



# ROCKY MOUNTAIN SOCIETY OF ORTHODONTISTS

HOTEL • RECREATION • SPEAKERS

November 4-7, 2010  Renaissance Esmeralda Resort & Spa  Indian Wells, California

EXHIBITOR PACKET



*90th Annual Meeting*

# ROCKY MOUNTAIN SOCIETY OF ORTHODONTISTS



April 2010

Dear Technical Exhibitor:

This will be the twenty second year that the Rocky Mountain Society of Orthodontists has invited technical exhibitors to its Annual Meeting. We are excited about the mutual benefits we believe this will afford to your company and to the orthodontists of the Rocky Mountain region. Your participation in this year's meeting will provide countless opportunities to network and speak directly with the orthodontists attending the meeting without competition for their attention from patients and the distractions which always accompany a busy orthodontic office schedule.

This year's meeting will be held at the Renaissance Esmeralda Resort & Spa located in Indian Wells, CA. The meeting dates are November 4-7, 2010. The technical exhibits are scheduled to be open on Friday, November 5th from 7:30am-1:00pm, 7:30am-1:00pm Saturday, November 6th and 7:30am-1:00pm on Sunday, November 7th. To ensure doctor and staff traffic, the exhibit hall is located near the lecture rooms. The hall will be available Thursday, November 4th from 3:00pm-5:00pm for exhibitor setup and on Sunday, November 7th from 1:00pm-2:00pm for exhibit removal.

The goal of the RMSO Technical Exhibitors Committee is to provide a quality experience for the registered attendees and to expand the awareness and knowledge of the orthodontists participating in the Annual Meeting. In an effort to continually improve we have reviewed evaluations from prior RMSO meetings to create a more successful meeting for everyone involved. We have made every effort to coordinate open-exhibit hours with the doctors "open" time, maximizing attendee and exhibitor interaction.

In an effort to reward the support of our exhibitors, a point system has been developed to assist in the fair assignment of exhibit space. The point system outlined in this packet will be the basis for exhibit space assignments at the 2010 Annual Meeting.

To provide an additional opportunity for contact with attendees continental breakfasts and all coffee breaks have been scheduled in the exhibit hall.

To reserve space for the 2010 meeting, please complete the Official 2010 Exhibit Space Application, and send with payment to the RMSO as described on the application.

The Technical Exhibitors Committee, on behalf of the entire RMSO, extends a warm welcome to you, and hopes that you will join us in Indian Wells as a participant in the 2010 Rocky Mountain Society of Orthodontists Annual Meeting.

Sincerely,

Dr. Jason Bird, Chairman  
RMSO Technical Exhibitors Committee

# AN INVITATION TO EXHIBIT

## EVENT

The 90<sup>th</sup> Annual Meeting of the Rocky Mountain Society of Orthodontists is scheduled for November 4-7, 2010 at the Renaissance Esmeralda Resort & Spa.

## EXHIBIT DATES AND TIMES

Friday, November 5, 2010	7:30 am – 1:00 pm
Saturday, November 6, 2010	7:30 am – 1:00 pm
Sunday, November 7, 2010	7:30 am – 1:00 pm

## SPONSORSHIPS

The following functions are available for full or co-sponsorship by exhibitors.

	<u>Full Sponsorship</u>	<u>Co-Sponsorship</u>
Welcome Reception	\$3,000	\$ 1,500 X 2
Coffee Breaks	\$500 each	

Sponsoring companies will receive acknowledgments in the Summer Issue of the RMSO newsletter, a sign at the designated event, as well as recognition in the official meeting program.

## PURPOSE OF EXHIBITS

The purpose of the exhibits, an integral part of the RMSO's educational activities, is to compliment the professional clinical sessions by enabling registrants to see, hear, examine, question, and evaluate the latest developments in equipment, supplies and services which are recommended for use in their practices.

## ELIGIBILITY

The RMSO reserves the right to determine the eligibility of any company, product and promotion, or part thereof, that in their opinion is not in keeping with the character and purpose of the show. Exhibits that detract from the character of the show; including persons, conduct or printed matter may be evicted by the RMSO. In the event of an eviction RMSO is not liable for refunds.

## TELEPHONE RESERVATIONS

To make your reservations, contact Renaissance Esmeralda Resort & Spa directly at 1-800-446-9875. The special contracted rate is \$205 based on single/double occupancy, there is a \$20 charge for each additional person (9.25% tax and a California tourism tax of \$.22 per room per night. Please make your reservation on or before Friday, October 8, 2010. Be sure to mention that you are attending the RMSO Annual Meeting to ensure you receive the group discount.

## EXHIBITORS INSTALLATION AND DISMANTLE

Exhibitor installation	Thursday, November 4, 2010	3:00pm – 5:00pm
Exhibitor dismantle	Sunday, November 7, 2010	1:00pm – 2:00pm

All items to be exhibited must fit on the top of the 6' table provided. There are no restrictions on display height, but display boards/backdrops cannot extend beyond the table dimension.

## **BOOTH RENTAL INCLUDES**

One identification sign  
Company and product/service listing in the program booklet  
One skirted table and two chairs

## **APPLICATION FOR EXHIBIT SPACE**

Please review the entire prospectus prior to applying for space. RMSO regulations and guidelines included here are important to the success of the show.

The Official Application/Contract is enclosed and the exhibit floor plan is located on the last page of the prospectus.

Applications for space must be made on the enclosed Official Exhibit Application/ Contract. No telephone requests will be accepted. Please return the completed and signed application with a check in the amount \$825.00

The deadline for receipt of the Exhibitor Application/Contract for space is **August 6, 2010**. Applications received after that date will be assigned to the available booth space once assignments from applications received prior to August 6, 2010 have been made.

## **ASSIGNMENT OF EXHIBIT SPACE**

Exhibit space locations will be assigned based on the following:

The number of exhibitors will be limited to 35.

The selection of the location for each exhibitor within the exhibitor area will be on a point system.

1 point for each year participated as an exhibitor with the RMSO.

1 point for each space taken.

If there is a tie in points, the date the contract is received will determine priority.

The RMSO reserves the right to decline any application, or prohibit an exhibit based on the criteria established for the meeting.

Exhibits of companies whose sole purpose is to recruit employees, associates, partners or shareholders are not permitted.

Confirmation of booth assignment will be mailed to the contact by September 10, 2010. The RMSO reserves the right to rearrange the floor plan and relocate any exhibit upon consultation with said exhibitor. Spaces cannot be assigned, sublet, or otherwise disposed of without consent of the RMSO.

(Exhibitors will receive 1 point towards their total years participated with the RMSO by exhibiting in this year's show.)

## **EXHIBIT SPACE RATES AND TERMS OF PAYMENT**

The RMSO 2010 Annual Session Exhibit Space Rates is \$825.00.

Exhibit space is defined as one draped and skirted table with two chairs. A check for \$825 must accompany the application/contract. Applications/contracts received without payment will be returned. All technical exhibitor's application fees must be made by check, or draft on U.S. currency, made payable to the RMSO. Credit card payments will not be accepted.

## **CANCELLATION OF EXHIBIT SPACE**

Any exhibit space cancellations received after space confirmation letters have been sent are subject to the following:

Cancellations received before September 10, 2010 is subject to a refund, less a \$50 administrative fee. Cancellations received after September 10, 2010 are subject to a cancellation penalty equal to 100% of the total cost of the space canceled, unless the entire exhibit floor is sold out. In that event, the cancellation penalty is equal to 25% of the total cost of the \$825.00 deposit for the exhibit space canceled. The cancellation notice must be received in writing by September 10, 2010 to receive a refund.

## **REGISTRATION OF COMPANY REPRESENTATIVES**

A pre-registration form will be mailed to each exhibiting company. For those who return the form, a badge will be waiting in the registration area at Renaissance Esmeralda Resort & Spa beginning on Friday, November 5, 2010. If your company does not pre-register, exhibitors will be asked to show identification showing they are an employee of the exhibiting company prior to receiving a badge. Each person attending the exhibition will be required to register and wear a badge. The transfer of a badge will bar all involved from participating in this and future meetings.

## **ELECTRICAL REQUIREMENTS**

If you need electricity, please make note on the application. You will receive a form to order electricity with your confirmation of exhibit space.

## **EXHIBIT HALL SECURITY**

RMSO will provide general hotel security provided by Renaissance Esmeralda Resort & Spa. It is recommended that each exhibitor take the necessary precautions to protect his/her exhibit space, as exhibitors will be responsible for their products and space materials.

## **SHIPPING OF MATERIALS**

### **Address and shipping instructions:**

**Renaissance Esmeralda Resort & Spa  
Individual Name to Receive Shipment  
Exhibitor Company Name  
c/o Karen Beebout  
Rocky Mountain Society of Orthodontists  
44400 Indian Wells Lane  
Indian Wells, CA 92210**

## **SOLICITATION BY NON-EXHIBITOR PERSONNEL**

Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business during the Annual Meeting. Violators will be promptly ejected from the convention area.

## **LIABILITY**

The exhibitor assumes 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 shall indemnify and hold harmless, the RMSO, the hotel, agents, servants and employees from any and all such losses, damages and claims.

## **CARE OF BUILDING**

Exhibitors will be held responsible for any damage done to the building by them, their agents or employees. Building walls, woodwork or floor must not be defaced or altered. Tacking, taping or nailing of signs, banners, etc. to any walls or woodwork is prohibited.

## **RELOCATION OF EXHIBITS**

The RMSO reserves the right to alter the location of exhibitors, or of spaces shown on the official floor plan if deemed advisable in the best interest of the exposition. The RMSO shall have the further right to prohibit, bar, prevent and remove any exhibit, or proposed exhibit, or any part or portion thereof, which in the judgment of the RMSO is unsuitable or inappropriate for the exhibitors or purposes of the RMSO Annual Meeting. Such right shall extend, but shall not be limited to all equipment, material, displays, installations and other items of things constituting part of, or used, or distributed in connection with any such exhibit.

## **SALES DURING SHOW**

No sales are to be made for delivery at this exhibition. Orders may be placed for delivery shipped from exhibitor's regular place of business. The RMSO reserves the right to place additional restrictions on the sale and filling of orders as it may deem necessary. Violation of these rules will result in ejection from the convention area.

## **EXHIBITOR HOSPITALITY SUITES**

Exhibitors are requested to open hospitality suites only after 6:00 pm each day of the meeting. All suite requests must be made through the RMSO office.

## **EXHIBITOR SEMINARS, LECTURES AND FUNCTIONS**

As a condition of granting exhibit space, the exhibitor agrees not to conduct any seminars, lectures or clinics in the same geographical area (within a 150 mile radius) three days before, during or three days following the Annual Meeting.

The RMSO prohibits prize contests or lotteries held in the exhibit space unless coordinated through the RMSO office. Requests for scheduled social functions must be made through the RMSO, but are prohibited when scheduled at times competing with official RMSO functions.

## **RECRUITMENT**

Recruitment of any type is not permitted at the RMSO Annual Meeting. This includes recruitment of orthodontists, staff or exhibit personnel.

If a firm conducts such activity, they will be asked to leave and will not be invited to participate at future RMSO meetings.

## **FOR ADDITIONAL INFORMATION**

Should you require additional information, please feel free to contact:

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6000 East Evans, #3-205  
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# RENAISSANCE ESMERALDA RESORT & SPA INDIAN HILLS, CALIFORNIA - Floorplan -

