



# 2022 National Leadership Sponsorship & Exhibit Application

## CONTACT INFORMATION

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Logistics/Fulfillment Contact Person – Name: \_\_\_\_\_ Title: \_\_\_\_\_

Logistics/Fulfillment Contact Person – Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## OPPORTUNITIES *(Select all that apply)*

### PREMIUM SPONSORSHIPS

<input type="checkbox"/>	KEYNOTE SPEAKER (\$25,000)
<input type="checkbox"/>	REGISTRATION (\$25,000)
<input type="checkbox"/>	INTERACTIVE ATTENDEE HUB (\$25,000)
<input type="checkbox"/>	NETWORKING EVENTS:
<input type="checkbox"/>	WELCOME RECEPTION (\$30,000)
<input type="checkbox"/>	MEET & GREET WITH ASDA LEADERS (\$15,000)
<input type="checkbox"/>	EDUCATION SESSION (\$18,500)
<input type="checkbox"/>	<b>NEW THIS YEAR - TECH EXPO:</b>
<input type="checkbox"/>	EDUCATION & DEMO (\$15,000)
<input type="checkbox"/>	DEMO (\$7,500)

### HIGH IMPACT MARKETING

<input type="checkbox"/>	HIGH VISIBILITY BRANDING (\$10,000)
<input type="checkbox"/>	HOTEL KEY CARDS (\$10,000)
<input type="checkbox"/>	HOTEL ROOM DROP (\$5,000)
<input type="checkbox"/>	AFFILIATE MARKETING (\$5,000)
<input type="checkbox"/>	HOTEL CHECK-IN ADVERTISEMENT (\$1,500)
<input type="checkbox"/>	ATTENDEE EMAIL (\$1,500)
<input type="checkbox"/>	ATTENDEE EMAIL ENHANCEMENTS (\$250)

### EXHIBIT BOOTHS

<input type="checkbox"/>	DENTAL MARKETPLACE BOOTH (\$1,800)
<input type="checkbox"/>	DENTAL MARKETPLACE BOOTH STAFF (\$200)

## PAYMENT

On behalf of Company, I certify that I have reviewed the benefits listed in this Prospectus as well as the Terms and Conditions and agree to be bound by the same. An invoice will be sent with confirmation of this purchase and due upon receipt of invoice.

Amount Due: \_\_\_\_\_

Billing Contact Person – Name: \_\_\_\_\_ Title: \_\_\_\_\_

Billing Contact Person – Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Billing Instructions/IO: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please email completed application to ASDA's Business Development Team at [CorporateRelations@asdanet.org](mailto:CorporateRelations@asdanet.org)

The American Student Dental Association's National Leadership Conference is to be held at the McCormick Place Convention Center (hereinafter the "Venue") located in Chicago, IL, on Nov. 18–20, 2022.

### I. ASSIGNMENT OF SPACE

American Student Dental Association (hereinafter "ASDA") reserves the right to exercise its sole discretion in the acceptance or refusal of applications. Applications will be reviewed in order of receipt and, insofar as possible, opportunities will be assigned on a first-come, first-served basis. Once a confirmation is emailed by ASDA and payment received, this Application shall constitute a contract between the parties. In the event of a conflict regarding exhibit space or an opportunity or other imperative conditions, ASDA shall have the right to assign space, or opportunities to the Applicant or rearrange the floor plan and/or relocate any exhibit at any time before or during National Leadership Conference.

Exhibiting companies are responsible for monitoring their own space. Exhibitors may not enter another exhibitor's booth space without first obtaining permission. Exhibitors are not permitted to enter an unstaffed booth of another exhibitor at any time.

### II. CANCELLATION

An Applicant who is unable to participate at National Leadership Conference, or cancels any sponsorship or exhibit opportunity previously contracted for, shall receive a 50% refund, less a 10% processing fee, if notice is received in writing by September 18, 2022. An Applicant who cancels may request, in writing, that any monies on account with ASDA, less any processing fees, be transferred to another event produced by ASDA, subject to approval. The Applicant shall not be entitled to a refund of any part of any fee should the Applicant for any reason be unable to participate or cancel on or after September 19, 2022.

### III. COMPLIANCE

Applicants shall abide by and observe all laws, rules, and regulations of the Venue. Applicants shall observe and abide by additional regulations made by ASDA for the efficient or safe operation of the National Leadership Conference.

### IV. FORCE MAJEURE

If ASDA should be prevented from conducting the event, cannot permit the Applicant to participate in circumstances beyond its control, or determines not to offer the event at its sole discretion, ASDA will refund the Applicant the amount of the fee paid with no further obligation or liability to the Applicant. In all circumstances, ASDA shall notify the Applicant at the earliest date possible of the circumstances affecting the exhibition from being held. Except for its refund obligations set forth in this section, neither party shall be liable for failure to perform its obligations under this Agreement due to events beyond its reasonable control, including, but not limited to, strikes, disease, riots, wars, fire, acts of God, acts of terrorism and acts in compliance with any applicable law, regulation, or order (whether valid or invalid) of any governmental body.

### V. INDEMNIFICATION

Applicant agrees to indemnify, defend and protect ASDA against, and hold and save ASDA harmless from, all claims, demands, suits, liability, damages, loss, costs attorney fees and expenses of whatever kind or nature (collectively "Claims") which might arise out of (i) any action or failure to act of the Applicant or any of its officers, agents, employees, or other representatives; (ii) damage or loss to property, or injury to the person or any property of the Applicant, any of its officers, agents, employees or other representatives, or any third party; and (iii) all Claims relating to or arising from patent, trademark or copyright infringement by applicant or its subcontractors and/or agents. In addition to the duty of the Applicant to indemnify, ASDA shall also have the right to terminate this

Agreement if a Claim arises during or before National Leadership Conference. Applicant represents and warrants that it will not exhibit, sell or otherwise promote any product or service that could give rise to a claim relating to or arising from patent, trademark or copyright infringement against it or ASDA. The terms of this provision shall survive the termination or expiration of this Agreement. The Applicant shall indemnify, defend and hold harmless ASDA, its officers, employees, agents, and each of them, from and against all claims, actions, demands, losses, damages, judgments, settlements, costs and expenses (including attorneys' fees and expenses), and liabilities of every kind and character whatsoever, which may arise because of (i) negligent or intentionally harmful or wrongful act or omission by the Applicant or any of its officers, directors, employees, or agents; (ii) any use of the Applicants' name, logo, website, or other information, materials, products, or services provided to it by Sponsor; and/ or (iii) the breach of any of the covenants, representations, and warranties made by Sponsor in this Agreement. The provisions of this Section shall survive any termination or expiration of this Agreement.

## **VI. INTERPRETATION AND MODIFICATION TO TERMS AND CONDITIONS**

ASDA reserves the right to interpret, change or modify these terms and conditions as deemed appropriate to improve the exhibition. Any violations may impact Applicant's ability to exhibit in future ASDA shows. ASDA is a 501 (c) 6 organization and therefore contributions are not tax-deductible for federal tax purposes.

## **VII. LIABILITY**

Applicant assumes all responsibility for all loss, theft and/or damage to Applicant's displays, equipment and other property while on the Venue premises, and hereby waives all claims and/or demands it may have against ASDA, the Venue, their respective directors, officers, employees, and agents arising from such loss, theft and/or damage. Further, neither ASDA nor Venue, their respective officers, directors, agents, employees or other representatives, shall be held accountable or liable for, and the same are hereby released from accountability or liability for injury to Applicant, its employees or other booth personnel. ASDA will not obtain insurance against any such damage, loss, harm or injury. The terms of this provision shall survive the termination or expiration of this Agreement. Applicant assumes all liabilities and/or obligations resulting from its display at the National Leadership Conference caused by, among other things, faulty or improper displays or exhibits, and/or Applicant's failure to abide by any law, rule or regulations and/or such regulations made by ASDA for the efficient or safe operation of National Leadership Conference. ASDA shall be entitled to close a display at any time for failure by an Applicant or any of its officers, agents, employees or other representatives to perform, meet or observe any term or condition outlined in this contract, and such Applicant shall not be entitled to a refund of any part of any fee.

## **VIII. MEETING LOCATION AND TIMING**

It is understood and agreed by Applicant that ASDA may make adjustments to the timing and location of the National Leadership Conference and, if ASDA deems it necessary, cancel due to reasons beyond ASDA's control.

## **IX. PHOTO RELEASE**

ASDA occasionally uses photographs of sponsors, exhibitors and their personnel in promotional materials. By your participation in National Leadership Conference, the Applicant, on behalf of itself and its personnel, agrees to ASDA's right to use such photographs with no remuneration to Applicant or its booth personnel.

Exhibitors are allowed to photograph, videotape and mechanically record their company's booth during regular floor access hours.

Exhibitors will be asked to refrain from photographing, videotaping or mechanically recording if such activity interferes with setup, show activities or teardown. Exhibitors are not allowed to photograph, videotape or mechanically record another company's booth without permission.

## **X. RELATIONSHIP OF PARTIES**

The relationship of the parties to each other is that of independent contractors. Nothing herein shall create any association, joint venture, partnership, or agency relationship of any kind between the parties. Neither party is authorized to incur any liability, obligation, or expense on behalf of the other, to use the other's monetary credit in conducting any activities under this Agreement, or to represent that ASDA is in the business of providing the products and/or services provided by Applicant.

## **XI. BRANDING**

During the Term of this Agreement, the Applicant grants to ASDA a royalty-free, non-exclusive right to display the Applicant's corporate logo and other identifying information in connection with National Leadership Conference, as well as on marketing, advertising, and other appropriate promotional media and materials in connection with the meeting. The placement, form, content, appearance, and all other aspects of such identification and acknowledgment shall be determined by ASDA. ASDA shall be responsible for all aspects of the advertising, promotion, organization, and coordination of the National Leadership Conference. All fulfillment benefit material submitted by Applicant is subject to approval by ASDA.

Advertisements and sponsored content or branding permissions will not be approved and accepted if they conflict with ASDA's mission and values or contain attacks of a personal, racial or religious nature.

## **XII. APPLICANT RESPONSIBILITIES**

- A.** In consideration of the right to participate in the National Leadership Conference and to be acknowledged by ASDA as a sponsor and/or exhibitor of the National Leadership Conference, the Applicant agrees to make payment to ASDA in the amount indicated on the signed application. The Applicant acknowledges that ASDA does not maintain insurance for any of Applicant's property and the Applicant, therefore, is advised to procure insurance for its property.
- B.** The payment described in this Section shall constitute payment by Applicant solely for Applicant's right to participate in National Leadership Conference and to be acknowledged by ASDA as a sponsor and/or exhibitor of the National Leadership Conference. Such contributions shall in no manner be considered compensation or reimbursement for services rendered, activities undertaken by ASDA on behalf of Applicant, or income from a partnership or joint venture.
- C.** Applicant shall provide to ASDA all necessary logos and other information, content, and materials (in print, electronic and/ or other forms) for use in connection with its sponsorship of the National Leadership Conference; provided, however, that all uses of such logos and other information, content, and materials shall be determined by ASDA in its sole discretion.
- D.** Applicant agrees to only attend programming at National Leadership Conference as outlined by ASDA show management.
- E.** Exhibitor personnel are expected to behave professionally at all times during the National Leadership Conference. If you have questions or need assistance during the meeting, please alert ASDA's Business Development team.

## **XIII. TERMINATION**

This Agreement shall terminate: (i) upon the occurrence of a material breach of a material provision by Applicant if such breach is not cured within five 5 days after written notice of such breach is received by the Applicant from ASDA identifying the breach or (ii) at any time upon the mutual written consent of both parties. The Applicant shall not be entitled to a refund of a payment as a result of its termination of this Agreement unless certain benefits have not been provided yet or for which no costs have yet been incurred by ASDA.

#### **XIV. APPLICANT STAFF REGISTRATION**

Only those staff participating as part of a sponsor or exhibit organization and employed by that same organization will be recognized as eligible staff and qualify for registration. All staff will be required to follow the guidelines and sign an Assumption of the Risk, Code of Conduct & Liability waiver.

#### **XV. SAFETY PRECAUTIONS**

##### **A. Fire retardant materials guidelines**

All material used in the construction and decoration of an exhibit must be fire retardant. This includes scenery, backdrops, drapes, display boxes, signs, tables and dust covers. Any material considered a fabric must be sufficiently flame resistant to pass the NFPA-701 Standard Flame Test. Exhibit construction material not meeting this standard must be treated with a Class A fire retardant coating.

##### **B. Hazardous displays and demonstrations**

No hazardous display will be permitted without approval from ASDA. This includes any demonstration that involves lasers, laser cutting, cooking, open flames, lit candles, pyrotechnics, smoke-producing devices, heating appliances and any welding, brazing or cutting equipment. If approval is granted, the demonstration must be performed in a manner that ensures the absence of any danger to anyone or any nearby object. Plexiglas or similar protection must be utilized wherever sparking may occur. Specific fire extinguishers may also be required. A copy of all paperwork regarding the request and approval of the procedure should be forwarded to the McCormick Place Exhibit Hall Manager and the ASDA Business Development team.

##### **C. Smoking**

City Ordinance prohibits smoking during setup, show hours and teardown. Smoking in public facilities and establishments is against the law. Smoking is only allowed in authorized areas. Smoking is prohibited within all enclosed spaces of McCormick Place, including exhibit halls, meeting rooms, lobbies, food service areas, hallways and parking garages. Smoking is prohibited within 15 feet of any entrance. Violations are subject to fines issued by the City of Chicago.

##### **D. Security Precautions**

Exhibit merchandise and displays are prime selling tools. Exhibitors should take every precaution to protect this material. A few security tips:

- Ship materials in locked trucks or crates. If cartons are used, be sure they are securely taped or banded. Under no circumstances should the outside be marked by the name or type of articles contained inside.
- Ship with a qualified trucker or forwarder.
- Be sure to furnish the shipping company information with an accurate and complete bill of lading.
- Do not leave the booth unattended during the setup period.
- Be sure that all exhibit personnel wears their meeting credentials.
- Cover displays after setup and each night before departing. If merchandise is particularly valuable, consider private security or safety container rental.
- Do not leave merchandise under tables or displays.
- Escort your merchandise to your booth, if possible.
- Treat valuable goods, especially prototypes, as irreplaceable.
- Provide locked storage space for portable electronics.
- Do not, under any circumstances, include the merchandise in containers to be stored with empties.
- At the close of the meeting, be sure to pack as quickly as possible and, under no circumstances, leave the space unattended during this period.
- Have an employee remain in the space with the shipment until it is picked up by the drayage contractor's personnel.

- Your freight forwarder should be informed as to the type/number of items they are picking up.
- That itemization should be indicated on the bill of lading submitted to the General Contractor.
- Most importantly, obtain proper insurance coverage for your goods to, during and from the show site.
- During setup and exhibit days, report all incidents to the ASDA Business Development team.

ASDA will maintain security during the official dates of the meeting. Limited security will be provided throughout teardown. However, the exhibitor is responsible for securing its exhibit materials and/or merchandise once the exhibits officially close through the final removal of the exhibit materials on Saturday, Nov. 19. Any material that is left in these areas after the designated storage area will be required to submit a bill-of-lading to the point of origin or returned to the general service contractor warehouse and charged accordingly.

Do not leave merchandise unattended in your booth during the move-out. ASDA, the McCormick Place Complex and the Metropolitan Pier and Exposition Authority will take all reasonable precautions against damage or loss by fire, water, storm, theft or strikes or other emergencies, but do not guarantee or ensure the exhibitors against loss by reason thereof.

#### **E. *Presentation/Demonstration Areas***

As a matter of safety and courtesy to others, all presentations, demonstrations and marketing/promotional activities, including meetings with customers and staff, must be confined to the exhibit space so as not to interfere with traffic flow in the aisles or encroach into neighboring exhibits. Solicitation outside your booth in any way is strictly prohibited.

#### **F. *Market Research***

Exhibitors may conduct market research as a booth activity. Attempting to survey or gather data in other areas of the convention center is strictly prohibited.

#### **G. *Reasonable Care***

While show management will exercise reasonable care in safeguarding your property, neither the meeting management, facility, security coordinator, drayage contractor, nor any of their, trustees, officers, agents or employees assume responsibility for such property.

#### **H. *First Aid & Reporting Injuries***

The McCormick Place First Aid Room is located on Level 1, adjacent to the Transportation Center (Gates 43–44). If an attendee or exhibit personnel is injured near your booth, please notify show security, whose office is located in the General Registration area on the west side.

An exhibitor shall not infringe upon the rights and privileges of other exhibitors. Any complaints regarding infractions of the rules or disputes between exhibitors will be adjudicated by ASDA and its decision is final.

Any exhibiting personnel violating these rules will have their badges revoked and will be escorted from the meeting. Unethical conduct or infraction of the rules on the part of the exhibitor or its representatives will be subject to dismissal from the Exhibit Hall and forfeiture of booth space, booth fees and/or seniority status in booth assignments. ASDA shall make no refund and the exhibitor and/or its representatives will make no demand for redress in the event an exhibitor engages in unethical behavior or otherwise breaks the rules. These regulations are to be construed as part of all space contracts. ASDA reserves the right to interpret its rules as well as to make final decisions on all points not covered in these regulations.