feet and must allow 5 feet on either side of the back wall. See illustration on page 11.

Island Booths

Design criteria for island booth setups are more lenient; however, all construction that includes walls that exceed 10 feet in width must have prior written approval from show management. In addition, approval must be received for any booth construction that might block the view sight line of adjacent exhibits, including ceiling supports, signs and banners, decorative materials, etc.

Hanging Signs

All hanging signs must be pre-approved and receive written approval from show management. (You must complete the Mandatory Approval Form to request approval.) Hanging signs will only be permitted for island, peninsula and standard booths against a wall. Hanging signs will not be allowed for

in-line booths, no exceptions. Booths may not hang signs that exceed 20 feet from the floor to the top of the sign. Signs suspended over endcap/peninsula booths must be set back a minimum of 5 feet from the back wall line of the booth. Any hanging signs that do not have written approval will be removed at the exhibitor's expense.

Plumbing Services in Booths

In the interest of exhibitor and attendee safety, plumbing service may not provide drain lines across pedestrian areas, whether inside or outside of the booth. Drain lines must be located next to the columns that contain the facility drains. If not, the drained off water will be diverted to a GES provided holding tank to be pumped out by GES technicians periodically during the event or GES will provide a pumping system to empty the holding tank up and over to a remote drain. These will be additional services above and beyond the standard plumbing prices in the GES Exhibitor Services Manual and will be the exhibitor's responsibility.

Containers/Storage

Exhibitors may not store packing crates and boxes in their booths during the show. Containers must be marked properly by the time indicated in the exhibitor services manual, clean floor policy, and will be returned after the show close. Exhibitors may not store literature, cartons or other supplies behind their booths. Crates, boxes and other exhibit materials unclaimed by the exhibitor after the show will be removed at the exhibitor's expense.

Exhibitor Rules and Regulations

Security

Reliable security individuals will be provided to guard the exhibit hall on a 24-hour basis. The California Dental Association assumes no responsibility for the loss or theft of exhibit material or merchandise and urges exhibitors to take every security precaution and coverage to prevent loss. Safety containers can be rented through the service contractor should you require them. Security for individual booths is available in the exhibitor service manual.

Liability Insurance

Exhibitors shall provide CDA with a Certificate of Insurance showing no less than \$1,000,000 of general liability insurance coverage in effect through May 21, 2023, evidencing all of the coverages and additional insureds. CDA and the Anaheim Convention Center will not be responsible for damage or loss to any property belonging to the exhibitor or used in connection with its exhibit, including the shipping containers brought into or used in or about the convention center or for any acts or omissions of the exhibitor, its employees, agents or representatives.

Fire Department Regulations

The regulations of the city Fire Department MUST BE OBEYED. All heat-producing or open-flame devices shall be operated only after obtaining a permit from the Fire Department. Application for permit shall be made 10 days in advance of the show and be accompanied by the appropriate permit fee. (An application will be included in the service kit provided by GES once you have been assigned a booth.) Decorative materials are

required to be flame retardant. This requirement is applicable to curtains, banners, valances, hay, straw and similar decorative materials. It also includes canvas tents, canopies and awnings. A copy of the California state fire marshal flameproof certificate must be available in the event of inspection by a Fire Department representative to verify that the approved treatment has been applied or the materials must be removed prior to the show opening. Access to all fire equipment and pipes must be kept clear. Complete Fire Department guidelines will be included in the kit from the service contractor, and all exhibitors are expected to be aware of them.

Non-Endorsement

The exhibiting of products at any California Dental Association meeting does not constitute endorsement by the association of the products so exhibited.

CDA Presents Exhibitor Logos

Exhibitor is granted a limited, revocable non-exclusive license to use CDA Presents exhibitor logos (to be provided by CDA upon request via a separate attachment) solely in connection with Exhibitor's use of exhibit space at CDA Presents, subject to the terms and conditions set forth below. In no event shall Exhibitor use the logos in a manner that states or implies endorsement of Exhibitor (or Exhibitor's products or services) by CDA. The logos are the sole and exclusive property of CDA. The logos may not be revised or altered in any way and must be displayed in the same form and colors as provided by CDA. Notwithstanding the foregoing, all uses by Exhibitor of the logos shall be subject to the prior approval of CDA.

Without further notice, CDA reserves the right to prohibit use of the logos if it determines, in its sole discretion, that Exhibitor's use, whether willful or negligent, is not in strict accordance with the terms and conditions of this license, or otherwise could discredit CDA or tarnish its reputation and goodwill.

First Aid/Reporting of Injuries

A first-aid room is located in the the Anaheim Convention Center and a registered nurse is on duty during convention hours. If an attendee or exhibitor is injured near your exhibit space, please report the incident immediately to CDA Show Management or Security personnel.

Animals

Animals, other than guide, signal or service animals, are not permitted in the the Anaheim Convention Center without the prior approval of CDA Show Management. Sanitary needs for guide, signal or service animals are the responsibility of the attendee.

Any violation or variance from the above stated rules and regulations may result in a loss of exhibiting privileges and/or a loss of seniority points.