

Rules and Regulations Governing Exhibits

*South Carolina Dental Association 141st Annual Session
April 29 – May 2, 2010 at the Embassy Suites Kingston Plantation, Myrtle Beach, South Carolina*

These regulations have been formulated in the best interest of all exhibitors and by signing the enclosed contract, you agree to be bound by the following:

1. **Character of Exhibit:** The Commercial Chairman, or his/her duly authorized agent, reserves the right to decline or prohibit any exhibit, exhibition, exhibitor or proposed exhibit which, in his opinion, is not suitable to or in keeping with, the character of the exhibition. He shall also have the authority to adopt and enforce reasonable rates and regulations.
2. **Allotment of Space:** Assignments will be made with priority to our 2010 sponsors and then in order of receipt of contract and payment in full. The Commercial Chairman will work with exhibitors to achieve the best possible arrangement; however, the final decision of booth assignments shall be made by the Commercial Chairman and priority will be given based on level of sponsorship. No space will be rented/leased directly by The Embassy Suites to a company which is not an exhibitor; nor will the hotel rent/lease space outside the immediate exhibit hall area to a company without prior written approval of the SCDA.
3. **Booth Sizes and Costs:** Booth sizes, as explained elsewhere, are on the enclosed schematic. The rental cost for an 8' x 6' space in Cambridge hall or an 8' x 8' in Kensington Ballroom is \$950. A perimeter 10' x 6' space in Kensington Ballroom will be \$1000. These prices are valid if payment in full and signed contract is received prior to November 20, 2009. After this date, exhibit space will be \$1050 for an 8' x 6' space in Cambridge Hall or an 8' x 8' space in Kensington Ballroom and \$1100 for a 10' x 6' space in Kensington Ballroom. No exhibitor will be allowed in the exhibit area until all payments have been made and the terms of their contract fulfilled. ***Exhibitors using a 10' portable display unit in their exhibit space must rent a 10' exhibit space.***
4. **Subletting:** The rights of an exhibitor are not assignable to any other firm or persons whatsoever, and no exhibitor can use exhibit space without the consent of the Commercial Chairman.
5. **Liability:** The SCDA, Commercial Chairman and SCDA Event Planner will not be responsible for the loss of any exhibits, or parts of any exhibits, by fire, water, or any other causes, nor for the loss or damage of any goods, nor injuries to the exhibitor or his representative(s). Exhibits and exhibit equipment are brought in to the exhibit hall/tent area at the exhibitor's risk.
6. **Care of the Embassy Suites facility:** Exhibitors will be held responsible for any damage to the building by them or their employees, and exhibitors shall hold the SCDA harmless against liability resulting from negligence on the exhibitor's part.
7. **Time:** Exhibitors may set-up on Wednesday, April 28 from 5:00pm – 8:30pm & Thursday, April 29 from 7:00am – 9:30am. All exhibits must be set-up by 9:30am on Thursday, April 29. Dismantle is on Friday, April 30 from 3:00pm – 6:30pm. All exhibit material must be removed from the hall by 6:30pm.

Out of respect for other exhibitors and our attendees, the SCDA Convention Committee strongly encourages exhibitors not to dismantle their booth prior to 3:00pm on Friday, April 30. Thanks for your consideration!
8. **Hours of Exhibits:** Thursday, April 28 from 10:30am – 6:30pm & Friday, April 29 from 8:30am – 3:00pm. On Thursday and Friday workers with proper badges may enter the exhibit area one-half hour before the exhibits are to open.
9. **Tables and Signs:** A table 24" X 6' (which will be draped), two chairs, a regulation sign (with booth number indicated) and a wastebasket will be furnished by the SCDA at no additional charge. For other accommodations, please see Electrical and Optional Setups.

10. Electrical, Telecommunications, Plumbing and Optional Setups: The Embassy Suites requires that electrical, telecommunications and plumbing service be ordered directly from them prior to April 1, 2010. All other supplies should be ordered directly from Displays Unlimited, 1141 Silstar Road, West Columbia, South Carolina 29170. Phone is 803-926-5300; fax 803-926-5500 and email du@displaysunlimited.net.

All service order forms will be emailed to the exhibitor and posted on our conference website.

11. The SCDA shall not be financially liable or otherwise obligated in the event the meeting is canceled, postponed or relocated on account of strikes, fires, casualties, acts of God or other causes beyond the SCDA's control.
12. Consignment of Goods: All storage and drayage is to be contracted through Displays Unlimited and paid for by the exhibitor. **The Embassy Suites – Kingston Plantation does not accept and store shipments from exhibitors.**
13. All exhibitors must register and wear the SCDA badge at all times they are in proximity of convention activities. Exhibitor on-line registration will be available in January of 2010. **Unregistered sales representatives working the exhibit hall should be reported to Dr. Phil Bonds, SCDA Commercial Chairman.**
14. Cancellation Policy: Refunds for cancellations 90 days or more prior to the meeting will be the original amount paid, minus \$100 administrative fee, on the provision that the space(s) under contract can be filled. **No refund will be made if cancellation occurs within 90 days of the meeting.** Refunds will be made only at the conclusion of the meeting.
15. Exhibitor assumes responsibility and agrees to indemnify and defend SC Dental Association and Kingston Plantation a Hilton and Embassy Suites Resort and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither SC Dental Association nor Kingston Plantation a Hilton and Embassy Suites Resort maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

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