



Middle Atlantic Society of Orthodontists
 Delaware, Washington D.C., Maryland, New Jersey, Eastern Pennsylvania, Puerto Rico

56th Annual Session

"The odds are in your favor when you bring your team to Atlantic City!"

November 3-6, 2009

Borgata Hotel Casino & Spa, Atlantic City, New Jersey

EXHIBITOR INFORMATION

We are looking forward to your participation in the Annual Session of the Middle Atlantic Society of Orthodontists at the Borgata Hotel Casino & Spa in Atlantic City, New Jersey on November 3 - 6, 2009. We will have a great educational program for doctors and staff and some great networking opportunities.

Investment

\$1,800 per booth (\$1,950 after July 31, 2009)

Booth Includes

One (1) 10 x 10 booth, one (1) 6'x 2' skirted table, two (2) chairs, one (1) waste basket, one (1) booth ID sign, two (2) registrations per booth, carpeted exhibit hall, doctor attendee labels (if requested), Complimentary Welcome Reception and President's Dinner Party. Breakfast Wednesday, Thursday and Friday in the Exhibit Hall. Box lunches and beverage breaks Wednesday and Thursday in the Exhibit Hall.

Decorator

Vista Convention Services
 6804 Delilah Road
 Pleasantville, NJ 08232
 (609) 485-2421
 Contact: Tina D'Antonio

Booth Assignments

Booth assignments will be based on the date the enclosed "MASO Exhibitor Contract" form and payment are received. If more than one contract is received on the same day, priority assignment will be made based on prior exhibit history. Confirmation of booth assignment will be emailed from the MASO office to the contact on the contract in September. Priority placement will be given to sponsors according to level of sponsorship through July 31st.

Setup

Tuesday, November 3, 2009, from 2:00 pm - 8:00 pm.

Show hours

Wednesday, November 4 - 7:30 am to 2:00 pm
 Thursday, November 5 - 7:30 am to 2:00 pm
 Friday, November 6 - 7:30 am to Noon. Tear-down may begin on November 6th at noon till 3:00 pm

Certificate of Insurance

In order to be listed in the onsite program, a Certificate of Insurance must be provided to the MASO office no later than July 31, 2009. All exhibitors and display houses must provide certificates to be admitted to the hall. Certificates are to name MASO 2009 Annual Session as additional insured with policy date through November 30, 2009. Coverage should include comprehensive general liability of at least \$1,000,000 per personal injury for each occurrence and \$500,000 for property damage for each occurrence. Workmen's Compensation should be for full compliance employees for any work done on the exhibitor's behalf.

Cancellation Policy

A 50% refund will be issued for cancellations received in writing by June 30, 2009. No refunds will be issued after July 31, 2009.

Refunds will be sent within 30 days after the event. Deadline to be listed in the 2009 MASO printed program is August 31, 2009.

Raffle Prize Drawing

Exhibitors are encouraged to donate or sponsor prizes. (Please indicate on contract.) Prizes will be awarded to Doctors during their Business Meeting on Wednesday afternoon.

Registration and Housing

Housing information will be forwarded to current exhibitors in early summer. Exhibitor service kits and attendee registration forms will be sent to the contact on the Exhibitor Contract in September. Registration includes two complimentary (2) registrations per booth, additional personnel may register for \$200 per person. This price includes Welcome Reception and President's Dinner Party. Breakfast Wednesday, Thursday and Friday in the Exhibit Hall. Wednesday and Thursday beverage breaks and box lunches in the Exhibit Hall.

For More Information

Check the MASO website for additional information as it becomes available: www.MASO.org

Space is limited so register early!

**MASO 56th Annual Session
 Tentative Schedule
 November 3 - 6, 2009**

Tuesday November 3, 2009

2:00 PM - 8:00 PM EXHIBITS SET UP

Wednesday November 4, 2009

7:30AM - 2:00 PM EXHIBITS OPEN
 8:00 AM - 12:30 PM Staff Sessions
 8:00 AM - Noon Doctor Sessions
 9:30 AM - 10:30 AM Breaks in Exhibit Hall
 Noon - 1:00 PM Box Lunches in Exhibit Hall
 6:30 PM - 7:30 PM Presidents' Welcome Reception
*Exhibitors Complimentary!
 (registration required)*

Thursday, November 5, 2009

7:30AM - 2:00 PM EXHIBITS OPEN
 8:00 AM - 12:30 PM Staff Sessions
 8:00 AM - Noon Doctor Sessions
 9:30 AM - 10:30 AM Breaks in Exhibit Hall
 Noon - 1:00 PM Box Lunches in Exhibit Hall
 2:15 PM - 4:15 PM Doctor Session
 2:15 PM - 4:15 PM Staff Session
 7:00 PM - 10:00 PM President's Dinner Party
*Exhibitors Complimentary!
 (registration required)*

Friday November 6, 2009

7:30AM - Noon EXHIBITS OPEN
 8:30 AM - 11:00 AM Doctor/Staff Session
 Noon - 3:00 PM EXHIBIT TEAR DOWN



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GENERAL RULES AND REGULATIONS FOR EXHIBITORS

1. All applicants for exhibit space are required to complete the contract.
2. The Middle Atlantic Society of Orthodontists (MASO) shall make every effort to maximize the attendance of members in the Exhibit Hall during the hours it is open.
3. MASO reserves the right to cancel the 2009 Annual Session for any reason. If such a decision is made, all payments will be refunded to exhibitors.
4. MASO reserves the right to alter the location of booths as shown on the official floor plan. MASO shall have the further right to prohibit, bar, prevent, and remove any exhibit or proposed exhibit or any portion thereof, which in the judgment of MASO is unsuitable or inappropriate for the exhibition or purposes of such exhibition; and such right shall extend, but shall not be limited, to persons, equipment, materials, displays, installations and other items constituting part of, or used or distributed in connection with any such exhibit without refund.
5. Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business during the 2009 Annual Session. Violators will be requested to promptly leave the convention area.
6. No exhibitor shall assign, sublet or apportion the whole or any portion of space allotted, nor shall an exhibitor be permitted to exhibit therein any goods other than those manufactured or distributed by him/her in the regular course of his/her business. Violation of this rule shall be cause for the offender to be asked to leave the show without refund. Displays or demonstrations by exhibitors may not be held in any area other than the Exhibit Hall.
7. Exhibitors are requested to open hospitality suites only with date and time approved by MASO. Deadline for hospitality suite information to be listed in the program is August 31, 2009.
8. MASO will not provide Exhibit Hall security. The Exhibit Hall will be locked at night but Exhibitors will be expected to remove valuables (laptops, etc.) from the Exhibit Hall at night. MASO and the Borgata Hotel Casino & Spa are not liable for loss, damage, etc. that may be incurred by the exhibitor.
9. Hours for exhibit set-up will be Tuesday November 3, 2009 from 2:00 pm - 8:00 pm.. Exhibits will be open Wednesday, November 4, and Thursday, November 5, 2009, from 7:30 am to 2:00 pm and Friday, November 6 from 7:30 am to Noon. Tear-down may begin on November 6th at Noon and must be completed by 3:00 pm
10. Certificate of Insurance must be in the MASO office by July 31, 2009. All exhibitors must provide certificate of insurance to be admitted to the hall.
11. A 50% refund will be issued for cancellations received in writing by June 30, 2009. No refunds will be issued after July 31, 2009. Refunds will be sent within 30 days after the event. Deadline to be listed in the 2009 MASO printed program is August 31, 2009.
12. Aisle space may not be used for exhibit purposes, signs or distribution of literature or samples. Such activity must take place inside the exhibit booth.
13. No loudspeakers, tape recorders, sound movies, etc. that interfere with adjoining exhibitors will be permitted.
14. These rules have been established to promote the best interests of all exhibitors and attendees. If you have suggestions that may improve the operation of the exhibit hall, please contact the MASO Office at 17 South High Street, Suite 200 Columbus, OH 43215, (P) 866-748-6276 (F) 614-221-1989, or MASO@AssnOffices.com

We appreciate your support of the MASO 56th Annual Session!



Middle Atlantic Society of Orthodontists
 Delaware, Washington D.C., Maryland, New Jersey, Eastern Pennsylvania, Puerto Rico
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For Office use Only:
RECEIVED _____
CHECK # _____
AMOUNT _____
BOOTH(S) _____

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Borgata Hotel Casino & Spa, Atlantic City, New Jersey

MASO EXHIBITOR CONTRACT

Lessee (Company): _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Contact Person: _____ Phone: () _____ ext. _____

Fax: () _____ E-mail: _____

MUST BE PROVIDED – EXHIBITOR INFORMATION WILL BE E-MAILED

_____ # of booths at \$1800 (\$1950 after July 31) each. Booths will be assigned on a first-come, first-served basis beginning on receipt date.

1st Booth Choice

2nd Booth Choice

3rd Booth Choice

4th Booth Choice

BOOTH FACILITIES — \$1800 Contract fee includes: one (1) 10 x 10 Booth, one (1) 6'x2 skirted table, two (2) chairs, one (1) identification sign, one (1) waste basket, company and product/service listing in program booklet, one set of pre-show doctor attendee labels (if requested), and two exhibitor registrations per booth. This includes Complimentary Welcome Reception and President's Dinner Party. Breakfast Wednesday, Thursday and Friday in the Exhibit Hall. Wednesday and Thursday beverage breaks and box lunches in the Exhibit Hall. (Additional personnel may register for \$200 per person.) **Booth Cost after July 31, 2009 – \$1950.**

Company Name for Sign/Program _____

Special Requests. If possible, I prefer NOT to be placed next to: _____

For Program Listing: Provide a description of products/services in 15 words or less: _____

YES! I want to received the Dr. attendee labels Please contact me regarding sponsorship opportunities

We will donate the following raffle prizes to be awarded during the Doctors Annual Meeting: _____

We Have included \$100 to sponsor a raffle prize

MASO shall not be responsible for loss, damage, injury or theft that may occur to the exhibitor or the exhibitor's employees or property from any cause whatsoever. The exhibitor, on signing the contract, releases the MASO from any and all claims for such loss, damage or injury. Further, the exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the hotel, and injury to persons, and shall indemnify and hold MASO, its agents, servants and employees, harmless from any and all such losses, damages and claims.

Return one copy of the contract with payment for \$1800 per booth (\$1950 after July 31, 2009) to:
Middle Atlantic Society of Orthodontists
 17 South High • Suite 200 • Columbus, OH 43215 •
 Phone: 866/748-MASO • Fax: 614/221-1989
 E-mail: MASO@AssnOffices.com

Payment information (please check one)

___ Enclosed is my check (payable to MASO)

Total Amount Due: \$ _____

___ Please Charge my credit card ___ VISA ___ Master Card ___ Discover ___ American Express

Card Number _____ Exp Date: _____

Billing Address _____ City/State/Zip _____

The terms set forth in this contract are acknowledged and accepted, subject to confirmation to us, as exhibitors, of exhibit space allotted by the Annual Session Exhibit committee.

By: _____ Signature: _____
 Company Official (Print)

CONTRACTS RECEIVED WITHOUT FULL PAYMENT WILL BE RETURNED

