

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.

Applicants receive priority in the selection of booth space based on the number of points accumulated as indicated above.

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 manufacture, 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

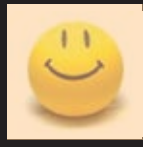
Subletting of space is prohibited. Exhibitors may not assign, sublet, nor apportion the whole or any part of space allotted nor exhibit therein, any goods other than those manufactured or distributed by the exhibitor in the regular course of the exhibitor's business, nor permit any representative of any firm not exhibiting to solicit business or take orders in the exhibitor's space.

Termination

CDA's performance, in whole or part, is subject to acts of God, war (whether declared or not), 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 convention center, lodging or other necessary facilities, or other causes beyond CDA's control making it illegal, impossible or commercially impracticable to hold the meeting. CDA shall immediately notify exhibitors in the event of termination.

Hold Harmless

To the fullest extent permitted by law, exhibitors shall indemnify, defend and hold CDA, its subsidiaries, and their officers, employees and agents, harmless from any and all liability that might ensue from any cause whatsoever associated with exhibitor's attendance, exhibition and use of space at the meeting.



Booth Allotment

Booth space shall be allocated by seniority from the first 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 nor 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 by mail, online at cda.org, or by fax with deposit included. Booths will not be reserved by phone.

Facilities Furnished

In addition to the exhibit space, the California Dental Association shall provide each space with a standard draped booth with 8-x-10-foot draped back wall, side railings and name sign, without additional charge. No allowance will be made for facilities not utilized.

Service Contractor

Exhibitors who have been assigned booth space will be forwarded a service kit via e-mail from GES Exposition Services approximately 10 weeks prior to show. This kit will include information on booth furnishings, 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

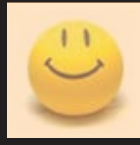
GES is responsible for supervision, assembly and removal of truss assemblies for lighting, audiovisual equipment and special effects. All power, electrical labor orders, and additional requirements for such equipment must be placed through GES as the electrical contractor. Your representative may be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

Independent Contractors

Companies that wish to use an independent contractor must submit a letter of intent, by completing the Independent Contractor Request Form on Page 17, 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. Independent contractors may not contact CDA for service kits, booth numbers, floor plans or other information relating to the exhibitor's booth.





Installation and Dismantle

Space (except for those booths marked “last in, first out”) will be available for setup at 8 a.m. on May 13, 2009. Installation must be complete by 5 p.m. May 14, 2009. Booths noted as “last in, first out” will be available for setup after the freight door is closed. This is estimated to occur by 5 p.m., Thursday, May 14, 2009. **Dismantle may only begin when the show closes at 2 p.m. on May 17, 2009, and must be complete by noon on May 18, 2009. For the safety of all attendees, aisle carpet removal followed by empty crate return will begin at 2:30 p.m. If dismantle is not complete by noon, 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.

Abandonment of Space

Any space not claimed and occupied two hours prior to the show opening may be resold or reassigned 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 company 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. Those companies that return the registration form by Feb. 13, 2009, will receive their badges prior to the show. Exhibit personnel 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 under any circumstances. Any company circumventing the rules of admission will be expelled from the exhibit hall 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.

Strollers are not permitted on the exhibit hall floor! Children younger than 13 are permitted on the exhibit floor 9:30 to 11:30 a.m. daily.

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 properly and modestly clothed. Scanty or 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 booth abide by all exhibitor rules and regulations. Smoking is prohibited in the convention center at all times.



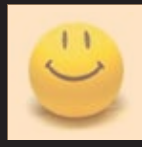


Exhibit Operation — Sales and Promotional Activities

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 sideshow 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. If multiple warnings are given, previous approval to use the sound projections equipment will be revoked. Live music is prohibited in the exhibit hall. Exhibitors may not perform experimental procedures, demonstrate intraoral technique or otherwise practice dentistry on patients in the convention hall.

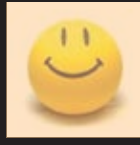
Exhibitors may not promote or offer continuing education credits for any demonstration or lecture given in the exhibitors' booths.

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. **Advertisements outside of the exhibitor's booth are prohibited, unless sponsorship has been purchased through CDA to do so. 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 acceptance 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 nor endorsed by the CDA. Any exhibitor in violation of this policy will be subject to a loss of seniority points. Attendees and exhibitors may have their photograph (still or moving) or likeness used by CDA for purposes of advertising or promoting its meeting.





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 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 45 days 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. (Please see detailed description and illustration inside the Exhibitor Prospectus.) 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.

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 16.

Island Booths

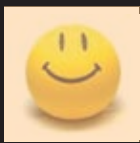
Design criteria for island booth setups are more lenient; however, all construction that includes walls that exceed 10 feet in width must have prior written approval from show management. In addition, approval must be received for any booth construction that might block the view sight line of adjacent 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 on Page 14 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 backwall line of the booth. Any hanging signs that do not have written approval will be removed at the exhibitor's expense.



EXHIBITOR RULES & REGULATIONS



Storage

Exhibitors may not store packing crates and boxes in their booths during the show. Containers must be marked properly and will be stored and returned to the booth after the show by the service contractor. Exhibitors may not store literature, cartons or other supplies behind their booth. Crates, boxes and other exhibit materials unclaimed by the exhibitor after the show will be removed at the exhibitor's expense.

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 the 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 kit.

Insurance

All exhibitors are responsible for supplying a certificate of insurance along with the final payment of space rental fee. The certificate must show that the exhibitor carries no less than \$500,000 of general liability insurance. It is strongly suggested exhibitors arrange all risk coverage.

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 flame proof 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.

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.

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