

GENERAL INFORMATION

Academy Information

The American Academy of Periodontology (AAP) is a 7,984-member association of dental professionals specializing in the prevention, diagnosis and treatment of diseases affecting the gums and supporting structures of the teeth; and in the placement and maintenance of dental implants. The Academy is dedicated to advancing the art and science of periodontics and improving the periodontal health of the public. Periodontics is one of the nine dental specialties recognized by the American Dental Association.

Eligibility

Companies that market periodontal dental-directed products, equipment or services are eligible to exhibit at the 90th Annual Meeting of the American Academy of Periodontology.

Exhibit Hall Attractions

- Research Forum Poster Session
- Continuing Education “free” hours each day
- Internet Cafe
- Restaurant
- AAP Products and Services booth on exhibit floor
- Coffee breaks on exhibit floor

Exhibition Venue

Walt Disney World
Swan and Dolphin Hotels
1500 Epcot Resorts Boulevard
Lake Buena Vista, Florida 32830

Exhibitor Registration

Exhibitors in the United States and Canada who register in advance will have their badges mailed to the Exhibitor Contact in advance of the Annual Meeting. Badge holders can be picked up on-site with the return of the Attendance Verification cards which will be enclosed with the badge. Advance registration forms will be included in the Exhibitor Service Manual. On-site registration hours are listed below.

AAP Badge Allotment Policy

Each exhibiting company is allowed four (4) complimentary badges per 100 square feet of exhibit space. Additional representatives may register at a fee of \$100 each (advance) and \$150 each (on-site). No refunds will be issued for additional badges purchased and not used. Registration fees must be paid prior to, or at the time of registration. Badges will not be issued for children 16 years of age and under.

Exhibitor Service Manual

A comprehensive service manual will be available beginning September 2004. Exhibitors that are paid in full will receive a service manual. All order forms for labor and services will be available via the web.

AAP Web Site Information

Log on to <http://www.perio.org> to learn more about the Annual Meeting.

Annual Meeting Hotels

Walt Disney World Swan and Dolphin (headquarters)

Yacht and Beach Club Resort

Housing reservation information will be mailed under separate cover.

Shuttle Service

No shuttle service will be offered at the Annual Meeting.

Social and Educational Functions/Seminars

Exhibiting companies of the 2004 Annual Meeting that wish to hold a social or educational function must submit a written request to the Exhibition Manager no later than sixty (60) days before the Annual Meeting. A form will be included in the Exhibitor Service Manual. See Rule # 27, Exhibitor Regulations, for available dates and times.

Exhibition Dates and Hours

Sunday, Nov. 14, 2004	10:00 am - 6:30 pm
Monday, Nov. 15, 2004	10:00 am - 6:30 pm
Tuesday, Nov. 16, 2004	10:00 am - 6:00 pm

Exhibitor Move-in/Installation

Atlantic Hall

Targets: Thursday, Nov. 11, 2004	2:00 - 6:00 pm
General: Friday, Nov. 12, 2004	8:00 am

Pacific Hall A

Targets: Friday, Nov. 12, 2004	4:00 - 8:00 pm
General: Saturday, Nov. 13, 2004	8:00 am

Pacific Halls B&C

Targets: Thursday, Nov. 11, 2004	4:00 - 8:00 pm
General: Friday, Nov. 12, 2004	8:00 am

Shepard will contact all exhibitors fall 2004 regarding targeted move-in times.

Exhibitor Move-out/Dismantle

Tuesday, Nov. 16, 2004	6:00 - 11:59 pm
Wednesday, Nov. 17, 2004	8:00 am - 2:00 pm

Outside carriers should be checked in by 2:00 pm on Wednesday, Nov. 17, 2004.

On-site Registration Hours

Thursday, Nov. 11, 2004	11:30 am - 5:00 pm
Friday, Nov. 12, 2004	8:00 am - 5:00 pm
Saturday, Nov. 13, 2004	8:00 am - 6:00 pm
Sunday, Nov. 14, 2004	8:00 am - 6:00 pm
Monday, Nov. 15, 2004	8:00 am - 6:00 pm
Tuesday, Nov. 16, 2004	8:00 am - 6:00 pm

A comprehensive service manual will be available beginning September 2004. Requests for late set-up will be included in the Exhibitor Service Manual.

RECENT ANNUAL MEETING PROFILES

The following chart shows Annual Meeting registrants from 1997-2003.

1997 San Diego, CA

Doctors	3,105
Hygienists/Office Staff	465
Dental Students	129
Spouses	1,177
Exhibitors	964

1998 Boston, MA

Doctors	2,926
Hygienists/Office Staff	368
Dental Students	650
Spouses	1,281
Exhibitors	1,038

1999 San Antonio, TX

Doctors	2,216
Hygienists/Office Staff	313
Dental Students	522
Spouses	1,022
Exhibitors	755

2000 Honolulu, HI

Doctors	2,708
Hygienists/Office Staff	677
Dental Students	414
Spouses	1,191
Exhibitors	1,110

2001 Philadelphia, PA

Doctors	2,497
Hygienists	249
Office Staff	154
Dental Students	541
Spouses	639
Exhibitors	545

2002 New Orleans, LA

Doctors	1,827
Hygienists	233
Office Staff	185
Dental Students	494
Spouses	417
Exhibitors	533

2003 San Francisco, CA

Doctors	3,141
Hygienists	783
Office Staff	321
Dental Students	521
Spouses	573
Exhibitors	581

CERTIFICATES OF INSURANCE

Exhibiting companies must submit an original copy of their Certificate of Insurance to The American Academy of Periodontology. Certificates must include the following information:

Insured:

Full Company Name and Mailing Address

Date of the Meeting:

November 14-17, 2004

Coverage Dates:

November 12-17, 2004

(This includes exhibitor move-in, show dates, and move-out.)

Additional insured:

American Academy of Periodontology, Walt Disney World Swan and Dolphin Hotels, State of Florida and their respective members, officers, trustees, directors, agents, employees, contractors and assigns. Use of facilities for convention being held through November 17, 2004. Inclusive coverage includes Hold Harmless and Waiver of Subrogation.

Liability Amounts:

Minimum amounts of \$1,000,000 combined single limit bodily injury and broad form property damage coverage, including broad form contract liability and business interruption insurance.

The American Academy of Periodontology reserves the right, in its sole discretion, to cancel the Application and Contract for Exhibit Space of any Exhibitor failing to meet this insurance requirement.

EXHIBITOR PARTNERS

Exhibitor Advisory Council

The following companies serve on the Exhibitor Advisory Council and work closely with AAP Show Management and Shepard Exposition Services (Official Service Contractor) in developing a better exhibition. These council members work in conjunction with Show Management on exhibit hall hours, new incentives, and programs that are offered by the Academy. Companies are divided into three categories, each with two representatives per category.

Please contact Melodie Anderson at melodie@perio.org, or by phone at 312-573-3214 if you are interested in serving on this committee.

100 square feet

AlphaDent
Tel-A-Patient, Inc.
WasserSoft Development

200 - 300 square feet

Open positions: 2

400 square feet or greater

DENTSPLY Friadent CeraMed
Nobel Biocare USA
Straumann
WL Gore and Associates

Official Service Contractor

Shepard Exposition Services

PO Box 402716
Atlanta, GA 30384-2716
Phone 404/720-8600
Fax 404/720-8755

Show Management

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

IMPORTANT DATES AND DEADLINES

September 7, 2004

Exhibitor Service Manual mailed

October 14, 2004

Letter of Intent to Use a Non-Official Contractor deadline

Certificates of Insurance for Installation and Dismantle Companies deadline

October 14, 2004

Badges mailed

Copy for total attendee mailing labels due

Attendee total mailing labels mailed

Other important dates will be outlined in Exhibitor Bulletins.