Exhibit Dates: June 21-22, 2019
Conference Dates: June 21-23, 2019
Kentucky International Convention Center
Louisville, KY
• Top responses for attendee’s area of involvement in dental hygiene are private practice (74%), education (41%), and public health (17%).
• 89% of attendees say that visiting the exhibits floor is important
• 90% of attendees view seeing new products important

“The ADHA Annual Conference provides us with an invaluable opportunity to strengthen our shared commitment to meet the current and future needs of hygienists through ongoing innovation and education, delivering inspired solutions for daily dentistry.”

— Premier Dental
## Attendee Profile

### Attendee Demographics

<table>
<thead>
<tr>
<th>Attendee Employment Setting</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>clinical dental hygiene</td>
<td>44%</td>
</tr>
<tr>
<td>education</td>
<td>24%</td>
</tr>
<tr>
<td>public health</td>
<td>10%</td>
</tr>
<tr>
<td>administration/management</td>
<td>7%</td>
</tr>
<tr>
<td>research</td>
<td>5%</td>
</tr>
<tr>
<td>self-employed</td>
<td>3%</td>
</tr>
<tr>
<td>corporate</td>
<td>3%</td>
</tr>
<tr>
<td>other*</td>
<td>3%</td>
</tr>
<tr>
<td>student</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Consultant, Military, Retired, in addition to specialized areas that could fall into either Education or Public Health.

- 85% of attendees spend 1-4 hours on the exhibit floor
- 86% of attendees purchased or will likely purchase an item from an exhibitor
- 70% of responding attendees who are in a clinical practice setting are a decision maker or an influencer in their practice setting when it comes to purchasing items for their practice
“Exhibiting at the ADHA Annual Conference provides us an opportunity to meet industry leaders, hygienists, students and dentists throughout the country and allows us to promote innovative products.”
— Orascoptic

Why Exhibit?
• It’s one of the most cost-effective dental exhibitions in 2019!
• Provide solutions to and develop long-term mutually beneficial relationships with oral health care professionals.
• Get out in front of influential decision makers and oral health industry professionals intent on analyzing the newest products and services.
• Analyze your competition.
• Strengthen existing business relationships and introduce your products and services to new prospects.

Benefits of Exhibiting
• Complimentary company listing and profile on online exhibitor list and in the conference mobile app
• Admittance to all general sessions at the conference
• Four (4) exhibit hall badges for your booth staff
• Opportunity to take CE courses

Enhance Your Exposure
Exhibiting isn’t the only way to be in the spotlight at ADHA Annual Conference. Expand your profile and create a splash in any number of ways including:
• Sponsorships
• Advertising
• Product Presentations on Show Floor

For more information contact Exhibit Manager David Gerhardt at david@corcexpo.com or 312-265-9664

Exhibitor Pricing
• 10’ x 10’ Booth - $2,550
• $100 charge for each exposed corner

Exhibit Schedule
• Friday, June 21 – Exhibits Open 9:00 AM to 4:00 PM
• Saturday, June 22 – Exhibits Open 9:00 AM to 3:30 PM

More than 3 unopposed exhibit hours Friday and Saturday:

Friday: 9:00 AM - 9:45 AM  12:00 PM - 1:00 PM  12:00 PM - 1:30 PM
Saturday: 12:00 PM - 1:00 PM  3:00 PM - 3:30 PM
Industry Leaders Exhibit at ADHA

Companies like these annually exhibit at ADHA Annual Conference and recognize the opportunity to connect with RDHs, students, and oral health professionals. Take advantage of the benefits of exhibiting just like these companies do.

For Booth Reservations and Questions Contact:

David Gerhardt
ADHA Annual Conference Exhibits Manager
david@corcexpo.com
or call 312. 265. 9664
www.adha2019.org

To view an updated floor plan and exhibitor list just go to this link:
ADHA Annual Conference Floor Plan and Exhibitor List

To secure exhibit space simply complete the Exhibitor Space Application found in this prospectus or reserve your booth online here: Online Booth Reservation
INSTRUCTIONS: Complete all sections of application, sign, and return including a payment check made payable to: ADHA, P.O. Box 485, LaGrange, IL 60525-0485.

COMPANY NAME

The KEY CONTACT PERSON listed below will receive exhibit-related correspondence from Corcoran Expositions, Inc.

__________________________________________
KEY CONTACT PERSON

__________________________________________
KEY CONTACT PHONE NUMBER

__________________________________________
KEY CONTACT E-MAIL ADDRESS

__________________________________________
STREET ADDRESS

__________________________________________
CITY/STATE/ZIP

__________________________________________
COMPANY WEB ADDRESS

1

EXHIBIT SPACE RENTAL PER 100 SQUARE FEET:

Minimum booth size is 10’ x 10’. Booth sizes increase in 100 sq ft increments.

Booth Rate per 10’x10’ exhibit space: $2,550

$100 charge for each exposed corner

Exhibit Package Includes:
- Four (4) exhibit booth badges per each 10x10 space. (Additional booth badges available for purchase.)
- Exhibitor ID sign, 8’ draped back wall and 3’ draped side wall
- Online company profile and listing in conference materials
- Opportunity to purchase attendee list at discounted rate

A 50% deposit for each 10x10 booth must be made upon submission of the Exhibit Application. An invoice will be included as part of space confirmation and include a balance due date of February 1, 2019. There is a $100 charge for returned checks.

CANCELLATION & REFUND POLICY: All requests for cancellation of space must be received in writing. If space is reduced, the net reduction of space will be treated as a cancellation of space. If Show Management receives a written request for cancelation of space on or before February 1, 2019, the exhibitor will be liable for 50% of the total cost of space canceled. There are no refunds for cancellations after February 1, 2019.

2

We prefer not to be assigned next to or across the aisle from (list specific company names, not product categories):

_________________________________________________________________________

LOCATION PREFERENCES: The following choices indicate the location and configuration of the preferred booth space.

1st Choice: ___________________________ 2nd Choice: ___________________________
3rd Choice: ___________________________ 4th Choice: ___________________________

3

On or after 2/1/19 submit application with total amount

4

EARN ADDITIONAL EXHIBIT POINTS BY ADVERTISING OR SPONSORING

☐ Yes, I want additional information about meeting-related print, web, mobile, and e-media advertising.

☐ Yes, I want additional information about meeting-related sponsorships.

5

WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE EXPOSITION AS PRINTED ON THE REVERSE SIDE HEREOF AND WHICH ARE A PART OF THIS APPLICATION. ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT.

DATE

AUTHORIZED SIGNATURE

TITLE

QUESTIONS?
Corcoran Expositions, Inc.
Phone: 312-541-0567, Fax: 312-541-0573
E-mail: david@corcexpo.com

FOR OFFICE USE ONLY
Exhibitors are required to execute and forward the Exhibit Space Application to Show Management. To be valid, each application must convey a minimum 50% deposit for each 10x10 booth space requested for rental.

2. PAYMENT OF RENTAL:

A deposit is due upon submission of application. The balance must be paid by February 1, 2019. Applications received on or after February 1, 2019, must be accompanied by full payment. There will be a $100 charge on all returns. Any charges from Show Management to defray Show Management expenses for late returned applications or for any reason for which the full payment is not received by February 1, 2019, shall be borne by the exhibitor who submitted the application. TheLessee covenants and agrees that in case ADHA and Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney’s fees and court costs, incurred from or averted against ADHA and Show Management on account of injury or damage to person or property to the extent that any such damage of injury may be incident to, arise out of, or be caused, either proximately or remotely, with or without any negligence or fault on the part of, or any act or omission of, the exhibitor or any of the agents, servants, employees, contractors, patrons, guests, licensees or invitees of any other person entering upon the Premises under the express or implied invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind.

10. STORAGE OF PACKING CRATES AND BOXES.

Any early dismantling or packing shall be considered a breach of this agreement and may affect future eligibility for attendance of ADHA and Show Management at the 2019 Annual Conference. To be valid, each application must convey a minimum 50% deposit for each 10x10 booth space requested for rental.

6. USE OF SPACE, SUBLETTING SPACE.

No exhibitor may assign, sublet or apportion his space to or with another business entity or individual without the express permission of Show Management. Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the Exhibit, or any exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the Exhibit as a whole. Use of so-called “phantom” space, i.e., space reserved for future use under an option or purchase agreement, is subject to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of personnel, including people watching exhibits, for keeping the aisles near the exhibit space free of congestion caused by demonstrations or other promotions. Alcoholic Beverages. Exhibitors may not serve alcoholic beverages in the exhibit hall except within the written permission of Show Management.

7. ARRANGEMENT OF EXHIBITS.

Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space, and the standard exhibit features and equipment provided by Show Management for booth construction. All booth spaces must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be removed and the exhibitor will be required to make the necessary corrections so that the exhibit will conform. Exhibitors not conforming may be dismantled or modified, at cost to the exhibitor, at the sole judgment and discretion of Show Management.

8. EXHIBITS AND PUBLIC POLICY.

Each exhibitor shall be in full compliance with all State, County, and City Laws, ordinances and regulations, pertaining to health, fire prevention and public safety, while participating in the Exposition. No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped or otherwise affixed to any walls, doors, or other parts of the building. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor’s space, materials, and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them.

9. INSTALLATION AND REMOVAL.

Show Management reserves the right to fix the time for the installation of a booth prior to the Exposition opening and the time for its removal after the Exposition closing. The lessee shall not make any alterations, additions, or sublet the booth or any part thereof, as defined in the lease for the exhibit or the lease for the use of its sole risk and expense.

11. EXHIBITOR’S AUTHORIZED REPRESENTATIVE.

Exhibitors are required to submit an application for admission to the Exposition, including a statement of the general character, objectives and best interests of the Show or suitable for its attendee audience. This application includes, but is not limited to, any violation of any public policy or these rules and regulations and extends to persons, things, printed matter, products, and conduct. ADHA reserves the right to refuse applications of individuals or corporations which ADHA, in its sole discretion, believes is false, misleading or otherwise against public policy, or, in the sole discretion of Show Management, be removed from the Exhibit Area or denied such use or part thereof.

ADHA reserves the right to refuse the use of any exhibit which, in its sole judgment is false, misleading or otherwise against public policy, or, in the sole discretion of Show Management, be removed from the Exhibit Area or denied such use or part thereof.

In the interests of the exhibitor, neither ADHA, Show Management, its service contractors, the management of the Kentucky International Convention Center and their officers, directors, members and employees from and against all claims, demands, suits, liability damages, losses, costs, attorneys’ fees and expenses of whatever kind or nature which might arise from or result out of use of any such material described above.

14. WAIVER.

Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is expressly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of rights in writing on one occasion shall not be deemed to waive any of its rights hereunder unless such waiver is expressly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of rights in writing on one occasion shall not be deemed to waive any of its rights hereunder unless such waiver is expressly stated as a waiver in writing and signed by Show Management.

15. ATTORNEYS’ FEES.

If it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses, including attorneys’ fees.