

## 1. APPLICATION/CONTRACT FOR SPACE

An Application/Contract for exhibit space at its 2020 Meeting must be made in writing to the Greater New York Dental Meeting Organization Committee (the "Committee"), and must be accompanied by a deposit of \$1,000.00 for each 10 x 10 booth space requested prior to July 29, 2020 or full payment thereafter. No Application/Contract will be considered unless accompanied by said payment. The Exhibitor's properly signed Application/Contract, together with Certificate of Insurance and the appropriate payment must be returned to:

Ms. Carla Borg, Exhibits Manager  
Greater New York Dental Meeting  
200 West 41<sup>st</sup> Street- Suite 1101  
New York, NY 10036-7203

Exhibit space shall be assigned solely by the Committee. The Committee at its discretion, accepts or rejects applications for booth space.

Applicants are advised that final confirmation of exhibit space may be delayed due to the volume of applications received at the time of submission and deposit of the applicant's check should not be construed as confirmation of acceptance. Until the applicant receives final written acceptance or denial of exhibit space, any funds expended for the development or construction of an exhibit booth are done so at the applicant's own risk.

The Committee does not guarantee that it will be able to assign the space requested. Previous booth location will be considered but cannot be guaranteed.

In addition, the Committee cannot guarantee that competitors will not be placed near each other, but will endeavor not to do so.

The priority mailing deadline is March 13, 2020. After this date, booths will be allocated on a first-come, first-assigned basis. Previous Exhibitors will receive preference providing their Application/Contract is received prior to March 13.

Assignments of space not rejected in writing by the Exhibitor within 14 days after notification of space assignment will be presumed to be accepted by the Exhibitor.

**In order to be included in the Program & Exhibit Guide classified listing, the Exhibitor must submit its product classifications together with the Application/Contract when that form is due, and no later than June 1, 2020.**

The number of product listings allowed is based on the number of booths rented, and this information is detailed on the classification listing form part of the Application/Contract. Enter correct product codes on the form as these codes are used for data entry in the production of the Program & Exhibit Guide.

## 2. CHARGES FOR SPACE

### EXHIBIT BOOTHS

8 X 10	SPACE .....	\$3,700
8 X 10	CORNER SPACE .....	\$4,220
10 X 10	SPACE .....	\$4,630
10 X 10	CORNER SPACE .....	\$5,300
10 X 15	SPACE .....	\$6,910

The price of the booth includes the following: pipe and drape 8' high (2.5m) in the rear and 36" (91.44cm) on each side; a single-line identification sign with Exhibiting Company name and booth number; 12 Exhibitor badges per 10 x 10 booth; **Company name, address, phone, website, email address, fax and product classification in our Program & Exhibit Guide (deadline June 1, 2020). Contracts submitted after June 1, will not be listed in the Program & Exhibit Guide. They will be listed in the on-site publication if contracted and proper information submitted prior to November 13, 2020.**

Exhibitors requesting island space must rent additional space to create an island configuration. For example, if the Exhibitor requests a 20' x 30' island (six booths), a 20' x 40' space (eight booths) will be needed to create the island.

The minimum size for a peninsula booth configuration is 20' x 20'. This policy is due to the limited number of corner booths. Exhibitors requesting a peninsula configuration must adhere to the following policy: no solid exhibition construction will be permitted to exceed 48 inches in height unless it is at least 5' from the nearest aisle. This means that peninsula booths cannot have a 20' back wall. (Only 10')

### PAVILIONS

Island space with widths greater than 20' (which includes renting aisle space), may be obtained with written approval of the Committee. In designated areas of the Exhibit Hall aisle space may be rented and become a contiguous part of your Exhibit. Minimum size for Pavilion configuration is 20 x 50. The Exhibitor will have to purchase a 30 x 50 space in order to create a 20 x 50 Pavilion. No blocking of the aisle is permitted.

### CONFERENCE ROOMS

Conference rooms are only available to exhibit booth lessees. They are located on the north perimeter of the Exhibit Hall and can be used for a variety of purposes: sales discussions with customers, staff lounges, staff meeting rooms or storage. Assignments are on a first-come basis. All refreshments utilized in conference rooms must be ordered through Cultivate. 10' X 10' conference rooms are available at a cost

of \$3,310.00 each. Multiple rooms can be combined into a single space. Each conference room has 8 foot high hardwall construction, two door keys, a sign and carpet. Customization, additional lighting, furnishings and upgrade of conference rooms are available through Freeman.

### DAILY CONFERENCE ROOMS

Each room includes: hardwall configuration, carpeting, keys, table and chairs.

10 X 10 .....	\$1,045.00/day
10 X 20 .....	\$1,610.00/day

### EXECUTIVE SUITES

Four 11 x 30 suites overlooking the exhibit floor are available for \$8,230.00 each for the entire Meeting. Each suite provides the Exhibitor with carpeting, private bathroom and kitchen facilities, conference table and 8 chairs set up. This is an ideal meeting room for busy executives, private meetings with customers and/or a staff lounge. Food service is available through Centerplate.

## 3. TERMS OF PAYMENT

The Committee requires a deposit of \$1,000.00 for each booth space or conference room with the Application/Contract. The entire balance must be received by the Committee on or before August 3, 2020. An Application/Contract made after August 3, 2020, must be accompanied by full payment. An Application/Contract received after October 30, 2020, must be accompanied by full payment in the form of certified check or cash. In the event that the Exhibitor shall fail to make payment of any balance on or prior to said due date, then and in addition to any and all other rights and remedies thereby available to it, the Committee may, at its option, terminate the contract, retain as liquidated damages any payment made thereunder, and assign the space specified therein to any third party or parties or use the same for such other purposes, if any, as it may deem appropriate, all without notice and without further liability to the Exhibitor. Each payment by the Exhibitor shall be made by check payable to the Greater New York Dental Meeting and such payment shall not be deemed made until the check clears the bank on which it is drawn. Each check and contract shall be delivered to Ms. Carla Borg at the Greater New York Dental Meeting, 200 West 41<sup>st</sup> Street - Suite 1101, New York, NY 10036-7203. All checks shall be drawn upon and payable in U.S. dollars only at banks located and authorized to transact business in the United States. Third party checks are not accepted. A \$40.00 bank charge must be paid for each overseas bank draft submitted. A charge of \$40.00 will be assessed for any check returned from bank unpaid for any reason.