

BOOTH COSTS AND OTHER FEES ASSIGNMENT PROCEDURES AND DEPOSITS

Booth Assignment Procedure

Assignment of exhibit space is based on a priority point system. This system is as follows:

- 1 point for each year of Annual Meeting Exhibition participation within the last five years (1999 - 2003)
- 1 point for each 10' x 10' booth unit rented at an Annual Meeting within the last five years (1999 - 2003)
- 1 point for every \$50,000 pledged to the AAP Foundation Endowment Fund
- 1 point for each year of payment to the AAP Foundation Endowment Fund retroactive to 1993
- 1 point for \$10,000 - \$19,999 advertising dollars spent in an AAP publication between January 1 - December 31, 2004
- 2 points for \$20,000 and over advertising dollars spent in an AAP publication between January 1 - December 31, 2004
- 1 point for participation in the 8th International Symposium on Periodontics and Restorative Dentistry (2004) Cosponsored with the Quintessence Publishing Group

Companies that selected booth space on September 22, 2003 should submit a 50% deposit with the Application and Contract for Exhibit Space contract by February 16, 2004, with the balance due by June 30, 2004. All companies requesting space after November 3, 2003, must submit full payment.

In all space assignments, AAP Show Management will make the final determination in the best interest of the Exhibition.

Copies of the priority point system were distributed to exhibitors August 2003. To obtain additional copies, or if you have questions regarding the priority point system, please e-mail the Exhibition Manager at melodie@perio.org.

The deadline for receipt of contracts to be assigned under the priority point system is **February 16, 2004**. After this date, space is assigned on a first-come, first-served basis.

Future Booth Assignment Information

Booth space for the 2005 AAP Annual Meeting Exhibition in Denver, Colorado will be assigned on **November 15, 2004** in the Exhibitor Lounge, which will be located in the Exhibit Hall. An appointment schedule and 2005 Annual Meeting exhibition floor plan will be mailed to all 2004 exhibitors in late August/early September 2004. More information will follow in Exhibitor Updates, which are sent via e-mail to the company contacts.

Application For 2004 Exhibit Space

- Complete and sign (see Authorized Signature) the Application and Contract for Exhibit Space - sides A and B
- Submit 50% payment by February 16, 2004 with the balance due by June 30, 2004
- Requests made after November 3, 2003 must submit full payment due
- Enclose literature on all products and services to be exhibited at Annual Meeting (new exhibitors only)
- Enclose an original copy of your company's Certificate of Insurance

Booth Cost

Booth space will be charged at the rates indicated below:

Pacific Hall rates

\$22.50 per square foot (\$2,250 for each 10' x 10' unit; 100 square feet)
\$150 charge for each corner

Atlantic Hall rates

\$18.50 per square foot (\$1,850 for each 10' x 10' unit; 100 square feet)
\$150 charge for each corner

Booth units are sized in increments of 100 square feet, with the smallest booth being a 10' x 10' unit.

A 50% deposit is due by **February 16, 2004**, with the balance due by **June 30, 2004** with the 2004 Application and Contract for Exhibit Space. Space requested after November 3, 2004 must be accompanied by the full amount due.

Exhibit Space Fee includes

- Rental of booth space
- Standard 8' high draped back wall and 3' high draped side rails
- Aisle carpeting
- Booth identification sign
- 24-hour hall security
- General cleaning of hall aisles and lounge area
- Four (4) complimentary registration badges per 100 square feet of exhibit space
- One (1) listing in the Annual Meeting on-site program of company name/address/phone/fax/ web site
- Products and services listing in Annual Meeting on-site program
- Use of Exhibitor Lounge

2004 Labor Rates

Straight Time (ST): Monday - Friday, 8:00 am - 5:00 pm

Overtime (OT): All other times/days
\$52/hr Straight Time
\$104/hr Over Time

Drayage/Material Handling Rates

Warehouse and show site rate: \$69/cwt

Exhibitors' rights in Orlando, Florida

Florida is right-to-work state. Full-time employees of exhibiting companies can set up and dismantle their own displays and they may unload themselves using two-wheeled carts or dollies.

SUBMIT APPLICATION TO:

Melodie Anderson, *Exhibition Manager*

The American Academy
of Periodontology

737 N. Michigan Avenue, Suite 800
Chicago, IL 60611-2690

Phone: 312/573-3214

Fax: 312/573-3225

E-mail: Melodie@perio.org

BOOTH GUIDELINES

Linear Booth

Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths.

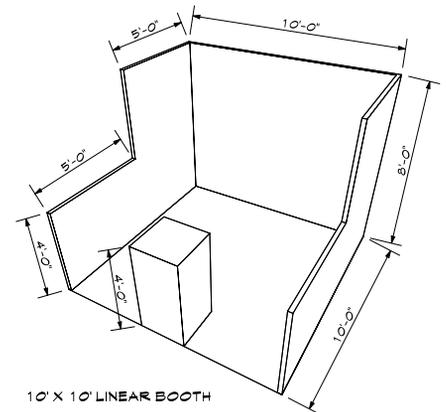
Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of ten feet (10') has become the de facto standard in the United States.

Therefore, unless constricted by space or other limitations, Linear Booths are most commonly ten feet (10') wide and ten feet (10') deep, i.e. 10'x10'. A maximum backwall height limitation of eight feet (8') is generally specified.

Use of Space

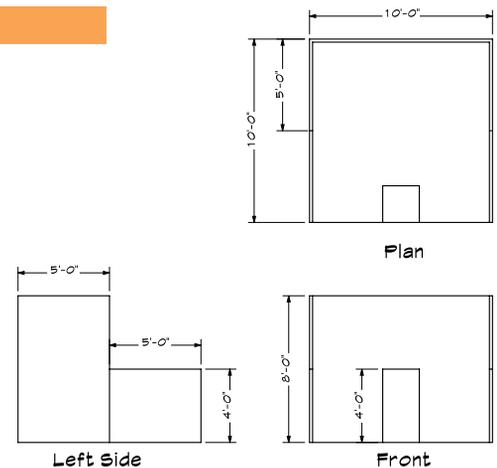
Regardless of the number of Linear Booths utilized, (e.g. 10'x20', 10'x30, 10'x40', etc.) display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of eight feet (8') is allowed only in the rear half of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle. (Note: When three or more Linear Booths are used in combination as a single exhibit space, the four foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.)



10' X 10' LINEAR BOOTH

Corner Booth

A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

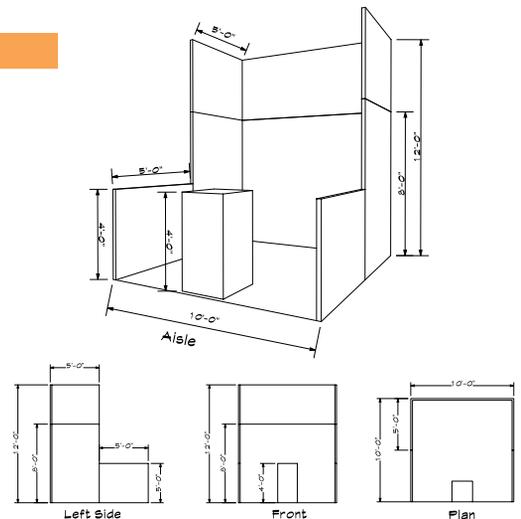


Perimeter Booth

A Perimeter Booth is simply a Linear Booth that backs to a wall of the exhibit facility rather than to another exhibit.

Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum backwall height is twelve feet (12').



BOOTH GUIDELINES

End-cap Booth

An End-cap Booth is exposed to aisles on three sides and composed of two booths.

Dimensions

End-cap Booths are generally ten feet (10') deep by twenty feet (20') wide. The maximum backwall height of eight feet (8') is allowed only in the rear half of the booth space and within five feet (5') of the two side aisles with a four foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.

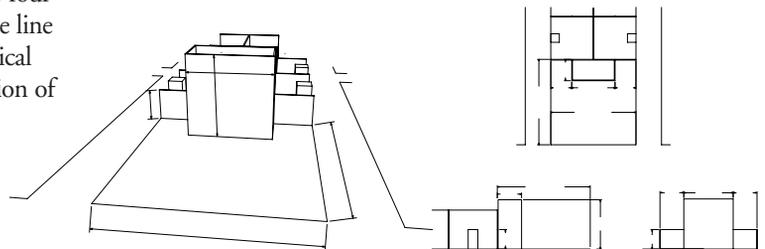


Peninsula Booth

A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth."

Dimensions

A Peninsula Booth is usually 20' x 20' or larger. When a Peninsula Booth backs up to two Linear Booths, the backwall is restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Sixteen feet (16') is a typical maximum height allowance, including signage for the center portion of the backwall.



Island Booth

An Island Booth is any size booth exposed to aisles on all four sides.

Dimensions

An Island Booth is typically 20' x 20' or larger, although it may be configured differently.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is usually sixteen feet (16'), including signage.

