

ROCKY MOUNTAIN SOCIETY OF ORTHODONTISTS

HOTEL • RECREATION • SPEAKERS



EXHIBITOR PACKET



FEBRUARY 16-17, 2012

92nd Annual Meeting

SALT PALACE CONVENTION CENTER ~ SALT LAKE CITY, UTAH

ROCKY MOUNTAIN SOCIETY OF ORTHODONTISTS



October 2011

Dear Technical Exhibitor:

This will be the twenty-fourth 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 also brings a special value to your participation. The Utah Association of Orthodontists, the Montana Association of Orthodontist and the Wyoming Association of Orthodontists will have their annual meetings in Utah!

This year's meeting will be held at the Salt Palace Convention Center. The meeting dates are February 16-17, 2012. The technical exhibits are scheduled to be open on Thursday and Friday from 7:30am-4:00pm. The hall will be available Wednesday, February 16th from 1:00pm-5:00pm for exhibitor setup and on Friday the 17th from 4:00pm-6:00pm 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 2012 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 20112 meeting, please complete the Official 2012 Exhibitor Application/Contract, 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 Utah as a participant in the 2012 Rocky Mountain Society of Orthodontists Annual Meeting.

Sincerely,

Dr. Craig Coombs
President

AN INVITATION FOR EXHIBIT

EVENT

The 92nd Annual Meeting of the Rocky Mountain Society of Orthodontists is scheduled for February 16-17, 2012 at the Salt Palace Convention Center in Salt Lake City, Utah.

EXHIBIT DATES AND TIMES

Thursday, February 16, 2012 7:30 am – 4:00 pm
Friday, February 17, 2012 7:30 am – 4:00 pm

SPONSORSHIPS

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

	Full Sponsorship	Co-Sponsorship
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.

HOTEL INFORMATION

The Utah Dental Association is allowing RMSO conference attendees to use their room blocks at the following hotels. Mention the UDA block of rooms for these discounted prices.

Marriott Downtown

75 S West Temple
\$149
800-228-9290
801-531-0800

Shilo Inn

260 S West Temple
\$109 includes breakfast and free parking
800-222-2244
801-521-9500

Best Western SLC Plaza

122 W South Temple
\$89
800-366-3684
801-521-0130

Radisson

215 W South Temple
\$114 single
\$124 double
All rates include a full breakfast and reduced parking rate
800-333-3333
801-531-7500

Hilton SLC Center

255 S West Temple
\$139
877-776-4936

EXHIBITORS INSTALLATION AND DISMANTLE

Exhibitor installation Wednesday, February 15, 2012 1:00pm – 5:00pm

Exhibitor dismantle Friday, February 17, 2012 4:00pm –6:00pm

All items to be exhibited must fit on the top of the 8' 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 **January 13, 2012**. Applications received after that date will be assigned to an available booth space once assignments from applications received prior to May 2nd 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 25.

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 January 20, 2012. 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 2012 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 credit card, 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 cancellation received after the exhibit space confirmation letters have been sent is subject to the following:

Cancellations received before December 15, 2011 are subject to a refund, less a \$50 administrative fee. Cancellations received after December 15, 2011 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 December 15, 2011 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 the Salt Palace Convention Center beginning on Thursday, February 16, 2012. 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 contact Heidi Baird, Facility Services, at the Salt Palace Convention Center, (385) 468-2225, hbaird@saltpalace.com.

EXHIBIT HALL SECURITY

RMSO will provide general hotel security provided by the Salt Palace Convention Center. 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 / RECEIVING INFORMATION

Detailed shipping information will be sent with your exhibit space confirmation. The Salt Palace Convention Center will be able to accept shipments directly (not to arrive any earlier than 3 days prior to the RMSO Annual Meeting. Please address as follows:

Salt Palace Business Center
ATTN: Company Name
101 South West Temple
Salt Lake City, UT 84101

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.

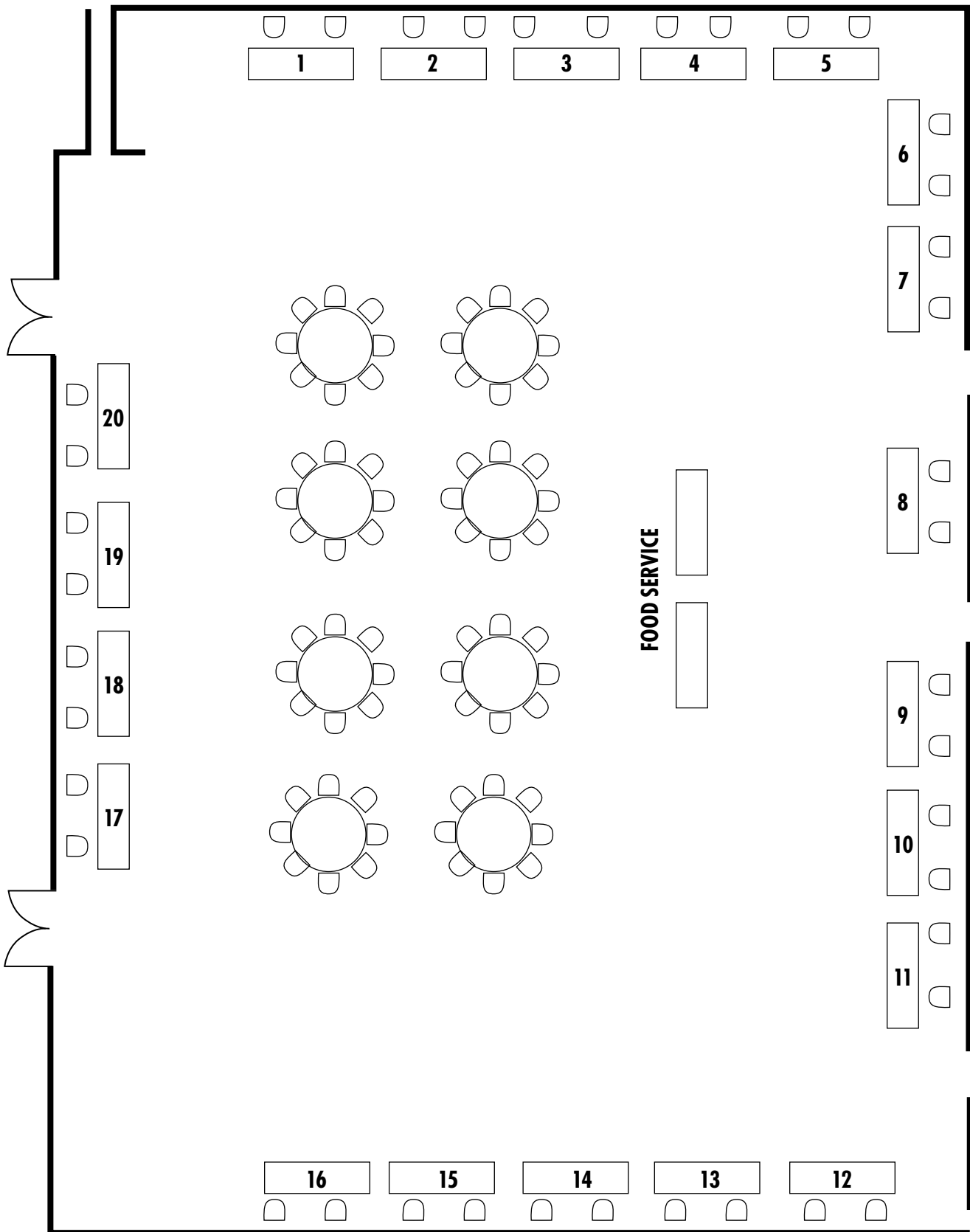
If a firm conducts such activity, they will be asked to leave and will not be invited to participate at future RMSO meetings.

FOR ADDITIONAL INFORMATION

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

Dorothy Shadrick
Executive Director, RMSO
6000 East Evans, #3-205
Denver, CO 80222
dorothyshadrick@acemgmt.com
Phone: (303) 758-9611
Fax: (303) 758-9616

FLOOR PLAN





SNOW BOARDER KID, CHAIR LIFT, SNOW BOARDER IN AIR
~ photos by: Richard Cheski



ICE SKATING AT GALLICAN CENTER ~ photo by: Jason Mathis

TRAM AT SNOWBIRD ~ photo by: Richard Cheski



ALTA / SNOWBIRD ~ photo by: Richard Cheski



FUTURE MEETINGS



September 26-29, 2013
The Broadmoor Hotel
Colorado Springs, Colorado

ROCKY MOUNTAIN SOCIETY OF ORTHODONTISTS



Constituent
American Association of **Orthodontists**