



November 28, 2016

Dear IADR Exhibitor:

On behalf of AADR, I would like to thank you for your support of the IADR/AADR/CADR General Session & Exhibition – to be held at the Moscone Convention Center, Wednesday, March 22 – Saturday, March 25 (Exhibit dates: Thursday, March 23 – Friday, March 24).

The forms in this **electronic** manual contain the information you will need to successfully exhibit at this year's meeting. The manual includes order forms for various services, as well as the policies for participating in the show, which we urge you to submit well in advance to benefit from "Early Bird" discounts that are available. Please keep in mind that you are responsible for the actions of your third-party vendors. If you are not the appropriate person in your company to receive this information, please pass it along to the proper individual.

If your company is outsourcing its exhibit management and/or has an independent installation and dismantling (I&D) company handling your booth setup, please refer that person directly to <https://ordering.ges.com/024600323> and all additional forms from the Exhibitor Service Manual can be found here as well.

If you have questions about specific services, please contact the appropriate vendor directly using the Vendor List. If you have any questions about the show, please contact Kasey McNeil.

As you prepare for the show, please note the following:

### **Exhibition/Poster Hall – West Hall – Level I**

#### **Installation Dates**

Wednesday, March 22            8 a.m. – 4:30 p.m.

*All exhibits must be set up by Wednesday, March 22 at 9 a.m.*

#### **EXHIBITION HOURS**

Thursday, March 23            9 a.m. – 5 p.m.

Friday, March 24              9 a.m. – 5 p.m.

#### **Dismantle Hours**

Friday, March 24              5 p.m. – 7 p.m.

*Packing of equipment, literature, products, or booth dismantling will not allowed before 5 p.m. on Friday, March 24. The exhibit floor must be cleared by 1 p.m. on Saturday, March 25.*

The GES Servicenter will be open inside the **West Hall - First Level** during exhibit set up, show dates and move-out. Exhibitors may verify and adjust their requirements for installation, furniture, audio/visual and other auxiliary services at the service desk.

### **Exhibitor Registration**

Exhibitor registration will be located in **West Hall Lobby – Level 2**. Please pick up your badge before going to the exhibit hall as a badge is **required** to enter the hall at all times. The number of exhibitor badges will differ depending on your level of membership or support for booth personnel; however, company representatives who wish to attend scientific sessions must register for the conference.

### **Show Colors**

The aisle carpet is **BLUE JAY** (black & blue blend) and the show drape color is **BLUE** and **BLACK**.

### **Future Meetings**

WCPD - World Congress on Preventive Dentistry	October 3-6, 2017	New Delhi, India
AADR Annual Meeting & Exhibition	March 21-24, 2018	Fort Lauderdale, Fla., USA
IADR General Session & Exhibition	July 25-28, 2018	London, England

As in years past, IADR/AADR/CADR promises to be an exciting show. If you have any questions or concerns as your exhibit plans progress, please contact any of your exhibit staff. **We look forward to seeing you in San Francisco!**

Warm regards,

*Kasey R. McNeil, CEM*

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