

# Exhibitor Instructions, Rules and Regulations

1. All exhibit space and equipment ordered must be paid in full on dates designated on face of contract. If exhibitor fails to make either of said payments by the proper time, or fails to fulfill the contract in any way, all rights of the exhibitor shall be forfeited. All deposits or payments made on said contract shall be retained by Show Management as damages for breach of contract and the Show Management may recall and resell said space.
2. Exhibitor will report to the designated show office upon arrival at the Convention Center for exhibitor registration/check-in.
3. All aisles must be kept clear of exhibitors; and no interviews, demonstrations, distribution of literature, canvassing, solicitation of business or conferences in the interest of business, except by exhibiting firms allowed and must be confined within the assigned booth area.
4. Subletting of space is prohibited. Two or more companies may not exhibit in a single space unless special arrangement with Show Management is made in advance of the opening date.
5. The decision of Show Management must be accepted as final in any disagreement between exhibitors. Exhibitors must meet any and all regulations from the Convention Center.
6. Show Management reserves the right to make location/space changes with no advance notice to the exhibitor that will, in the opinion of the Show Management to be of benefit to the exhibitor or the show itself.
7. The building, including the demised premises, shall be at all times under the Convention Center. All decisions affecting same shall be final as made by the Director of the Convention Center.
8. Freight and express shipments of exhibit material must be handled by such drayage and shipping firms as authorized by Show Management. Information regarding the shipping of materials and freight are available from Show Management. All shipping must be prepaid.
9. Any property brought upon the premises by an exhibitor shall be at the sole risk of the exhibitor and shall be removed from the premises at the expiration of the terms of this agreement. Show Management and/or the Convention Center shall have the right to remove from the building all remaining affects left after the date and/or specified time for move-out at the cost of the exhibitor and to store same at exhibitor's cost and risk.
10. The exhibitor shall confirm to all statutes, ordinances, regulations and directions issued by the Director of the Convention Center, Show Management or any other authorized entity while exhibitor is occupying space in said Convention Center.
11. Exhibit hours will be defined by Show Management with said notice being provided to exhibitors as to hours of move-in, show operation and move-out. Such hours shall be strictly adhered to by all participating exhibitors. Show Management will take all reasonable precautions against loss by fire, water, storm, theft, strikes and other damages, but does not guarantee or insure the exhibitor against any loss by reason thereof. If insurance is desired it must be place by the exhibitor.
12. The exhibitor hereby agrees to indemnify and save Show Management and the Convention Center, its officers, agents and employees from and against any and all loss of or damage to, property, or injuries to, or death of, any person(s) including property of Show Management and the Convention Center, and shall defend, indemnify and hold harmless its officers, agents and employees, from any and all claims, damages, suits, costs in any way resulting from or arising out of, directly or indirectly, exhibitors operation in connection with its use or occupancy or any portion of the leased facilities or show, including acts of commission or omission of employees, representatives or agents of the exhibitor. The exhibitor further agrees to carry for full term of the contract and at exhibitor's own expense liability insurance against all claims or suits as set forth above.
13. Show Management reserves the right to stop or remove from the show any exhibitor or its representative performing any act or practice, which in the opinion of Show Management or Director of the Convention Center, is objectionable or detracts from the dignity of the show.
14. All matters not covered in these conditions are subject to the decision of Show Management and/or Convention Center. No exceptions to this rule are allowed.

Additional exhibitor information, including exhibit hall floor plan, show decorator contact information, schedule and more available on the SDDS MidWinter website ([www.sdds.org/MW2010.htm](http://www.sdds.org/MW2010.htm))

2010

*a Dental Odyssey*

FEBRUARY 4-5, 2010

at the SACRAMENTO  
CONVENTION CENTER

1400 J Street • Sacramento, CA 95814