

90th

annual meeting
exhibition

Orlando

November 14-16, 2004
Walt Disney World Swan
and Dolphin Hotels
Orlando, Florida



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of the
**American
Academy of
Periodontology**

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Attendee Mailing Labels

Mailing labels for all 2004 AAP Annual Meeting professional attendees will be sold exclusively to 2004 Annual Meeting exhibiting companies. To assist you with your marketing efforts, advance attendee and total attendee mailing labels will be available. Further information and an order form will be provided in the Exhibitor Service Manual.

Advertising

Place an ad in the Annual Meeting issue of the *Journal of Periodontology* to direct potential customers to your booth before they even step onto the Exhibit Floor. Enhance your booth investment and get a jump on the competition by reserving your ad space in the October issue today! Don't miss the special advertising rates and incentives available to help celebrate the *Journal of Periodontology's* 75th Anniversary. For more information, check out our media kit in the "About AAP" section of the Academy's Web site, www.perio.org, or contact Patti Lawlor: 312/573-3252 or email patti@perio.org.

AAP Foundation

Enhance your Visibility By Sponsoring AAP Foundation

Annual Meeting Activities

Sponsoring companies will maximize their Annual Meeting visibility by partnering with the AAP Foundation. The Foundation offers a wide range of opportunities, including:

Silent Auction.

Donations of products and services are welcome.

Golf Tournament.

Major sponsor, hole sponsor, hole-in-one sponsor, and beverage cart sponsor opportunities from \$750 - \$2,500.

Fun Run.

Major sponsorship is \$7,000.

Gala.

Tables are available for \$2,000. Major sponsorships also are available.

Financial Planning Seminar.

Major sponsorship is \$4,000.

For additional information, please contact Sharon K. Mellor, AAP Foundation Executive Director at 312/573-3256 or sharon@perio.org. Sponsorship availability is limited.

Annual Meeting Sponsorship Opportunities

Enhanced coffee breaks (morning and afternoon) - a total of 6 are available @ \$5,000 each.

Meeting registration materials (including ExpoCARD) - \$10,000

Please contact Melodie Anderson via e-mail at melodie@perio.org, or phone 312/573-3214 if you are interested in sponsoring any of these events, or for more details.

MARK YOUR CALENDAR with these future AAP Annual Meeting Exhibition Dates!

September 24-26, 2005	Denver, Colorado
September 16-18, 2006	San Diego, California
October 28-30, 2007	Washington, DC
September 8-10, 2008	Seattle, Washington

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.

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

2003 ANNUAL MEETING EXHIBITORS

A-Dec, Inc

A. Titan Instruments, Inc.
Accelerated Practice Concepts, Inc.
ACE Surgical Supply Company
AIT Dental, Inc.
AlphaDent
Altatec Biotechnologies, NA, Inc.
Amazing Animation
American Gold Mfg
Aperio Services
Arm & Hammer Division
Church & Dwight Company
Aseptico, Inc.
ASI Medical, Inc.
Astra Tech
Atlantis Components, Inc.

Banditt, Paul Inc.

Becker-Parkin Dental Supply
Company, Inc.
Beutlich LP Pharmaceuticals
Bicon Dental Implants
Bio-Lok International, Inc.
Biohorizons Implant Systems
Biolase Technology, Inc.
BIORA, Inc.
Blackwell Munksgaard
Brasseler USA

CareCredit

Carl Zeiss, Inc.
Centerpulse Dental
Clinician's Preference
Clinipix, Inc.
Colgate Oral Pharmaceuticals
CollaGenex Pharmaceuticals, Inc.
Concise Vision - Professional
Alliance, Inc.
Criticare Systems, Inc.
Cutting Edge Technology LLC

Decision Base, Inc.

Dental Fee Plan
Dental Technology Consultants
DentalView, Inc.
Dentatus USA Ltd
Dentrix Dental Systems,
Vipersoft, and Easy Dental

DENTSPLY Friadent CeraMed

DENTSPLY Pharmaceutical
Dentsply Professional Division
Designs For Vision, Inc.
Dexcel Pharma Inc.
Dexis Digital X-Ray
DHC Software/Consult Pro
DSN Software, Inc.

E-Z Floss

Eastman Kodak Company
Ellman International, Inc.
Exactech, Inc.

Florida Probe

G. Hartzell & Son

G.L. Johnson Seminars &
Consulting
GlaxoSmithKline
Global Surgical Corporation

H & H Company

Harvest Technologies Corp.
Healthfirst Corporation
High Q Dental
HillTop Research Inc.
Hu-Friedy Mfg. Co. Inc.

Imaging Sciences International

3i-Implant Innovations, Inc.
IMTEC Corporation
Innova Corporation

J. Morita Usa

Johnson & Johnson
Oral Health Products

Karl Schumacher Dental

Instruments Co., Inc.
Kavo America Corporation
Kilgore International, Inc.

Laclede, Inc./Biotene

Lester A. Dine, Inc.
Lexi-Comp Publishing

Lifecore Biomedical, Inc.

Lightyear Technology
Lippincott Williams & Wilkins

Materialise/Columbia

Scientific, Inc.
Maxilon Laboratories, Inc.
Microsurgery Instruments, Inc.
Milestone Scientific
Millennium Dental Technologies
Misch International Implant
Institute
Mustang Company

Natural Arts Dental Lab

Nephron Dental Supply
Nexadental
Nobel Biocare USA, Inc.

Officite

OMNII Oral Pharmaceuticals
Oral-B Laboratories/Braun
OraPharma, Inc.
Orascopic
Osteohealth Company

Pacific Coast Software

Pacific Coast Tissue Bank
Palisades Dental Div of Glenwood
Patient Care Suite
Patterson Dental Supply Inc.
PBHS
PDT Inc.
Pfizer Inc.
Pharmaceutical Systems Inc. (PSI)
PHI Enterprises, Inc.
Philips Oral Healthcare
Professional Group, Inc.
PhotoMed International
Planmeca, Inc.
PracticeWorks/Softdent/
DICOM/Trophy
Practicon, Inc.
Procter & Gamble Company
Professional Sterile Systems

Quality Aspirators

Quintessence Publishing
Company, Inc.

RC LIBRI SRL

RGP Dental
Ribbond, Inc.
Rocky Mountain Tissue Bank
Rx Honing (Sharpening) Machine

Salvin Dental Specialties, Inc.

SATELEC/ACTEON
NORTH AMERICA
Septodont, Inc.
Sharper Practice
Sheervision, Inc.
Sigma Biomedics
Southwest Medical & Dental, Inc.
Sterngold
Straumann
Sullivan-Schein Dental
Sunstar/Butler
Surgical Specialties Corporation
Surgitel/General Scientific

Tel-A-Patient

Televox Software
TePe Oral Health Care Inc.
Tess Corporation
The Dental Record
The Natural Dentist
Thommen Medical USA
Tom's of Maine, Inc.

Vista Dental Products

W.L. Gore & Associates, Inc.
WasserSoft Development
Waterpik Technologies Inc.

XELAN

Xemax Surgical Products, Inc.

Zila Pharmaceuticals, Inc.

Zoll-Dental

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.

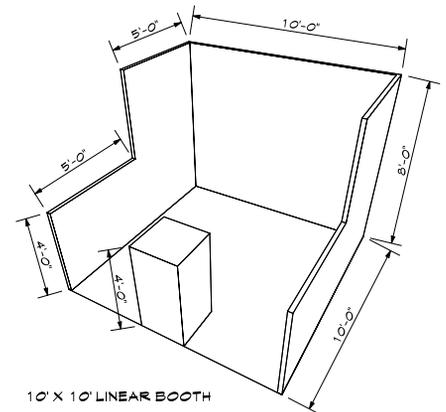
Dimensions

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

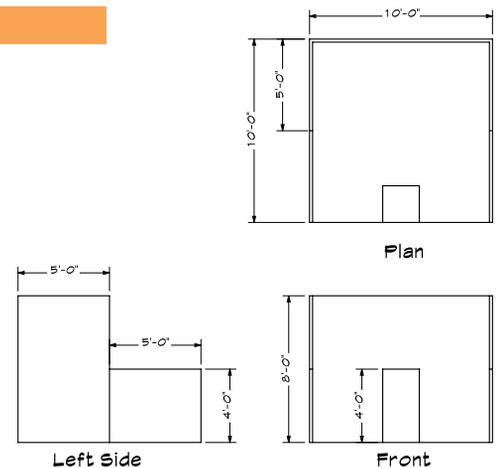
Regardless of the number of Linear Booths utilized, (e.g. 10'x20', 10'x30, 10'x40', etc.) display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of eight feet (8') is allowed only in the rear half of the booth space, with 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.

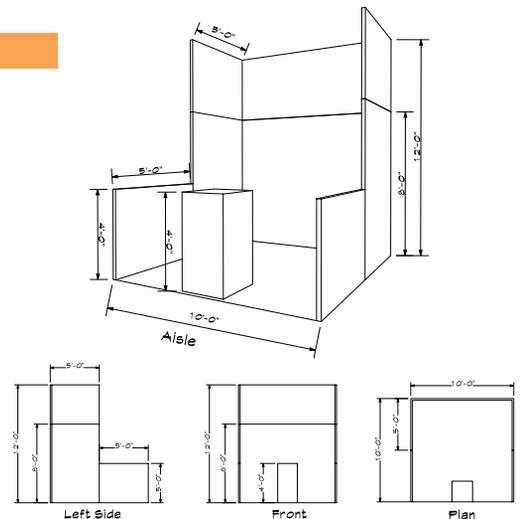


Perimeter Booth

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.

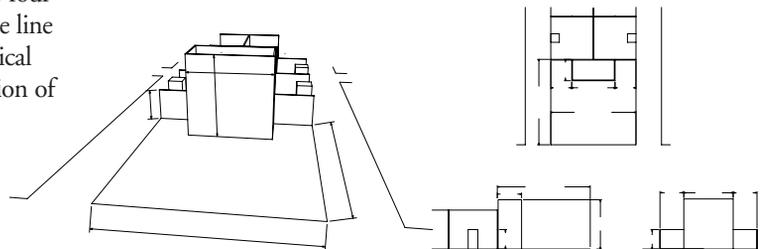


Peninsula Booth

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

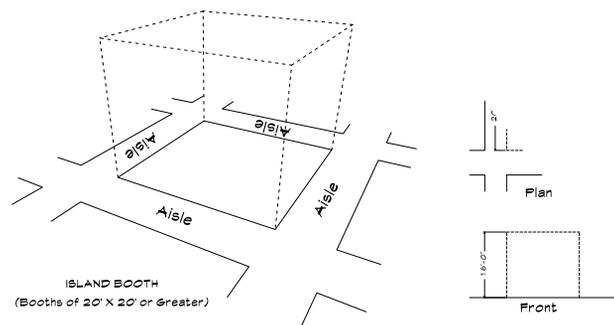
An Island Booth is any size booth exposed to aisles on all four sides.

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.



2004 ANNUAL MEETING SCHEDULE *(Schedule is subject to change)*

The 90th Annual Meeting of the American Academy of Periodontology
Orlando, Florida • November 14-17, 2004

Saturday, November 13, 2004

7:00 am - 7:00 pm Registration
8:00 am - 5:00 pm Hands-On Workshops
8:00 am - 12:30 pm Insurance Workshop
8:00 am - 5:00 pm Dental Hygiene Symposium
10:00 am - 12:00 noon . . . Leadership Conference
11:30 am - 5:30 pm AAPF Golf Tournament
12:00 noon - 6:00 pm Corporate Forum
1:00 - 4:00 pm Clinical and Basic Science Symposium
sponsored by District VIII
1:00 - 5:00 pm Predoctoral Educators Workshop
4:00 - 5:00 pm District VIII Section Meetings

Sunday, November 14, 2004

7:00 am - 6:00 pm Registration
8:30 - 11:00 am Opening Ceremony and Breakfast
10:00 am - 6:30 pm Exhibition
10:00 am - 6:30 pm Research Forum Poster Session
11:00 am - 12:30 pm District Forums (also Associate and
International Member)
12:00 noon - 2:00 pm Student Event
1:30 - 4:30 pm General Session
1:30 - 4:30 pm Innovations #1
2:00 - 4:30 pm Continuing Education
2:00 - 4:30 pm Study Club
2:00 - 4:00 pm Round Table
2:00 - 5:00 pm Research Forum Oral Session
6:30 pm AAP/AAPF Presidents' Gala

Monday, November 15, 2004

7:00 - 8:30 am AAP Foundation Estate Planning for
Periodontists and Spouses
7:00 - 8:30 am ABP Sounding Board Breakfast
7:00 am - 6:00 pm Registration
8:00 - 11:00 am Innovations #2
8:30 - 11:00 am Continuing Education
9:00 am - 12:00 noon Continuing Education - All Day Session
(Part One)
9:30 am - 12:00 noon Continuing Education
10:00 am - 12:00 noon Postdoctoral Educators Workshop
10:00 am - 6:30 pm Exhibition
10:00 am - 6:30 pm Research Forum Poster Session
1:30 - 4:00 pm Continuing Education
1:30 - 4:30 pm Continuing Education - All Day Session
(Part Two)
2:00 - 4:30 pm Continuing Education
2:00 - 5:00 pm Balint Orban Memorial Program
2:00 - 5:00 pm Innovations #3

Tuesday, November 16, 2004

7:00 am AAP Foundation 5k Fun Run
7:00 - 8:00 am ABP Meet-the-Board Breakfast
7:30 am - 5:00 pm Registration
8:00 - 10:00 am Continuing Education
8:00 - 10:00 am Study Club
10:00 am - 6:00 pm Exhibition
10:30 am - 12:00 noon General Assembly
12:00 noon - 1:30 pm Luncheon for Learning
12:00 noon - 2:00 pm Members in Organized Dentistry Meeting
2:00 - 4:30 pm Continuing Education
2:00 - 4:30 pm Study Club
2:00 - 5:00 pm General Session
2:00 - 5:00 pm Innovations #4

Wednesday, November 17, 2004

7:30 am - 12:00 noon Registration
8:00 - 11:00 am General Session
8:00 - 11:00 am Innovations #5



EXHIBITOR REGULATIONS

1. SPONSOR

The word "Sponsor" means The American Academy of Periodontology (AAP) acting through its respective officers, directors, members, committees, agents, or employees acting for it in the management of the Exhibition.

2. EXHIBITION DATES AND HOURS

The Exhibition Hall will be open to attendees during designated hours on November 14-16, 2004. No exhibitor, nor any employee, agent or servant of an exhibitor, shall be permitted to enter the Exhibition Hall until 90 minutes before the official opening hour, nor allowed to remain later than 90 minutes after the official closing hour, except on the last day of the Exhibition.

3. EXHIBITION STANDARDS

AAP welcomes exhibitors at the AAP 2004 Annual Meeting, as exhibits constitute an important means of keeping members informed of new and improved products and services for the provision of periodontal care. Exhibits and promotional materials should be dignified and truthful and not misleading, and designed to provide useful and reliable information. Participating firms will be limited to those which have periodontal/dental directed products, equipment, or services, except that consumer items may be accepted for display where the Sponsor considers it necessary for individuals to know of their availability and labeling in connection with education of the public. The exhibition of a product or service at the AAP Annual Meeting does not constitute an AAP endorsement of the product or service, or of the claims made.

4. PERMISSIBLE EXHIBITS/PRODUCT AND MATERIAL DISTRIBUTION

All business activities of the Exhibitor at the AAP 2004 Annual Meeting must be within the Exhibitor's allotted exhibit space. In connection with distribution of product samples in Exhibitor's booth(s), these samples must be distributed at least two feet inside of the booth. The serving or consumption of alcohol is prohibited. The use of propane, butane or other combustible bottled gas is prohibited. Helium balloons are not permitted.

At the request of the Sponsor, made at any time or times before or during the Exhibition, Exhibitor must promptly furnish the Sponsor with sample products, packages, labels, advertising and promotional literature that would be or is being distributed before Exhibitor will be eligible to participate or continue in the Exhibition. The Sponsor reserves the sole and absolute right to determine which firms and products are appropriate in its judgment for inclusion in the Exhibition and to refuse, cancel or restrict any applicant or exhibit which the Sponsor considers undesirable for any reason. This provision applies to Exhibitor's conduct, articles, printed matter, samples, questionnaires or any other actions or items that the Sponsor deems objectionable. If the Sponsor decides that any of these do not meet its standards or is not

suitable, the Exhibitor must at once comply with the Sponsor's request and can withdraw from the Exhibition and, if appropriate, the Exhibitor may be eligible to receive back the rental fee paid, prorated for unused time.

5. SPACE ASSIGNMENT

The AAP uses a priority system for assigning booth space, as outlined under "Booth Assignment Procedures and Deposits". Booths were assigned under the priority point system for all space reserved on Monday, September 22, 2003. All other space was reserved on a first-come, first-served basis. A 50% deposit is due by February 16, 2004 for all space assigned by November 3, 2003. The balance is due by June 30, 2004. All space assigned after November 3, 2003 will require 100% payment with the Application and Contract for Exhibit Space.

Written or telephoned requests for specific space must be followed with a completed contract and full payment within five working days of the request. Otherwise, space will be offered to another Exhibitor.

6. RATES, DEPOSITS AND REFUNDS

Booth space in Pacific Hall will be charged at \$22.50 per square foot with a \$150 charge for each corner assigned. Booth space in Atlantic Hall will be charged at \$18.50 per square foot with a \$150 charge for each corner assigned. The minimum purchase is 100 square feet. Booths assigned before November 3, 2003 must submit a fifty percent (50%) when the application/contract is returned. The balance is due by June 30, 2004. Booth space assigned after November 3, 2003, must be accompanied by 100% payment. If space is cancelled on or before April 1, 2004 a full refund of all monies will be made. If space is cancelled after April 1, 2004 but before June 30, 2004, 50% of the total will be retained. No refund will be given for space cancelled after June 30, 2004.

7. SPACE REASSIGNMENT

All or any part of the space herein above designated is subject to reassignment and rearrangement at the sole discretion of the Sponsor for the purpose of consolidation of display space or for any reason. The Sponsor may also assign or reassign space to Exhibitor as it deems to be required by virtue of the need of Exhibitor for water, drain, gas, electricity, air, steam, or other services and the availability, capacity and locations of these services. The judgment of the Sponsor with respect to such reassignment or rearrangement of space shall be final, although the total square footage occupied by Exhibitor resulting therefrom shall not be reduced or increased substantially without the consent of Exhibitor. If space is so reduced or increased, the amount payable shall be appropriately adjusted.

8. SUBLETTING OF SPACE

No Exhibitor shall assign, sublet or apportion the whole or any portion of space allotted to any other Exhibitor or person except to a parent, subsidiary, or affiliated corporation or business that also meets

all of the requirements set forth in these regulations. Exhibitor remains fully responsible and liable under its contract for all activities of any person to occupy or use its space.

9. LIABILITY

The Exhibitor agrees that neither the Sponsor, Walt Disney World Swan and Dolphin nor any of their officers, directors, members, agents and employees, shall be held liable for any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, directors, agents or employees, resulting from theft, fire, water, accident or any other cause. The Exhibitor shall indemnify, defend and hold harmless the Sponsor, Walt Disney World Swan and Dolphin, and their officers, directors, members, agents and employees, from and against any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees and expenses of whatever kind or nature, which might result from or arise out of any action or failure to act on the part of the Exhibitor or any of its officers, directors, agents, or employees.

10. USE OF CERTAIN PROPERTY

Exhibitor will assume all costs arising from the use of patented, trademarked, franchised, or copyrighted music; materials, devices, processes or dramatic rights used on or incorporated in the Exhibitor's space. Exhibitor shall indemnify, defend and hold harmless the Sponsor, Walt Disney World Swan and Dolphin, and their officers, directors, members, agents and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorney's fees and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

11. INSURANCE

All property of the Exhibitor is to remain under its custody and control in transit to or from or within the confines of the Exhibition Hall. Exhibitors shall carry their own insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others. Exhibitors are required to submit to Show Management an original copy of the Exhibitor's Certificate of Insurance. The certificate must show that the Exhibitor carries no less than \$1,000,000 combined single limit bodily injury and broad form property damage coverage, including broad form contract liability and business interruption insurance. The Sponsor shall not be obligated to carry any insurance for the benefit of Exhibitors.

12. EXHIBITION CANCELLATION

If the Exhibition Hall is destroyed by fire or the elements, or by any cause, or if circumstances, in the opinion of the Sponsor, make the holding of the Exhibition impractical, the Sponsor may at its sole discretion cancel the Exhibition, but shall return the unused prorata portion of the rental fee. The Sponsor is released from any and all claims for damages, which may arise in consequence thereof.

EXHIBITOR REGULATIONS

13. ORDER-TAKING

Exhibitors will only be allowed to take orders on the Exhibit floor. Under no circumstances shall any delivery of goods or items or exchange of merchandise for payment will be permitted in keeping with the educational nature of the Exhibition.

14. PROHIBITIONS

Distribution of promotional gummed labels or badge stick-ons is prohibited. No promotional device may obstruct badges in any way. The serving or consumption of alcohol is prohibited. **PRIZE AWARDS, DRAWINGS, RAFFLES, LOTTERIES OR CONTESTS OF ANY KIND WITHIN THE EXHIBITION HALL ARE PROHIBITED INCLUDING ADVERTISEMENT OF ANY AND ALL RAFFLES, CONTESTS, ETC.**

15. VIOLATIONS

In the event of a violation, the Sponsor has the right without written notice to terminate its contract with the Exhibitor and to evict the Exhibitor at the Exhibitor's own risk and expense. See Enforcement of Rules and Regulations/Violations Policy on page 12.

16. SERVICES

Each Exhibitor, as part of the contract with the Sponsor, will be provided the following services free of additional charge: erection of necessary flame-proofed draped backwalls and siderails of uniform style, an identification sign (upon request), aisle carpeting, program listing, general hall cleaning and hall security guard services. No allowance will be made for facilities not utilized.

In addition to all other payments provided in this contract, Exhibitor agrees to pay for the following services at rates approved by the Sponsor: handling of incoming or outgoing freight; labor and material to assist in setup; dismantling and maintenance of exhibit; electrical service including outlets; cleaning service; telephone service and furniture/accessories.

Independent contractors must conform to IAEM guidelines. **ALL INDEPENDENT CONTRACTORS MUST SUBMIT A CERTIFICATE OF INSURANCE TO THE SPONSOR THIRTY (30) DAYS PRIOR TO THE EXHIBITION.** All exhibit labor must comply with established labor jurisdictions.

17. INSTALLATING OF EXHIBITS

CHILDREN UNDER 16 YEARS OF AGE ARE NOT PERMITTED ON THE EXHIBIT FLOOR DURING INSTALLATION OR UNDER ANY CIRCUMSTANCES. GUESTS OF THE EXHIBITOR ARE NOT PERMITTED ON THE EXHIBIT FLOOR UNDER ANY CIRCUMSTANCES.

Atlantic Halls ABC - Targets move in: Thursday, November 11, 2:00 - 6:00 pm; General exhibitor move in Friday November 12, 2004 8:00 am - 5:00 pm

Pacific Hall A - Targets move-in: Friday November 12, 4:00 - 8:00 pm; General exhibitor move in Saturday, November 13, 2004 8:00 am - 5:00 pm

Pacific Halls B&C - Targets move-in: Thursday November 11, 4:00 - 8:00 pm; General exhibitor

move in Friday, November 12 8:00 am - 5:00 pm

18. DISMANTLING OF EXHIBITS

Exhibitors will complete arrangements for prompt pickup of all outbound shipments and remove the exhibit at the time specified by the Sponsor for removal of exhibits. All freight not called for within the Sponsor-designated move-out time may be shipped by a carrier selected by the Official Service Contractor and billed to the Exhibitor. **CHILDREN UNDER 16 YEARS OF AGE ARE NOT PERMITTED ON THE EXHIBIT FLOOR DURING DISMANTLE OR UNDER ANY CIRCUMSTANCES. GUESTS OF THE EXHIBITOR ARE NOT PERMITTED ON THE EXHIBIT FLOOR UNDER ANY CIRCUMSTANCES.**

ALL EXHIBITS MUST REMAIN INTACT UNTIL THE OFFICIAL CLOSING OF THE EXHIBITION AT 6:00 PM ON TUESDAY, NOVEMBER 16. Exhibitors expressly agree not to begin packing or dismantling until such time. All booths must be staffed by an authorized company representative during all show hours. An Exhibitor who violates this regulation may be ineligible to participate in any future Sponsor exhibitions.

19. BOOTH CONSTRUCTION AND ARRANGEMENT

All exhibits must be confined to the spatial limits of their respective booths as indicated on the floor plan. (Note regulation #4 regarding sampling.) The back wall of booth is 8'0" high; side dividers are 3'0" high. Materials above four feet in height and placed within ten lineal feet of an adjoining exhibit may not be placed within five feet from the numbered aisle. Materials placed more than five feet from the back wall must be no higher than four feet from the floor. No special signs, booth construction apparatus, equipment, lighting fixtures, etc. will be permitted to extend above 8'0" with the exception of island or peninsula spaces where height limitation is 16'0", and perimeter spaces where height limitation is 12'0". However, cubic content of island booths must be approved in advance by the Sponsor as ceiling heights throughout the Exhibit Hall may vary. Exhibits shall be so installed that they will in no case project beyond the space allotted and floor covering must be confined to booth space and not project into the aisle. Exhibits shall not obstruct the light, view or space of others. Open or unfinished visible sides of exhibits must be covered so as not to be unsightly or objectionable to other exhibitors. Signs must be made professionally. The exhibit hall is carpeted. Exhibitor shall be responsible for damage to property. No portion of the booth, or its related parts, contents or signage may be suspended from the ceiling of the exhibit hall.

20. CARE OF EXHIBIT SPACE

The Exhibitor must, at its expense, maintain and keep in good order the exhibit space contracted. The Exhibitor shall maintain and conduct the exhibit in a neat, clean, orderly and safe manner, and shall not do or allow anything to be done in, on or about the Exhibitor's space that might adversely reflect on the Sponsor. The Exhibitor shall keep an attendant in its display during the hours the Exhibition during all

hours the Exhibition is open and the Exhibitor must surrender the space occupied by it to the Sponsor in the same condition as it was at the commencement of occupation, ordinary wear excepted.

No signs or other articles may be affixed, nailed, or otherwise attached to walls, doors, drapery, etc. so as to deface or destroy them; likewise, no attachments may be made to floors by nails, screws, or other devices that may damage or mar them. Floors must be protected against all damaging substances, including tape, which leave residue.

Exhibitors may not store packing crates and boxes in their booths during the show. Containers must be marked properly and will be stored and returned to the booth after the show by the Official Service Contractor. Exhibitors may not store literature, cartons or other supplies behind their booth. Crates, boxes and other exhibit materials unclaimed by the Exhibitor after the show will be removed at the Exhibitor's expense.

If the space occupied by the Exhibitor shall be damaged by the Exhibitor or the Exhibitor's agents, employees, patrons or guests, the Exhibitor on demand shall pay such sum as shall be necessary to restore that space to the same condition it was when first occupied by the Exhibitor.

21. FLAMMABLE MATERIALS

Flammable or other dangerous fluids, substances, materials, equipment or other items, the use of which is in violation of Orange County laws or regulations, shall not be used in any booth. Exhibitor must use flame resistant decorative materials.

22. INSPECTIONS AND COMPLIANCE WITH LAWS

All materials, installations and operations of Exhibitor must comply with the requirements of all inspection and other governmental authorities having jurisdiction and with all applicable laws, ordinances and regulations.

23. CANVASSING AND OTHER ACTIVITIES

- No person, firm or organization not having contracted with the Sponsor for the occupancy of space in the Exhibition will be permitted to display or demonstrate its products, processes or services, or distribute promotional materials in or on the premises of the Exhibition Hall or in Walt Disney World Swan and Dolphin. Any infringement of this rule will result in the removal of the offending person.

Circulars or other promotional material may be distributed only from the Exhibitor's assigned space. Distribution of large paper and plastic envelopes and small plastic shopping bags is permissible. The Sponsor reserves the right to discontinue distribution of materials which may be hazardous to the exhibit participants, offensive to the Sponsor, or not contributing to the educational nature of the exhibition. Cans, yardsticks, noisemakers, etc. or other materials considered by the Sponsor to be objectionable will not be permitted. **PRIZE AWARDS, DRAWINGS, RAFFLES, LOTTERIES OR**

EXHIBITOR REGULATIONS

CONTESTS OF ANY KIND ARE PROHIBITED INCLUDING ADVERTISEMENT OF ANY AND ALL RAFFLES, CONTESTS, ETC.

The Sponsor reserves the right to reject, cancel, remove or restrict Exhibitors who, because of noise or any other reason, interfere with the best interests of the Exhibition as a whole, in which case its liability shall be limited to a prorated refund of the rental fee.

24. SPECIAL SOUND AND VISUAL EFFECTS

Audiovisual and other sound and attention-getting devices and effects will not be permitted.

Operational equipment being demonstrated may not create noise levels objectionable to neighboring Exhibitors. The decibel level must not exceed 85 as stated in Section 29 of Federal OSHA Regulation 1910.95, applicable to trade shows. Decibel readers may be used to monitor all sound projection equipment. If the level exceeds the maximum level allowed, the Exhibitor will be required to adjust the decibel level accordingly. If this is not complied with immediately, the noisemaking device will be removed. Any Exhibitor who intends to use such devices must notify the Sponsor in writing no less than sixty (60) days prior to the opening of the Exhibition. Devices not approved in writing by the Sponsor will not be permitted. Any expense incurred in the rental or removal of such equipment will be paid by the Exhibitor. Live and/or recorded music are prohibited in the Exhibit Hall.

25. EXHIBITOR PERSONNEL

The Exhibition is limited to individuals, business firms, agencies, manufacturers and dealers who have contracted and paid for space assignments. Each Exhibitor shall furnish the Sponsor with the names of its representatives. A periodontist or other dentist may not be registered as an Exhibitor unless he or she is an officer of the company or a full time (non-practicing) employee. Furthermore, dentists, hygienists, dental assistants or laboratory technicians may not be registered as booth personnel. Exhibiting companies may not register any representative of their company as a dental professional if that individual is not a dental professional or if they do not meet the guidelines stated above. Exhibiting companies who do not follow these guidelines will forfeit their rights to Exhibit and will be charged the applicable registration fees for all personnel who obtain entry in violation of the rules of admission. Exhibitor and its representatives are required to wear identification badges at all times throughout the Exhibition. The badges are the property of Show Management and are not transferable, and the Sponsor reserves the right to withdraw the use of any badge used to gain admission to the Exhibition by any person other than the one for whom it was issued. Badges must be worn at all times by any person in the Exhibition Hall during set-up, exhibit hours and dismantling. All temporary labor wear a badge. Employees of independent contractors must wear security badges at all times. These badges must be obtained at the Official Service Contractor

Desk located in the rear of the Exhibit Hall. Any company circumventing the rules of admission will be expelled from the Exhibit Hall immediately without refund and will be excluded from future invitation to exhibit indefinitely.

26. EXHIBITION ATTENDEES

The Exhibition is open to any person registered for the AAP 2004 Annual Meeting. No children under 16 years of age will be admitted; minors 16 and over must be accompanied by an adult. The Sponsor reserves the right to refuse to admit to and eject from the Exhibit Hall or from any space therein, any person or persons engaged in objectionable or undesirable behavior. On the exercise of this authority the Exhibitor, for itself, its officers, directors, employees and agents, hereby waives any right and all claim for damages against the Sponsor, its officers, directors, members, agents and employees.

Representatives of non-exhibiting firms must register for the meeting and will not be granted a complimentary pass to the exhibition. No persons, including those persons otherwise eligible to attend the Exhibition and be on the Exhibition floor, will be permitted to attend the Exhibition for the purpose of demonstrating their products or distributing advertising materials in the Exhibition Hall.

27. SOCIAL AND EDUCATIONAL FUNCTIONS/ SEMINARS

Any social or educational function must be approved by the Sponsor. Exhibitors must submit a written request for any function that they wish to hold during the 2004 Annual Meeting to the AAP Exhibition Manager no later than sixty (60) days prior to the meeting. Social and educational functions are allowed only during program-free hours: November 13, 2004 (Saturday): 6:00 pm - 12:00 midnight; November 14, 2004 (Sunday): no functions allowed; November 15, 2004 (Monday): 6:30 pm - 12:00 midnight; November 16, 2004 (Tuesday): 6:00 pm - 12:00 midnight; November 17, 2004 (Wednesday) 12:00 noon - 12:00 midnight. Social or educational functions in public space will not be permitted at any other times. Invitations shall be issued only to AAP 2004 Annual Meeting registrants. It shall be made clear that these are non-official functions. Any Exhibitor who violates the above agreement may be ineligible to participate in any future Sponsor Exhibitions.

28. GOVERNING LAW AND JURISDICTION

The Exhibitor's contract shall be construed, interpreted, and governed according to the laws of the State of Illinois and the parties agree that in any action or proceeding arising under or related to this agreement, they shall be subject to the exclusive jurisdiction of the United States District Court for the Northern District of Illinois, Eastern division, or of the courts of the State of Illinois.

29. SPONSORSHIP

Upon written request, AAP will consider an exhibiting company's offer to sponsor or partially

sponsor an official AAP function or service at the AAP 2004 Annual Meeting. AAP reserves the right to determine which proposals will be accepted. Each proposal must be submitted in writing to the AAP Exhibition Manager at least three (3) months prior to the meeting.

30. NO SMOKING POLICY

Smoking in the Exhibit Hall in Walt Disney World Swan & Dolphin Hotels, including lounge areas, is prohibited at all times.

31. EXHIBITION ADVERTISEMENTS

Exhibition of a product or service at the AAP 2004 Annual Meeting does not constitute an endorsement of the product or service, or its promotional materials. As a condition of exhibiting at the AAP 2004 Annual Meeting, the Exhibitor agrees not to include in any promotional materials claiming that it has exhibited at a Sponsor Annual Meeting or Conference. Such a claim may imply endorsement or may otherwise be misleading and deceptive. When referring to this Exhibition in any printed context, such as advertising or direct mail promotions, the Exhibitor shall specify the event name as "The American Academy of Periodontology Annual Meeting Exhibition." Use of the words "convention" or "trade show" as titles are inaccurate and inappropriate. Exhibitors are responsible for notifying their advertising and public relations staff. Advertisements outside of the exhibitor's booth are prohibited. Advertising materials may not be circulated in the meeting rooms, registration area or lounges of the Exhibit Hall. Failure to comply with this regulation will result in a loss of priority points and an invitation to exhibit may be withheld for future exhibitions.

32. MARKET RESEARCH/SURVEYS

Any Exhibitor wishing to conduct market research or surveys during the 2004 Annual Meeting Exhibition must adhere to the following:

1. Surveys and questionnaires must be submitted for approval to the AAP Exhibition Manager no later than thirty (30) days prior to the Exhibition.
2. All surveys/questionnaires must be conducted within the confines of the Exhibitor's booth.
3. At no time may exhibit personnel leave their booth to encourage participation or to survey/question attendees.
4. Market research companies must identify the names of the clients for whom they are conducting research.
5. Survey documents and any publication or results may not include the name of The American Academy of Periodontology (Sponsor) or make any reference to the AAP 2004 Annual Meeting which might cause respondents or readers to believe the Academy is sponsoring, approving or involved with the research.

An Exhibitor who violates the above guidelines is subject to other penalties (see violations summary for further details).

EXHIBITOR REGULATIONS

33. ROOM DROPS

Conducting a room drop at any official hotel of the AAP 2004 Annual Meeting Exhibition will be allowed only for exhibitors that receive prior approval from the Sponsor. Materials may only be slid under the door of the attendees' hotel room. Exhibitors may not hang bags or other promotional material on the door of the attendees' room, not may have staff enter into the attendees' room. Exhibitors who violate this rule will be ineligible to participate in any future Sponsor Exhibitions. Further information regarding room drops will be available in the Exhibitor Service Manual.

34. ACCEPTANCE OF EXHIBITORS

The American Academy of Periodontology is under no obligation to extend application privileges to any company regardless of whether or not said company has exhibited at past Annual Meeting Exhibitions. Products and services exhibited must, in the judgement of the AAP, be related to the dental industry. The AAP shall be the sole judge as to acceptability of exhibits. An Exhibit may not display any product or distribute advertisements for any product that infringes on the registered trademark, copyright or patent of another company.

35. EXHIBITOR CONDUCT

No Exhibitor or member of an exhibit staff shall behave in a manner offensive to decency or good taste in the sole judgment of AAP staff. Exhibitors must conduct themselves in a professional manner and must maintain a professional appearance and demeanor. All Exhibitors and their representatives must be properly and modestly clothed. Scantily or excessively revealing attire is not permitted. Exhibitors may not circulate in public spaces, aisles, meeting rooms or in the registration areas. Exhibitor personnel may not enter, photograph or videotape the exhibit space of another Exhibitor without written permission from the later. Furthermore, Exhibitors are expressly prohibited from discussing brand names, products, or other Exhibitors with attendees. No smoking is permitted anywhere in the convention center at any time. Alcohol is prohibited and is not allowed on the Exhibition floor at any time. Exhibitors may not perform experimental procedures, demonstrate intraoral techniques or otherwise practice dentistry upon patients in the convention hall. Any company/exhibitor circumventing the rules and caught in violation will be expelled from the Exhibit Hall immediately without refund and will be excluded from future invitations to exhibit at a Sponsor meeting indefinitely. The AAP reserves the right to refuse any Exhibitor, guest or attendee admission to the educational sessions.

36. SECURITY

Reliable security individuals will be provided to guard the exhibit hall on a 24-hour basis. The American Academy of Periodontology assumes no responsibility for the loss or theft of exhibit material or merchandise and urges the Exhibitor to take every security precaution and coverage to prevent loss.

37. FDA CLEARANCE

Practitioners look to the evaluation and acceptance programs of the American Dental Association (ADA) and approval by the Food and Drug Administration (FDA). Drugs or devices which require pre-market clearance; or approval from the FDA; or which must comply with established product standards, will not be eligible for exhibiting unless FDA clearance or approval has been obtained or the appropriate product standard is met. Exhibitors understand and agree that permission from the FDA to exhibit devices that are not cleared or approved must be obtained prior to the Exhibition of the product. If the FDA denies or withdraws its permission to exhibit any device that is not approved or cleared, the Sponsor reserves the right to either (a) restrict the display in the Exhibitor's booth to products and services meeting all exhibition requirements, standards and procedures; or (b) cancel the Exhibitor's contract if the FDA has denied or withdrawn its permission on the only product(s) that the Exhibitor planned to display. In no event shall AAP's liability, if any, exceed the rental payment made to AAP by the Exhibitor.

Exhibitors (both domestic and foreign) may display devices that have not obtained pre-market clearance or approval from the FDA under the following limited conditions:

1. The FDA has given permission to show the device for Exhibition purposes only.
2. Documentation of FDA permission must be submitted to the AAP with the Application/Contract for exhibit space.
3. No orders can be taken nor can any prices be quoted for these devices.
4. The Exhibitor shall prepare and conspicuously display at the exhibit booth an appropriate sign indicating the lack of pre-market clearance or approval. In the case of an un-cleared device with a pending 510(k) submission, the sign must state "Pending 510(k) clearance, not available for sale within the United States." In the case of an unapproved device without pending 510(k) notice, the sign must read "Not available in the United States."
5. Devices that are under investigational study may be exhibited if the device is appropriately and conspicuously displayed with the following statement "CAUTION: Investigational device. Limited by Federal law to investigational use only."

An Exhibitor who violates the above standards may be ineligible to participate in any future Sponsor Exhibitions.

38. ENFORCEMENT OF RULES AND REGULATIONS/ VIOLATIONS POLICY

1st Violation - Loss of current year priority points

2nd Violation - Loss of one half of accrued priority points

3rd Violation - Loss of remainder of priority points

4th Violation - One year suspension of exhibiting privileges

39. GENERAL - These regulations are to be construed as a part of the agreement between the Exhibitor and the Sponsor. The Sponsor reserves the right to interpret all matters and questions not covered by these Regulations. These Regulations may be amended at any time by the Sponsor and all amendments shall be equally binding on all parties affected by them as the original Regulations. In the event of any amendments or additions to these Regulations, written notice will be given by the Sponsor to those Exhibitors affected by them.

FOR MORE INFORMATION, CONTACT:

Melodie Anderson, *Exhibition Manager*

The American Academy
of Periodontology

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The American Academy of Periodontology recognizes the need to comply with the Americans with Disabilities Act. Please contact the Exhibition Manager for additional information.

2004 Annual Meeting Exhibitors *Confirmed as of November 3, 2003*

#		
A	3i-Implant Innovations, Inc.	801
	A. Titan Instruments, Inc.	850
	Accelerated Practice Concepts, Inc.	302
	ACE Surgical Supply Company	732
	AIT Dental, Inc.	331
	AlphaDent	223
	Altatec Biotechnologies, NA, Inc.	746
	American Gold Mfg.	335
	Aperio Services	432
	Arm & Hammer Division	
	Church & Dwight	527
	Asepticco, Inc.	1048
	ASI Medical, Inc.	227
	Astra Tech	934
	Atlantis Components, Inc.	948
B	Becker-Parkin Dental	
	Supply Company, Inc.	638
	Beutlich LP Pharmaceuticals	226
	Bicon Dental Implants	830
	Bio-Lok International, Inc.	502
	Biohorizons Implant Systems	738
	Blackwell Munksgaard	521
	Brasseler USA	122
C	Carl Zeiss, Inc.	102
	Centerpulse Dental Division	900
	Clinician's Preference	508
	Clinipix, Inc.	515
	Colgate Oral Pharmaceuticals	816
	CollaGenex Pharmaceuticals, Inc.	917
	Concise Vision - Professional Alliance, Inc.	217
	Consult Pro	441, 1109
	Criticare Systems, Inc.	416
	Cutting Edge Technology LLC	427
D	Decision Base, Inc.	319
	Dental 101 Corp.	138
	Dental Fee Plan	232
	Dental Technology Consultants	430
	Dental WebSmith, Inc.	233
	DentalView, Inc.	644
	Dentatus USA Ltd.	219
	Dentrix Dental Systems, Vipersoft, and Easy Denta.	426
	DENTSPLY Friadent CeraMed	920
	DENTSPLY Pharmaceutical	1020
	Dentsply Professional Division	928
	Designs For Vision, Inc.	433, 1030
	Dexis Digital X-Ray	632
	DSN Software, Inc.	218
E	E-Z Floss	329
	Eastman Kodak Company	756
	Ellman International, Inc.	320
	Exactech, Inc.	241
F	Florida Probe	1111
G	G. Hartzell & Son	1040
	G.L. Johnson Seminars & Consulting	221
	GlaxoSmithKline	726
	Glustitch Inc.	230
H	H & H Company	420
	Harvest Technologies Corp.	1052
	Healthfirst Corporation	503
	HillTop Research Inc.	338
	Hu-Friedy Mfg. Co. Inc.	838
	Imaging Sciences International	126
	IMTEC Corporation	209
	Innova Corporation	624
J	J. Morita Usa	438
K	Karl Schumacher Dental	
	Instruments Co.	1054
	Kavo America Corporation	215
	Kilgore International, Inc.	334
L	Lester A. Dine, Inc.	327
	Lexi-Comp Publishing	326
	Lifecore Biomedical, Inc.	716
M	Materialise/Columbia Scientific, Inc.	500
	Maxilon Laboratories, Inc.	509
	Microsurgery Instruments, Inc.	220
	Millennium Dental Technologies	533
	MIS Implants Technologies Inc.	330
	Misch International Implant Institute	506
N	Natural Arts Dental Lab	1119
	Nephron Dental Supply	419
	Nexadental	1045
	Nobel Biocare USA, Inc.	204, 800
O	Officite	517
	OMNII Oral Pharmaceuticals	238
	Oral-B	940
	OraPharma, Inc.	844
	Orascoptic	1041
	Osteohealth Company	616
P	Pacific Coast Tissue Bank	429
	Palisades Dental Div of Glenwood	428
	Patient Care Suite	518
	Paul Banditt, Inc.	108
	PBHS	505
	PDT Inc.	421
	Philips Oral Healthcare Professional Group	600
	PhotoMed International	222
	PracticeWorks/Softdent/DICOM/Trophy	402
	Practicon, Inc.	1115
	Procter & Gamble	318
	Professional Sterile Systems	110
Q	Quality Aspirators	404
	Quintessence Publishing Company, Inc.	610
R	RC LIBRI SRL	435
	RGP Dental	322
	Ribbon, Inc.	414
	Rocky Mountain Tissue Bank	234
	Rx Honing (Sharpening) Machine	423
S	Salvin Dental Specialties, Inc.	203
	SATELEC/ACTEON	
	NORTH AMERICA	408
	Septodont, Inc.	306
	Sheervision, Inc.	333
	Sigma Biomedics	433
	Straumann	400, 910
	Sullivan-Schein Dental	856
	Sunstar Butler	824
	Surgical Specialties Corporation	228
	Surgitel/General Scientific	114
T	Tel-A-Patient	213
	Tess Corporation	511
	The Dental Record	513
	The Natural Dentist	857
	Thommen Medical USA	603
	Tom's of Maine, Inc.	439
V	Vista Dental Products	754
W	WasserSoft Development	418
	Waterpik Technologies Inc.	407
	WL Gore & Associates	954
X	Xemax Surgical Products, Inc.	431
Z	Zoll-Dental	106

APPLICATION AND CONTRACT FOR EXHIBIT SPACE

90th Annual Meeting Exhibition of the American Academy of Periodontology
Walt Disney World Swan and Dolphin Hotels • Orlando, Florida • November 14-16, 2004

Return contract to:

The American Academy of Periodontology
737 N. Michigan Avenue, Suite 800
Chicago, Illinois 60611-2690

For AAP Use Only

I.D.# _____
Priority # _____

Payment Schedule: 100% due for booth space not reserved by November 3, 2003. 50% deposit due for booth space reserved before November 3, 2003. The balance will be due by June 30, 2004.

Booth Assignment: Booth assignments for this meeting took place on September 22, 2003. All other booths were or will be assigned on a first-come, first-serve basis.

The undersigned (hereafter called the Exhibitor) hereby applies for space in the 2004 American Academy of Periodontology Annual Meeting Exhibition scheduled to be held at Walt Disney World Swan & Dolphin Hotels, Orlando, Florida November 14-16, 2004. The Exhibitor understands that this application must be accompanied by the appropriate payment due. It becomes a valid contract when The American Academy of Periodontology returns a signed acceptance copy. The Exhibitor understands that the assigned space in Pacific Hall will be charged the rate of \$22.50 per square foot (\$2,250 for each 10'x10' booth) with an additional \$150 charge for each corner and space in Atlantic Hall will be charged at the rate of \$18.50 per square foot (\$1,850 for each 10'x10' booth) with an additional \$150 charge for each corner. The Exhibitor hereby acknowledges receipt of and agrees to abide by the Exhibitor Regulations as printed and enclosed with the 2004 AAP Annual Meeting Exhibitor Prospectus which are made a part of this contract by reference and fully incorporated herein, and to all conditions under which exhibit space at Walt Disney World Swan and Hotels is leased to The American Academy of Periodontology.

Please Type or Print Clearly (Note: Name and address of company will be published EXACTLY as indicated below. Please do not abbreviate

Company		
Street Address		
City/State	Zip	Country (other than USA)
Phone	Fax	
Web site address		

Information listed below is for Sponsor information only and will not be published. Send all Exhibition information to:

Contact Name	
Phone	Fax
E-mail address **	

** Important as all Exhibitor bulletins and important updates will be sent via e-mail.

If you have submitted a P.O. Box, please list a mailing address, as the Exhibitor Service Manual cannot be sent to a P.O. Box. Exhibitor has read and understands the 2004 AAP Annual Meeting Rules and Regulations and agrees to abide by all of their terms. Exhibitor understands that the AAP is under no obligation to accept this application. Exhibitor further understands that the AAP will accept an application only if, in its sole judgment, it believes the Exhibitor will comply with these Regulations, and if there is adequate space. Exhibitor assumes the entire responsibility and liability for all claims, losses, and damages to persons or property, governmental charges or fines, attorney's fees, and other costs caused by or in any manner arising out of or associated with Exhibitor's installation, maintenance, removal, occupancy, or use of the exhibit space or any part thereof, and Exhibitor agrees to protect, indemnify, defend and hold harmless the American Academy of Periodontology, Walt Disney World Swan and Dolphin, and their respective owners, officers, directors, members, employees, and agents against such claims, losses, and damages. In addition, Exhibitor acknowledges that neither The American Academy of Periodontology nor the Walt Disney World Swan and Dolphin Hotels maintains insurance covering Exhibitor's displays, equipment or other property, or covering Exhibitors' employees or agents, and that it is the sole responsibility of Exhibitor to obtain appropriate liability, property damage, and business interruption insurance covering such losses.

Authorized Signature	
Printed Name	
Title	Date

Yes No Check here if you are a new exhibitor to the AAP

Yes No Check here if you can export your products outside of the USA

NOTE: SUBMITTED CONTRACTS WILL NOT BE PROCESSED WITHOUT THE FOLLOWING

- 50% deposit due by February 16, 2004
- Authorized Signature/Address Information
- Completion of Section B (Reverse Side)
- Certificate of Insurance

Booth Request

_____ Booth size requested (each unit is 10' x 10'):

Yes No Corner requested
Corners are charged at the rate of \$150 per corner

Yes No Peninsula booth requested:

Yes No Island booth requested:

The Exhibitor prefers the following booth numbers: (please complete all 9 selections)

- 1st choice _____ 6th choice _____
- 2nd choice _____ 7th choice _____
- 3rd choice _____ 8th choice _____
- 4th choice _____ 9th choice _____
- 5th choice _____

Exhibitor does not wish to be in immediate proximity of the following companies:

(The Sponsor will attempt to adhere Exhibitor's request, but cannot guarantee the above)

Note any special circumstances you wish to be considered when space is assigned:

Please list the names of companies for which you are distributing products:

Payment

Payment Amount _____

Check # _____
(payable to the American Academy of Periodontology)

VISA MasterCard

_____ Initial here to authorize credit card payment for deposit and balance due (if applicable)

_____ Credit Card #

_____ Expires

_____ Authorized Signature

_____ Printed Name

APPLICATION AND CONTRACT FOR EXHIBITION SPACE

Product Category Index - Check each item you that will have on display at the Annual Meeting

- 100 Abrasives
- 101 Absorbents
- 102 Acrylics
- 103 Alginates
- 104 Amalgams and Accessories
- 105 Analgesia Equipment and Accessories
- 106 Anesthesia Equipment and Accessories
- 107 Anesthetics
- 108 Aprons, Lead
- 109 Articulating Paper, Film and Ribbon
- 110 Articulators
- 111 Aseptic Water Systems
- 112 Audiovisual and Patient Education Products
- 113 Autoclaves, Sterilizers and Accessories
- 114 Blood Pressure Units
- 115 Bookkeeping Systems
- 116 Books, Journals, Publications
- 117 Burs, Stones, Points and Blocks
- 118 Business and Patient Record Forms
- 119 Cardiac Monitoring Equipment
- 120 Cements
- 121 Cheek Retractors
- 122 Cleaners, Ultrasonic
- 123 Composite Instruments and Accessories
- 124 Composites
- 125 Compressors, Air and Accessories
- 126 Computer Hardware and Services
- 127 Computer Imaging
- 128 Computer Software
- 129 Cotton Products
- 130 Crown Remover
- 131 Crowns
- 132 Defoggers
- 133 Dentifrices
- 134 Denture Base, Reline and Repair Materials
- 135 Diagnostic Equipment
- 136 Diagnostic Testing
- 137 Diamond Points and Discs
- 138 Disc, Mandrels and Strips
- 139 Disposable Products
- 140 Electrosurgical Equipment
- 141 Elevators
- 142 Emergency Equipment
- 143 Emergency Kits
- 144 Endodontic Instruments and Materials
- 145 Eugenols
- 146 Evacuators and Evacuator Systems
- 147 Eyeware, Protective
- 148 Face Masks and Shields
- 149 Financial Programs
- 150 Floss Products
- 151 Fluoride Products
- 152 Furniture and Accessories
- 153 Gloves
- 154 Graft and Regeneration Materials
- 155 Handpieces, Operating and Laboratory
- 156 Hygiene Kits
- 157 Implant Systems and Devices
- 158 Impression Materials
- 159 Impression Systems
- 160 Infection Control Products
- 161 Instruments, General
- 162 Instruments, Surgical
- 163 Insurance
- 164 Intraoral Cameras
- 165 Irrigators, Oral
- 166 Laboratory Services
- 167 Lasers
- 168 Lights, Operating
- 169 Lights, Other
- 170 Liners
- 171 Loupes
- 172 Lubricants
- 173 Magnification Equipment
- 174 Management and Consulting Services
- 175 Market Research
- 176 Matrices and Accessories
- 177 Medicaments
- 178 Microscopes
- 179 Mirrors
- 180 Models, Demonstrations
- 181 Mouthprops
- 182 Mouthwashes and Rinses
- 183 Needles
- 184 Office Decor
- 185 Office Design/Space Planning Services
- 186 Operating Room Equipment and Supplies
- 187 Orthodontic Appliances, Materials and Accessories
- 188 Oxygen Equipment
- 189 Pads, Mixing
- 190 Paper Products
- 191 Periodontal Materials
- 192 Personnel and Recruiting Services
- 193 Pharmaceuticals
- 194 Photographic Equipment and Supplies
- 195 Plaque Control Products and Accessories
- 196 Polishes
- 197 Porcelain
- 198 Preventative Dental Products
- 199 Probes, Manual and Electronic
- 200 Prophy Brushes and Caps
- 201 Prophy Materials
- 202 Prosthodontic Appliances, Materials and Accessories
- 203 Pulp Testers
- 204 Pulse Oximeters
- 205 Pumps
- 206 Reamers
- 207 Reinforcement Materials
- 208 Repair Services and Kits
- 209 Resins
- 210 Retainers
- 211 Retraction Materials
- 212 Rubber Dam and Accessories
- 213 Saliva Ejectors
- 214 Scalers
- 215 Scalers, Ultrasonic
- 216 Scavenger Products and Accessories
- 217 Sharpeners, Instrument
- 218 Silicates
- 219 Soaps, Lotions, Cleansers
- 220 Solutions
- 221 Solutions, Sterilizing
- 222 Splinting Materials
- 223 Sterilizing Equipment and Accessories
- 224 Stones
- 225 Surgical Supplies
- 226 Sutures
- 227 Syringes
- 228 TMJ Diagnostic Supplies
- 229 Toothbrushes, Hand
- 230 Toothbrushes, Power
- 231 Trays and Accessories
- 232 Trays, Impression
- 233 Tubing and Accessories
- 234 Ultrasonic Equipment
- 235 Ultrasonic Supplies
- 236 Uniforms and Other Garments
- 237 Units and Accessories
- 238 Units and Components, Delivery Systems
- 239 Vacuum Formers, Splint and Coping
- 240 Vacuum Units and Accessories, Oral Evacuation
- 241 Water Filters and Distillers
- 242 X-ray Film and Supplies
- 243 X-ray Machines and Equipment
- 244 X-ray Processors and Accessories
- 245 Miscellaneous (Specify)

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Booth #(s) assigned _____ Size _____ Contract received date _____

Booth Cost \$ _____ Corner Cost \$ _____ Total Cost \$ _____

Deposit Received \$ _____ Balance Due \$ _____ Accepted for AAP by _____