

2017 Annual Meeting
Moscone Convention Center South, San Francisco, CA

GENERAL INFORMATION

MEETING DATES

Monday, October 9 – Saturday, October 14, 2017

EXHIBITION DATES

Thursday, October 12 – Saturday, October 14, 2017

EXHIBITION HOURS

Thursday, October 12th

- *Attendee Beverage Break*
- *Attendees Break for Lunch*
- *Attendee Afternoon Break*
- Corporate Forums for attendees

10:00 a.m. – 5:00 p.m.

10:00 a.m. – 10:30 a.m.

12:30 p.m. – 2:00 p.m.

4:00 p.m. – 4:30 p.m.

5:30 p.m. – 7:00 p.m.

Friday, October 13th

- *Attendee Beverage Break*
- **2018 Annual Meeting Space Draw
(Exhibitor Manager Office, Room 1)**
- *Complimentary Attendee Lunch in Exhibit Hall*
- *Attendee Afternoon Break*

10:00 a.m. - 5:00 p.m.

10:00 a.m. – 10:30 a.m.

8:00 a.m. – 5:00 p.m. (subject to change)

12:30 p.m. – 2:00 p.m.

4:00 p.m. – 4:30 p.m.

Saturday, October 14th

- *Attendee Beverage Break*
- *Attendees Break for Lunch*

9:30 a.m. – 1:00 p.m.

10:00 a.m. – 10:30 a.m.

12:30 p.m. – 1:30 p.m.

EXHIBITOR CHECK-IN

Onsite Exhibitor Check-in and Badge pick-up will be located in the South Lobby of the Moscone Convention Center South.

Hours for Booth Manager Packet and Badge pick-up:

Tuesday, October 10, 9:00 a.m. – 5:00 p.m.

Wednesday, October 11, 7:30 a.m. – 6:00 p.m.

Thursday, October 12, 8:30 a.m. – 5:00 p.m.

Friday, October 13, 8:30 a.m. – 5:00 p.m.

Saturday, October 14, 8:30 a.m. – 1:30 p.m.

EXHIBITOR MOVE-IN

The 2017 Annual Meeting Exhibition installation dates and times are:

Tuesday, October 10 9:00 a.m. – 5:00 p.m.

Wednesday, October 11 9:00 a.m. – 6:00 p.m.

In order for the exhibition to be ready for the opening on Thursday morning, booths must be set and tagged by 4:00 p.m. on Wednesday, October 11. If set-up of any exhibit has not started by 4:00 p.m., Wednesday, AAOMS shall have the right to order the exhibit to be erected and the Exhibitor billed for all charges.

The GES Servicenter will be open during exhibitor set-up hours to assist you. Additionally, Valerie Wolf, Exhibition Manager and Sharon Sinclair, Floor Manager, will be able to assist you onsite with any special challenges, problems or needs.



SPACE DRAW FOR THE 2018 ANNUAL MEETING – Chicago

AAOMS, once again, is offering your company the opportunity to secure your booth space for San Francisco this year for next year! Space Draw will assist you in planning your other events for the rest of 2018. You will have the opportunity to select your booth for the 100th Annual Meeting, Scientific Sessions and Exhibition being held in Chicago, October 8 – 13, 2018, on **Friday, October 13, 2017**, at this year's meeting in San Francisco, CA. Exact location and time slot will be announced via e-mail reminder prior to space draw, with a link to the 2018 application and prospectus. (Make a note of the days and dates of the 2018 meeting for your 2018 calendar. Exhibition Thursday 10/11, Friday 10/12 and Saturday 10/13.)

PLAN AHEAD FOR 2018 AND PAY IN FULL FOR SAVINGS!

Pay in full before December 31, 2017 to receive the early bird discount (EBD) Annual Meeting rate. This will save your company \$100 per 10x10 booth contracted!

VIRTUAL EXHIBIT HALL

At www.aaoms.org, your customers are able to access your website to view your company's latest products and services through the 2017 Annual Meeting Virtual Exhibit Hall and for one year after the 2017 meeting has ended. *Note: If you have pop-up-blocker, you will need to press CTRL and double click on the exhibitor booth to be linked to their website.*

AAOMS ANNUAL MEETING APP

Be in the know of what attendees are doing and when with the AAOMS 2017 Annual Meeting App for your smartphone or tablet! Download the app prior to the meeting or at the meeting, simply scan the QR code. For more information, visit aaoms.org/sanfrancisco

ACTIVITIES CONTINUING IN THE EXHIBIT HALL

We are listening to our Exhibitors and the following are continuing for the 2017 Annual Meeting in the Exhibit Hall.

- Complimentary lunch in the Exhibit Hall for meeting attendees on Friday, October 13.
- Extended 90 minute lunch breaks on Thursday and Friday will be in place again this year to allow attendees more time to visit and interact with exhibitors.
- Complimentary attendee beverage breaks will be held daily in the morning and afternoon inside the Exhibit Hall.
- Back Again! **Exhibitor Excursion Game** will be planned for Residents and Professional Allied Staff encouraging them to tour the exhibit hall and meet with vendors. This event will feature a “sticker card” that, once stamped with the requisite number of exhibitor stickers, may then be entered in a special drawing.
- **The “Frisco Frenzy” for Member OMS and Fellows** be on Wednesday, Thursday and Friday this year! Use your stash of stickers for their cards when they present them. Grand Prize courtesy of AAOMS.
- As a participant in the special events for the Residents and the Professional Allied Staff, [consider providing a ‘prize item’ for the winners!](#) Special color-coded stickers and recognition for providing prizes will be acknowledged!

BADGE FORM

You will receive a badge form via email in June. **Badge request forms must be submitted by September 8, 2017.** All exhibitor badges must be picked up on-site at Exhibitor Check-In before Exhibit Hall entry is allowed.

Badges must be worn at all times in the Exhibit hall. You will not be allowed on the exhibition floor without an exhibitor badge. **There will be no exceptions.** Refer to the exhibitor badge request form you receive for badge allowances, amounts and fees.

Non-official contractors (EAC's) must check in with Mandalay Bay Convention Center at Exhibitor Check-In located in the Mandalay Bay Foyer. No one will be allowed on the exhibit hall floor without a badge/ID.

EXHIBIT STORAGE

For safety and fire prevention, Exhibitors may not store cartons or empty display cases behind their exhibit booths. Exhibitors may store only the amount of material used for each day of the exhibition. Please make arrangements with **GES** for any items that will require accessible storage and empty stickers will be available for any empty boxes and display cases that will need to be returned at the close of the exhibition.

SHOW COLORS

Booth Drape: White & Gold

Aisle carpet: Blue Jay (Exhibitors are responsible for ordering booth carpet)

STANDARD BOOTH EQUIPMENT

Each 10' x 10' booth comes with the following:

- 8' draped back wall and 3' side rail panels
- Standard 17" x 11" identification sign

BOOTH SIGNAGE

Each exhibitor will be provided with one complimentary booth identification sign, 17" x 11", listing the company name and booth number. Order additional or custom signs from **GES**, use the **Special Signage Sign Order Form** included in this Service Manual.

IMPORTANT! NEW REGULATION: CASH AND CARRY SALES

It is the responsibility of each party selling merchandise or taking orders to comply with California law. To determine whether you must register and pay sales and use tax, see <http://www.boe.ca.gov/formspubs/pub77/>

1. California Seller's Permit Application, visit the California State Board of Equalization website www.boe.ca.gov
2. The California Sales permit application can be found here: <https://efile.boe.ca.gov/ereg/index.boe>

For all other Cash and Carry Sales Regulations please see page 2 of the 2017 Exhibition Regulations.

DISMANTLE AND REMOVAL INSTRUCTIONS

All exhibits must remain intact until the official closing of the exhibition at 1:30 PM on Saturday, October 14. Exhibitors expressly agree not to begin packing or dismantling until such time. An Exhibitor who violates this regulation may be ineligible to participate in any future AAOMS Exhibitions. Please allow 3-5 hours to receive your packing cases and crates. **Plan your flights accordingly!**

Exhibitors will complete arrangements for prompt **pick up of all outbound shipments and removal no later than 10:00 AM on Sunday, October 15.** All freight not removed by 10:00 a.m. on Sunday may be shipped by a carrier selected by **GES** and billed to the Exhibitor.

PLEASE NOTE: Exhibitors are responsible for their own property. Although provisions for security are made, Exhibition Management, its agents, and the agents for the Moscone Convention Center do not assume responsibility for the safekeeping of any of your equipment, materials, tools or exhibits.

CRATES/CARTONS

All crates and cartons will be delivered to booths as soon as possible after show closing, but **allow 3-5 hours for crate/carton delivery**. Please keep in mind that it will require some time for the return of crates and cartons. Please schedule your flights out of San Francisco, CA with this in mind.

SMALL DISPLAY EQUIPMENT

Be sure to pack all small equipment, supplies, tools, etc. immediately at the close of the show. It is advisable to combine small packages in a larger box.

LABOR

Please place your labor order well in advance at the GES Servicenter. Labor will be available beginning at 1:30 p.m. on Saturday, October 14 and **not** before.

RETURN SHIPMENT

Make arrangements with GES at the Servicenter for shipment of your material and equipment, bills of lading, tags, etc.

TIME LIMIT FOR EXIT

Outside carriers must be checked in by 8:00 a.m. on Sunday, October 15. Exhibits must be packed with bill(s) of lading turned in by 6:00 a.m. All freight must be cleared from the exhibit hall by 10:00 a.m., Sunday, October 15.

EXHIBITOR APPOINTED CONTRACTORS

Exhibitors are required to notify AAOMS Exhibition Management and GES of any outside service which is not being supplied by the official service contractor, GES. This includes any installation and dismantling companies, sound and lighting companies, production and promotion companies, or any person or company providing direct services to an exhibitor while on site.

Notify in writing:

AAOMS

Valerie A. Wolf, MS, CEM – Exhibition Manager
9700 W. Bryn Mawr
Rosemont, IL 60018
Phone: 847-233-4316
Fax: 847-678-6279

Global Experience Specialists, Inc. (GES)

Exhibitor Services
460 B Grandview Dr.
South San Francisco, CA 94080
Phone: 800-475-2098
Fax: 866-329-1437

In accordance with the 2017 Annual Meeting Exhibitor Regulations, all Exhibitor Appointed Contractors must provide both above parties with a current certificate of insurance by **September 11, 2017**. Non-official contractors (EAC's) must check in with Mandalay Bay Convention Center at Exhibitor Check-In in the Mandalay Bay Foyer. No one will be allowed on the exhibit hall floor without a badge/ID. Exhibition Management will verify that the appropriate insurance certificate is on file.

SECURITY

AAOMS will provide 24-hour security during set-up, the exhibition and move-out days, in the exhibit hall. However, AAOMS is not responsible for theft, damage or personal injuries. For full exhibitor regulations, please refer to the prospectus/invitation to exhibit located on our website at www.aaoms.org/exhibits. If you require additional booth security services, contact Valerie Wolf, Exhibition Manager, at 847/233-4316.

EXHIBIT HALL DISCLAIMER FOR THE ATTENDEE

“The exhibition is made available for informational purposes only. With the exception of specific products or services expressly endorsed by the American Association of Oral and Maxillofacial Surgeons (AAOMS). AAOMS does not endorse exhibit hall products or services and the presence of any exhibition at an AAOMS meeting or function does not imply an endorsement. By attending the AAOMS Annual Meeting, you acknowledge and accept that the AAOMS has assumed no duty to review, investigate, or otherwise approve, and has not reviewed, investigated, or otherwise approved, the quality, type, message, nature, or value of any product or service marketed by attendees and exhibitors. As such, you should conduct your own

independent research of such products or services, and the AAOMS disclaims any liability for any damages to person or property arising out of any product or service.”

EXHIBITOR REGULATIONS/VIOLATIONS

To assure that your company does not inadvertently violate its contract for exhibit space, please take a few minutes to read the following list of key exhibitor regulations. Each item below, as well as all other regulations, is more thoroughly detailed in the official Exhibitor Regulations that can be found [here](#). Exhibitors who violate any of these regulations may have their contracts terminated and become ineligible to participate in any future AAOMS Exhibitions.

- Companies wanting to have an in-booth promotion must complete and submit a Giveaways and Drawing Approval Form, by September 5, 2017.
 - Product samples must be distributed at least two feet inside of booth (see Reg. #4).
- No exhibitor shall assign, sublet or apportion its contracted space to any other exhibitor or person except to a parent, subsidiary or affiliated corporation or business (see Reg. #9).
- Exhibitors will be allowed to **take orders** and **Cash and Carry** on the exhibit floor. Exhibitors selling merchandise at the 2017 Exhibition must have a license in order to sell merchandise. It will be subject to San Francisco, CA Sales Tax. (see Reg. #14)
- Badge stick-on and promotional gummed labels are prohibited (see Reg. #14).
- Exhibits must remain intact until 1:30 p.m., Saturday, October 14. (see Reg. #19).
- Materials over four feet in height must be placed within five feet of the back wall. Exhibits shall not obstruct the light, view or space of others (see Reg. #20).
- Exhibits must not project beyond space allotment or project into the aisle (see Reg. #20).
- Exhibitors must keep an attendant in its display during all open exhibition hours (see Reg. #21).
- Audiovisual and other sound and attention-getting devices and effects must not interfere with the activities of neighboring exhibitors (see Reg. #25).
- Smoking is prohibited in the Moscone Convention Center, including the lounge areas (see Reg. # 33).
- Market Research and Surveys must be approved by AAOMS prior to the exhibition. Research and Surveys must be completed in the confines of the contracted space (see Reg. #35).

SOCIAL EVENTS, FUNCTION SPACE REQUESTS AND MAILING LISTS

The AAOMS Annual Meeting lends itself to be a great opportunity to plan events for your existing customers and new customers. If you are planning an event you can purchase a pre-attendee listing or the whole membership list depending on your needs. A Mailing List Order Form is included in this service manual.

Get the word out that your company is going to be at this conference and invite them to stop by your booth during the Annual Meeting! To send a mailing, please complete [AAOMS Mailing List Order Form](#) and send a copy of what you are mailing for AAOMS approval to Valerie Wolf, Exhibit Manager, vwolf@aaoms.org.

If you are planning a function, let AAOMS know by submitting an online Function Space Request. You can find the Function Space Request [here](#).

IS THIS YOUR COMPANY'S FIRST TIME EXHIBITING WITH AAOMS?

If so, consider being featured in a [New Exhibitor Spotlight](#) tower. According to our surveys, one of the top reasons oral and maxillofacial surgeons attend an AAOMS annual meeting is to discover NEW COMPANIES AND THEIR PRODUCTS. Located in the convention center lobby, the New Exhibitor Spotlights will be highly visible to all annual meeting attendees beginning Wednesday through Saturday.

The New Exhibitor Spotlight is reserved for companies that have not previously exhibited with the American Association of Oral and Maxillofacial Surgeons (AAOMS). It is your one and only opportunity to be out in front of the exhibit hall!

MARK YOUR CALENDARS!

2017 Dental Implant Conference

November 30 – December 2, 2017

Sheraton Grand

Chicago, Illinois

100th Annual Meeting, Scientific Sessions and Exhibition

October 8-13, 2018

Hilton Hotel and McCormick Place West

Chicago, IL

2018 Dental Implant Conference

November 29 – December 1, 2018

Sheraton Grand

Chicago, Illinois

101th Annual Meeting, Scientific Sessions and Exhibition

September 16 – 21, 2019

The Westin Boston Waterfront and Boston Convention Center

Boston, MA

Thank you for exhibiting with us! We look forward to assisting you in having a successful exhibition.