

# Booth Rental Information

The Ontario Dental Association (ODA) will not accept exhibits that do not comply with ODA By-laws, ODA Policy or where the exhibiting and/or display of such products or services would constitute the promotion of a product known to be hazardous to health.

The display of any product should not be construed as an endorsement of/or approval by the Ontario Dental Association. The exhibitor agrees not to imply in any way to a third party that acceptance as an exhibitor constitutes endorsement of a product or service by the Ontario Dental Association.

The Ontario Dental Association reserves the right to refuse to rent exhibit space at the Annual Spring Meeting as it shall, in its sole discretion, decide upon.

## Health Canada Regulations – Class II, III and IV Medical Devices

In Canada, certain devices must have a **Medical Device Licence** before they are permitted to be sold. Prior to selling a device in Canada, manufacturers of Class II, III and IV devices must obtain a Medical Device Licence. Unlicensed Class II, III and IV medical devices are prohibited from being displayed and/or sold at the ASM.

## New Exhibitors

To be considered as a new ASM Exhibitor, please visit [www.asm.oda.ca](http://www.asm.oda.ca) and complete the 'New Exhibitor Application' form. Please note that the approval process may take up to 2-3 weeks.

## Cancellation Policy

- **Cancellation of booth space prior to February 10, 2017 will be subject to a charge of \$1,000 per 10'x10' booth space.**
- **No refunds will be given for cancellations received after February 10, 2017.**
- All cancellations must be in writing.
- In the event any irreconcilable dispute shall arise between any exhibitor/sponsor and the ODA, the ODA reserves the right to terminate the agreement between such party(ies) and itself and to make such financial refund(s), if any, in whole or in part to the exhibitor/sponsor as the ODA in its sole discretion deems appropriate; provided that the said decision of the ODA shall be final

## Booth Assignment: ASM Loyalty Points System

In processing booth applications, the booths are allocated based upon the ODA's ASM Loyalty Points System. Every effort will be made to provide exhibitors with their requested spaces, or one(s) in a similar area or configuration. However, **we cannot guarantee that the location requested on the application will be the space assigned.**

This Loyalty System is comprised of historical information contained in the ODA's exhibit contract records dating back to 1927, and includes the following elements:

- The number of years a company has exhibited at ODA Annual Spring Meetings. (One Loyalty Point is allocated for each year a company exhibits.)
- The number of booths taken by that company during those years. (One Loyalty Point is allocated for each booth a company takes during those years.)
- Loyalty Points accumulated through a company's involvement in the ASM Sponsorship Program.
- Ties between companies with identical scores will be broken using the date the application with the deposit is received.

*Tier Three has attended the ODA ASM for almost 35 years and this year was one of the best! We loved our booth placement and thought the floor was really well designed for easy access to all exhibitors. The ODA staff are always available to answer questions which removes much of the stress of exhibiting at an event of this nature. Kudos and thanks for a great show!*

— Barb Johns, General Manager & Sales Representative, Tier Three Brokerage Ltd.

# Booth Rental Information

## What's **INCLUDED** in the Booth Rental Fee

- 10' by 10' draped exhibit booth (3' side walls x 8' back walls)
- On-site storage of exhibitor's crates
- All material handling charges
- Janitorial services within the booth
- Janitorial services in the general exhibit area and aisles
- 24 hour security
- 5 exhibit badges per booth

(Additional badges may be ordered for a fee of \$30 per badge).

### PLUS...

- Use of the **Exhibitors' Lounge** on-site at the ASM, where complimentary refreshments are available on Thursday and Friday during show hours. ODA Exhibit badges must be worn to gain entry to the Exhibitors' Lounge.
- **Cocktail Receptions** on the exhibit floor, Thursday and Friday from 4:30 pm – 5:30 pm. Each exhibitor will receive a ticket for a complimentary drink.
- **Complimentary listings** in Final Program, ODA Website, Mobile App, and On-site Exhibitor Directory.

## What's **NOT INCLUDED** in the Booth Rental Fee

- **NEW** Electrical is NOT included in the rental fee. Electrical requirements may be ordered directly through SHOWTECH Power and Lighting.
- **Carpeting**
- **Furnishings**
- **Sign and banner hanging**
- **Internet access**
- **Transportation**
- **Advance warehousing**
- **Telecommunications**

**PLEASE NOTE: Booth carpeting/flooring is a mandatory requirement.**

## Booth Fees

See floorplan pages 12 – 13 for location details

**NOTE: Fees are in CDN\$ and do not include 13% HST**

### Booths in Area A

- Regular booths \$2,805
- Corner booths \$3,005

### Booths in Area B

- Regular booths \$2,685
- Corner booths \$2,885

### Booths in Area C

- Regular booths \$2,475
- Corner booths \$2,675

**Meeting Room** 10' x 10' \$2,500

**Meeting Room** 20' x 20' \$4,500

## Exhibitor Warnings

**The ODA only collects exhibitor information for the ASM through the Expocad Exhibitor Account.**

Please be aware of companies requesting your information for a "Free Exhibitor's Directory Listing". If you sign an insertion order from one of the companies listed below, you may be entering into a three-year advertising contract.

**Do Not Respond to Requests From the Following Companies/Publications:**

- FairGuide – Construct Data (Slovakia)
- Expo-Guide – (Mexico)
- EventFair – The Exhibitors Index for Fairs and Exhibitions
- World Business Guide – International Directories Group

For more information, please visit:

[http://www.iaee.com/resources/warnings\\_to\\_exhibitors/](http://www.iaee.com/resources/warnings_to_exhibitors/)

The ODA does not have a housing bureau or travel agent authorized to make hotel reservations related to the Annual Spring Meeting. Please make your reservations directly with the hotel.

*As a first-time exhibitor at ASM16, I wasn't sure how the show was going to go, but the people running the organization were terrific and very helpful with making it a seamless operation.*

*Even though my booth was not in the best location, the show had a strategic floor plan that drove traffic to all booths alike, making it one of the best shows I have attended and exhibited at. I had a terrific experience and I am really looking forward to the ODA 2017!*

— Dr Louie Khouri, QwikStrips