Exhibitor's Prospectus

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OREGON DENTAL CONFERENCE®

April 6–8, 2017 • Oregon Convention Center – Portland

oregon dental
CONFERENCE

Dear Prospective Exhibitor,

On behalf of the Oregon Dental Association, it is my pleasure to invite you to exhibit at the **2017 Oregon Dental Conference®, April 6–8**, at the **Oregon Convention Center** in **Portland, Oregon**.

Attendance remained strong with over 5,500 non-exhibiting dental professionals at the 2016 conference, and the Annual Meeting Council is looking forward to another successful year in 2017.

We are excited to continue our highly successful receptions inside the exhibit hall, as well as bring back our attendee favorite interest areas: free massages, the 10th annual Red Cross blood drive, student table clinic and Case CAT presentations.

This official Exhibitor Prospectus contains the conference rules and regulations, and important trade show details.

We are available to answer your questions and look forward to welcoming you as an exhibitor at the 2017 Oregon Dental Conference.

Sincerely,
V. Kim Kutsch, DMD
Council Chair

Annual Meeting Council

CHAIR
V. Kim Kutsch, DMD

COUNCIL MEMBERS
Keith W. Doty, DDS
Steven A. Gold, DDS
D. Joe Jenson, DMD
Jack R. Rocheld, DDS
Robert Stephenson, DMD

EX OFFICIO
Gregory Jones, DMD

ODC Partner Groups

Oregon Academy of General Dentistry (OAGD)

Oregon Academy of Pediatric Dentistry (OAPD)

Oregon Dental Assistants Association (ODAA)

Oregon Dental Executives' Association (ODEA)

Oregon Dental Hygienists' Association (ODHA)

Oregon Society of Oral & Maxillofacial Surgeons (OSOMS)

Oregon Society of Periodontists (OSP)

Oregon State Association of Endodontists (OSAE)

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Dates & Deadlines

NOVEMBER 2016

4 Contract and 50% deposit due for all exhibitors. All booths reserved after this date will incur an additional $200 fee.

18 Deadline for inclusion in the 2017 ODC Preview Program exhibitor listing.

JANUARY 2017

9 Exhibitor balances due. **All booths reserved after January 9 MUST include FULL PAYMENT.**

FEBRUARY 2017

10 Deadline to reserve advertising space in Onsite Program. See Advertising Opportunities on page 7 for more information.

MARCH 2017

17 Exhibitor personnel registration deadline.
Deadline for approval of hanging signs.
Exhibitor proof of insurance due.

22 Last day to receive discounted pricing on exhibitor services from DWA.

29 Deadline for advance freight shipment discount; deadline for materials to arrive at DWA warehouse.

APRIL 2017

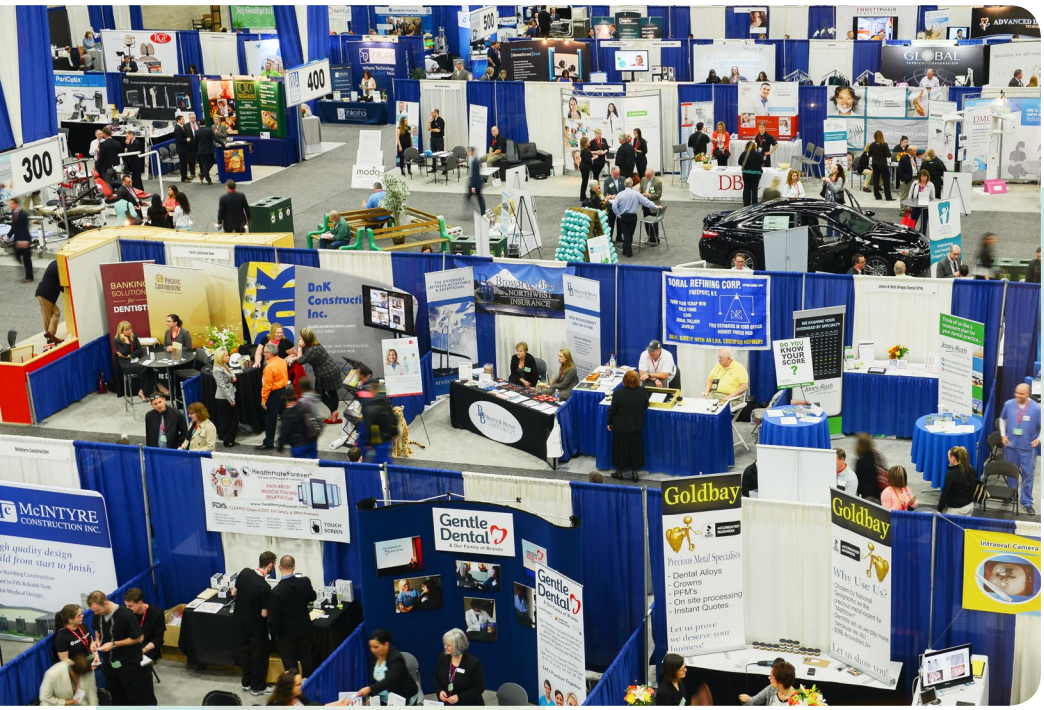
5 7 AM – 5 PM: Exhibit Hall move-in

6 7 – 11 AM: Exhibit Hall move-in
11:30 AM – 6:30 PM: Exhibit Hall Open (booths must be staffed)
3:30 – 6:30 PM: Grand Opening Reception in Exhibit Hall

7 8:30 AM: Exhibitors allowed entrance to Exhibit Hall
10 AM – 6 PM: Exhibit Hall Open (booths must be staffed)
4 – 6 PM: New Dentist Reception in Exhibit Hall

8 8 AM: Exhibitors allowed entrance to Exhibit Hall
9:30 AM – 1 PM: Exhibit Hall Open (booths must be staffed)
1 – 8 PM: Exhibit Hall move out. All exhibits must be removed by 8 PM.

Attendance at the ODC



Reach future dental professionals: **13%** of attendees were **students.**

47% of attendees were a **dentist or hygienist.**

Who attended ODC 2016?

1,202	Dentists
1,890	Hygienists
1,067	Exhibitors
818	Assistants
497	Administrative Staff
261	Assistant Students
347	Dental Students
215	Hygiene Students
141	Guests
58	Pre-dental Students
62	Residents
17	Lab Tech Students
21	Other
13	Lab Techs

6,609 TOTAL ATTENDEES

Of the **6,609 total attendees, 5,542 (84%)** were non-exhibiting **dental professionals.**

What's going on in the Exhibit Hall?

Free Attendee Massages

Grand Opening Reception–Thursday

New Dentist Reception–Friday

Red Cross Blood Drive–Friday

Student Table Clinics–Saturday

Dental Foundation of Oregon Wine Wall and Car Raffle

Who Exhibited in 2016?

3M
A-dec
Accutron, Inc.
ACTEON North America
Advanced Dental Technologies, Inc.
Advantage Dental
AFTCO Transition Consultants
Air Techniques, Inc.
AKT CPAs & Business Advisors
American Eagle Instruments
American Express Open
Artisan Dental Lab
ASEPTICO
Aspida
Assured Dental Laboratory, Inc.
Atlas Resell Management
Aurum Ceramic Dental Lab
Bank of America Practice Solutions
Bar-Maids
Beaverton Dental Equipment
Best Card, LLC
BioHorizons
Biotec, Inc.
Birdeye
Bisco Dental Products
BnK Construction, Inc.
BQ Ergonomics, LLC
Brasseler USA
Broadway Apothecary
Burkhart Dental Supply
CareCredit
Carestream Dental
CariFree
Centrix, Inc.
Cetylite
Clinician's Choice Dental Products
Colgate
Coltene
Columbia Bank
Consani Associates, LTD
ContacEZ, Ultimate Interproximal Solution
Crisdental
Crown Works Dental Laboratory
Davis Dental Laboratory
DDS Refining
Delta Dental of Oregon
DenMat
Dental and Medical Staffing, Inc.
Dental Commerce Corporation
The Dental Foundation of Oregon (DFO)
Dentech
Dentists Benefits Insurance Company (DBIC)
Dentists of Oregon Political Action Committee (DOPAC)
DENTSPLY Caulk
DENTSPLY Implants
DENTSPLY Professional
DENTSPLY Raintree
DENTSPLY Tulsa Dental Specialties
Denttio, Inc.
Designs for Vision, Inc.
Digital Doc, LLC
DMC – HR Services
DMC / DAISY
Doctor.com
Doral Refining Corp.
DSI
Duck Braces.com
eClinicalWorks
Edge Construction and Design, LLC
Emmett Phair Construction
Evolve Business Solutions
Excel Orthodontics, Inc.
First Citizens Bank
First Pacific Corporation
Fisher Investments 401(k)
Forest Dental Products
Foresters Financial
Garfield Refining Company
Garrison Dental Solutions
GC America, Inc.
Gendex
Gentle Dental
Gideons International
GlaxoSmithKline Consumer Healthcare
Global Surgical
Green Sail Transitions
Hartzell Instruments by DenMat
Hawaiian Moon
Hayes Handpiece Repair Company
Healthmate International, LLC
HealthyGrid
HELP Appraisals & Sales
Henderson Dental CPAs
Henry Schein Dental
Heraeus Kulzer
Hiossen, Inc.
HomeStreet Bank
HRCentral Corporation
Hu-Friedy
Hunza Dental
ICW International
Instrumentarium
Interactive Wealth Advisors
Isolite Systems
Ivoclar Vivadent, Inc.
Jones & Roth Oregon Dental CPAs
Kaiser Permanente
KaVo Dental
Kerr Corporation
Kettenbach
KeyBank
Kuraray America, Inc.
LCD
Lighthouse 360
Local Guy NW Consulting
LumaDent
M.A.R.S. Bio-Med Processes, Inc.
Magic Masseuse
Marus
Matrixx Global
Medical Teams International (MTI)
Meisinger USA, LLC
Mette Medical Scrubs
Midmark Corporation
MIS Implants Technologies
Modular and Custom Cabinet
Monarch by Air Techniques
Myofunctional Research Co.
Navy Recruiting District Portland
Nobel Biocare USA
NOMAD
Northwest Dental Sales
Norwest Contractors & Design Lab
NSK Dental
Nu-Bird, Inc.
O'Brien Dental Lab, Inc.
Orange Expo Trading
Orascoptic
Oregonian – Oregon Live, The
Otto Trading, Inc.
Pacific Continental Bank
Pacific Dental Services
Paradise Dental Technologies (PDT)
Patterson Dental
Pelton & Crane
PeriOptix by DenMat
Peterson Sales
Philips Sonicare & Zoom Whitening
Physician's Resource
PLANMECA USA, Inc.
PM Consultants
Porter Instrument Co., Inc.
Practice Watch
Premier Community Bank
Premier Dental Products Company
Pro Photo Supply
Procter & Gamble
Professional Practice Specialists
Professional Sales Associates, Inc.
Proma, Inc.
Prophy Magic
ProSites
Providence Health Plan
Providence Pediatric Specialty Dental Clinic
Q-Optics & Quality Aspirators
Qualident Dental Lab
Quick Collect, Inc.
RGP Ergonomics
Rhondium Corporation
Rich Duncan Construction, Inc.
Ricoh USA
Rose Micro Solutions
Royal Dental Manufacturing, Inc.
Sapient Dental
SciCan, Inc.
Scrub Med
SheerVision
Shikosha Dental Laboratory
Smiles Dental
Snap On Optics
Social Dental
Solutionreach
SOREDEX
Straumann
Sunstar Americas
Surgitel / General Scietific Corp.
Toni King and Associates
Tooth Taxi
Touch of Aloe
U.S. Jaclean, Inc.
Ultradent Products, Inc.
Ultralight Optics, Inc.
Univet Optical Technologies North America
Vatech America
VOCO America, Inc.
Water Pik, Inc.
Weave
Wells Fargo Practice Finance
WEO Media
WePayAnywhere
Willamette Dental Group
Xlear / Spry
Ziemek Laboratories
Zoll-Dental

Booth Pricing

	Before Nov. 4	After Nov. 4
Linear 10' x 10'	$1,400	$1,600
Corner 10' x 10'	$1,650	$1,850
Entrance 10' x 10'	$1,750	$1,950

For more information and availability, please call 503-218-2010.

Booth price includes a wide variety of promotions, plus the opportunity to participate in a number of optional sponsorship and advertising opportunities.

Other Booth Options

- ✓ End-Cap Booth
- ✓ Peninsula Booths
- ✓ Island Booths

Available add-ons:

Additional booth items:
Tables, chairs, etc., may be ordered through DWA Trade Show & Exposition Services.

Booth cleaning services
may be ordered through the Oregon Convention Center.

EXHIBITING INCLUDES

Each 10' x 10' booth space includes, at no additional cost:

- ✓ **8' Back Drape:** blue and white
- ✓ **3' Side Dividers:** blue
- ✓ **Full-booth Carpeting:** gray (aisle carpet will be black & silver speckled)
- ✓ **7" x 44" Customized Vendor Identification Sign**
- ✓ **Complimentary Registration** for up to four employees (additional employee registrations are $25 each).

Announcement that your company is exhibiting.

This will be published in:

- ✓ ODC Preview Program (if booth is reserved by November 18, 2016)
- ✓ ODA Website (www.oregondental.org)
- ✓ ODC Mobile App

Exhibitor Service Manual

Available electronically to all fully paid exhibitors in February 2017. The manual contains complete conference information and order forms for all conference services.

Preregistered Attendee Mailing List

A spreadsheet of all pre-registered attendees who request exhibitor marketing materials will be emailed in mid-March to assist with your pre- and post-conference mailings.

Complimentary Exhibitor Lounge Amenities

- ✓ Thursday–**Pre-Reception Hors d'oeuvres** (served prior to Grand Opening Reception)
- ✓ Friday and Saturday–**Coffee Service, Lunches,** and **Massages** during designated hours

Frequently Asked Questions

How much does a booth cost?

Reservations before November 4, 2016, are eligible for Early Bird rates: Linear booth $1,400; Corner booth $1,650. Regular rates apply for all reservations made after November 4, 2016: Linear booth $1,600; Corner booth $1,850.

What's included in the price of a booth?

Each 10' x 10' booth space includes:

- 8' back drape: blue and white
- 3' side dividers: blue
- Full-booth carpeting: gray (aisle carpet will be black & silver speckled)
- 7" x 44" customized vendor identification sign
- Complimentary registration for up to four employees (additional registrations are $25 each).

Additionally, exhibitors receive:

- Recognition in ODA and ODC publications
- Complimentary exhibitor amenities, including pre-reception hors d'oeuvres on Thursday.
- Preregistered attendee mailing list in mid-March, consisting of all preregistered attendees who requested exhibitor marketing materials.
- Coffee and lunch on Friday and Saturday.

How are booths assigned?

All 2016 ODC Exhibitors will have the option to secure a booth for 2017. Placements will be processed in order of seniority, aside from Oregon Dental Association Endorsed Companies and ODC Sponsors (Silver level and above) who will be placed first. After these Exhibitors have been placed, booths are sold on a first-come, first-serve basis. After these exhibitors have been placed for ODC 2017, booths are sold on a first-come, first-serve basis.

When is the full balance of our booth due?

Full balance is due on January 9, 2016. Prior to January 9, a 50 percent deposit must accompany the application for exhibit space. If your company is applying to exhibit after January 9, then the full price of exhibiting is due with the application/contract.

When is the Exhibit Hall open?

Thursday, April 6 11:30 AM – 6:30 PM (includes Grand Opening Reception from 3:30 – 6:30 PM)

Friday, April 7 10 AM – 6 PM (includes New Dentist Reception from 4–6 pm)

Saturday, April 8 9:30 AM – 1 PM

Do I need to have someone at my booth the entire time?

Absolutely. Booths are required to be staffed at all times when the trade show is open.

Do we need to supply proof of insurance?

Yes. Exhibitors are required to send proof of insurance to ODA by **March 17, 2017.** The policy must name the Oregon Dental Association and its officers, directors, staff, and agents as additional insureds. A sample form is available in this Prospectus, on page 11, just after the Rules & Regulations. If an exhibitor does not wish to provide proof of insurance, an indemnification agreement must be signed and returned by **March 17, 2017**. Please request a copy of the agreement from Trade Show Manager, Anna Velasco, avelasco@oregondental.org.

When will I get my exhibitor manual?

The exhibitor manual will be emailed to all fully paid exhibitors at the beginning of February 2017. The email will be sent to the trade show contact we have on file for your company.

Are there hotels nearby?

Yes. For visitor information, including hotel and transportation options, see our 'Conference Site and Travel Information' section on page 10.

More Questions?

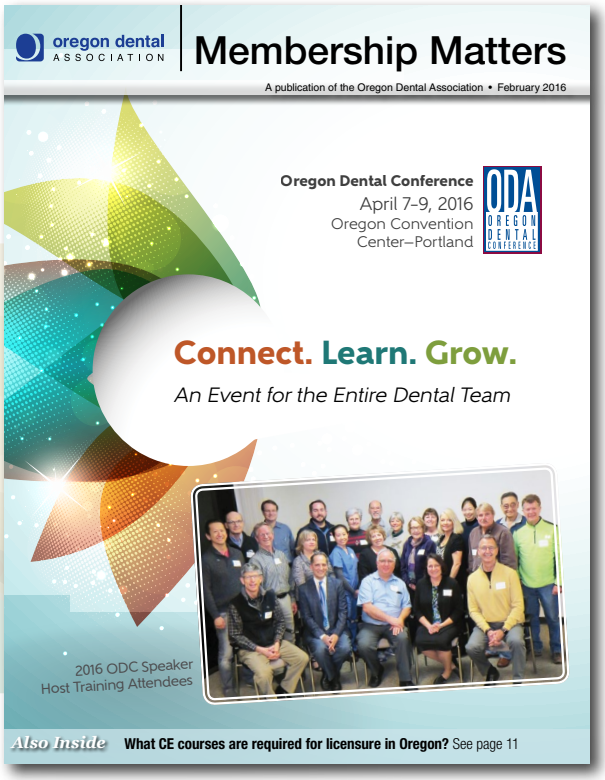
We're here to help. Contact Anna Velasco, Trade Show Manager at 503-218-2010, x102 or 800-452-5628, x102 or email avelasco@oregondental.org.

Advertising Opportunities

The Oregon Dental Association offers a wide variety of publications in which to advertise your company's products and services, and highlight your participation in the 2017 Oregon Dental Conference. All of our advertising is sold and managed by LLM Publications (www.LLM.com).

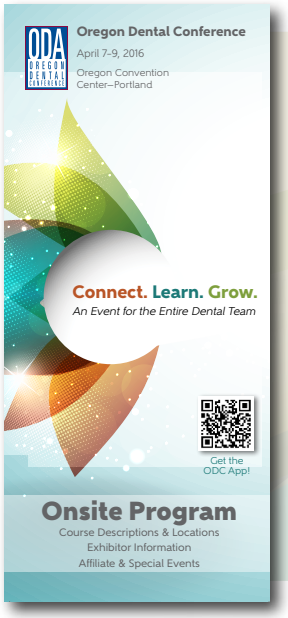
LLM PUBLICATIONS

For more information on advertising opportunities, please contact: **Paul Vollmer at LLM: 503-445-2222 or paul@llm.com.**



Membership Matters Magazine

- ✓ Published monthly (11x per year)—including a special ODC edition in February
- ✓ Glossy full-color magazine, 36–48 pages each issue
- ✓ Distributed in print and online, reaching 2,200 ODA members as well as other professionals
- ✓ Editorial focus each issue, with regular columns on technology, leadership, regulations, ethics, and local activities
- ✓ Advertising rates start at $410



Onsite Conference Program

- ✓ The official comprehensive program of the ODC, handed out to all attendees
- ✓ A guide of classes, speakers, and events at the ODC
- ✓ 6,000 copies distributed at the 3-day conference
- ✓ Glossy publication, 80 pages, 4" x 9" with full-color and spot-color advertising positions available
- ✓ Advertising rates start at $335
- ✓ Deadline to reserve space: February 10, 2017
- ✓ Advertising space is exclusively for ODC 2017 exhibiting companies

NOTES

Exhibiting companies must refer to this meeting as the Oregon Dental Conference® in all marketing materials and advertisements.

The Oregon Dental Conference® logo and artwork is property of the Oregon Dental Association and may not be used on exhibitor marketing materials.

The Oregon Dental Association regrets the omission of any companies due to print deadlines.

Sponsorship Opportunities

Sponsorships are a great way to increase recognition of your company's name at the ODC.

Sponsorships marked with a green asterisk (*) are eligible for Priority Booth Placement. Signed sponsorship agreement required on or before June 30, 2016 to be eligible for Priority Placement.

Sponsorships are available by levels (Platinum, Gold, Silver, and Bronze), as well as by individual items (WiFi, Sponsor a Speaker, Lanyards, Mobile App, Tote Bags, Notepads/Pens, Exhibit Hall Aisle Signs, and Attendee Charging Station/ Lounge).

Each sponsorship receives a variety of benefits. See table to the right for a complete list of benefits.

Due to promotional deadlines, only sponsorships arranged before November 18, 2016, will be guaranteed in the conference Preview Program.

To become an ODC sponsor, complete and return the form on the next page.

For more information, please contact Anna Velasco, Trade Show Manager, at 503-218-2010, 800-452-5628, ext. 102 or avelasco@oregondental.org.

Sponsorship Benefits	Platinum* (exclusive)	Gold* ($7,500+)	Silver* ($5,000–$7,499)	Bronze ($2,500–$4,999)	WiFi*/Mobile App* ($5,000+)	Tote Bags* ($5,000)	Lanyards	Speaker Sponsor	Notepads/Pens	Exhibit Hall Aisle Signs* ($5,000)	Attendee Charging Station & Lounge*
ODA Website Recognition with Company Weblink	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦
Preview Program Recognition	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦
Onsite Program Recognition	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦
Onsite Sponsor Banner and Signage Recognition	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦
Mobile App Recognition	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦
Monthly Recognition in ODA Magazine, *Membership Matters* (up to 11 issues, depending on date contract is signed)	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦
Sponsor Booth Flag and Badge Ribbons	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦
CE Course and General Session Sponsor Slide Recognition (projected before start of presentation)	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦
Tabletop Signage on Attendee and VIP Lounge Tables	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦
ODA Social Media Recognition (Twitter, Facebook)	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦
Headquarters Hotel Sponsor-Kiosk Recognition	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦	♦
Priority Booth Placement (*)	♦	♦	♦		♦	♦				♦	♦
Pre-Conference E-Blast Recognition with Company Logo and Weblink (Platinum Sponsor can also include 60-word description)	♦	♦									
Additional Complimentary Parking Pass(es) for Exhibitor Lot	2	1									
Complimentary Full-color Preview Program Ad (3.5" x 4.75") (Exclusive to Platinum and Gold sponsors)	♦	♦									
Unlimited Exhibitor Personnel Registration	♦										
Recognition on Street Pole Banners at OCC	♦										

Sponsorship Form

Sponsorships marked with a green asterisk (*) are eligible for Priority Booth Placement. Signed sponsorship agreement required on or before June 30, 2016 to be eligible for Priority Placement.

Sponsorship Level

❒ **Platinum*** (Exclusive) ❒ **Gold*** ($7,500+) ❒ **Silver*** ($5,000–$7,499) ❒ **Bronze** ($2,500–$4,999)

Exclusive Sponsorships

❒ Exhibit Hall Aisle Signs* ❒ Lanyards ❒ Mobile App*

❒ Notepads ❒ Pens ❒ WiFi*

❒ Tote Bags* ❒ Attendee Charging Station/Lounge*

Company Name _____

Contact Name _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

Email _____

Please return the completed form to:

Anna Velasco, Trade Show Manager, Oregon Dental Association

US MAIL 8699 SW Sun Pl, Wilsonville, OR 97070

FAX 503-218-2009

EMAIL avelasco@oregondental.org

PHONE 503-218-2010 / 800-452-5628 x102

Upon receipt of the completed ODC Sponsorship Form, the Oregon Dental Association will confirm sponsorship details and send sponsorship agreement to the contact listed above.

Please note, signed contract, payment, and logo must be received before the following promotional deadlines for inclusion in printed conference materials: **November 18, 2016, for inclusion in the ODC Preview Program** and **February 10, 2017, for inclusion in ODC Onsite Materials.**

print | clear form | contact us

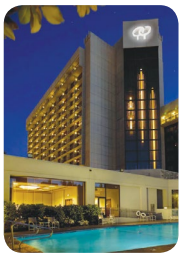
Conference Site and Travel Information

What to Do

There is far more to do in Portland than there is room to list. Here are a few ideas:

- Lan Su Chinese Garden
- Pittock Mansion
- Pioneer Place Shopping Center
- Portland Art Museum
- Portland International Rose Test Garden
- Powell's Books
- Museum of Contemporary Craft
- Oregon Museum of Science and Industry (OMSI)
- Oregon Zoo
- Saturday Market

Headquarters Hotel



DoubleTree by Hilton Hotel Portland
1000 NE Multnomah St
Portland, OR 97232

Register within the room block for a reduced rate. Call 800-996-0510 and mention the Oregon Dental Conference, or register online at: www.portland.doubletree.com. **The online code for the room block is: "OD7".**

ODC Information

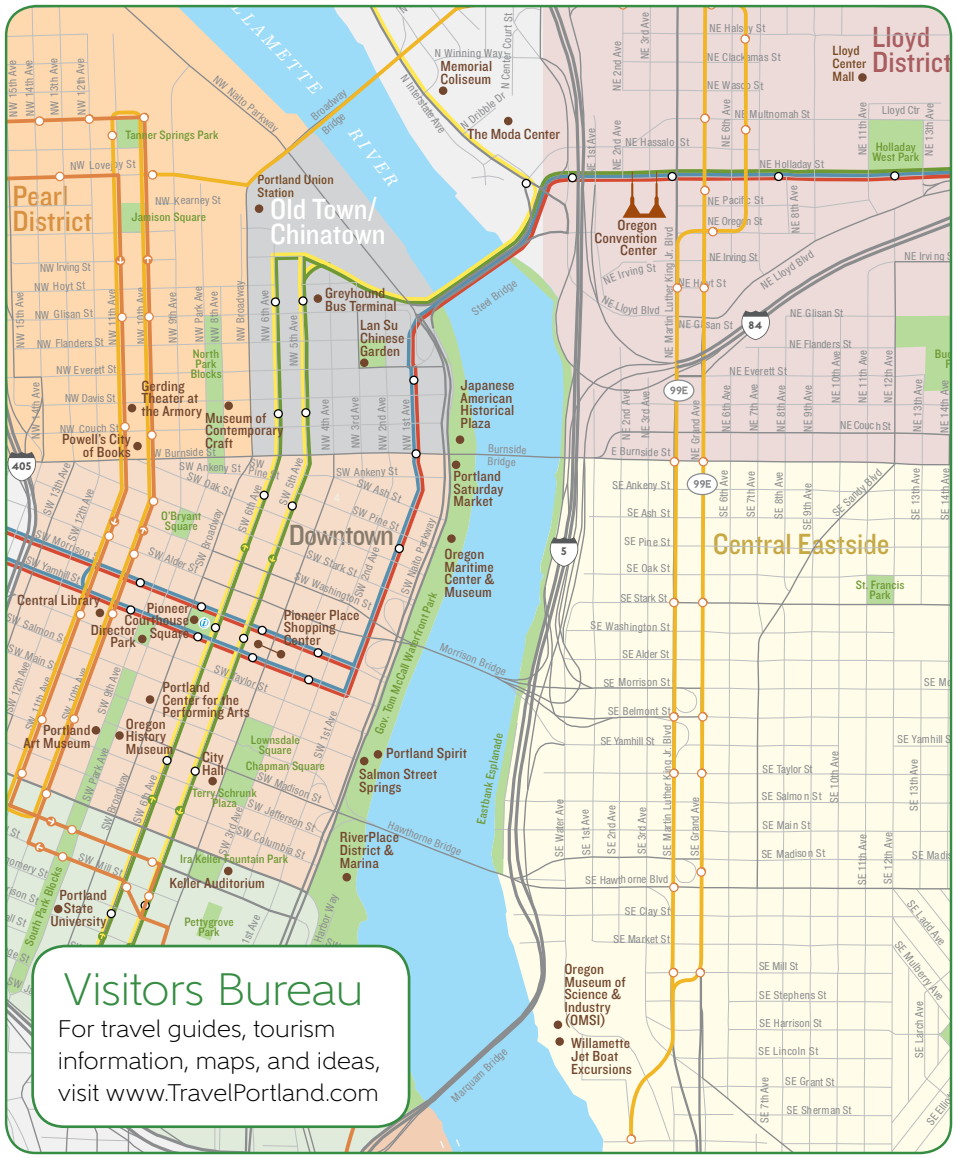
Oregon Dental Association
www.oregondental.org
www.oregondentalconference.org

Conference Site
Oregon Convention Center
777 NE MLK Jr Blvd
Portland, OR 97232
www.oregoncc.org

Conference Services
DWA Trade Show & Exposition Services:
www.dwatradeshow.com

Transportation

Portland has excellent mass transit. The light rail (MAX) Red Line runs directly from Portland International Airport to the Doubletree by Hilton Hotel Portland and then on to the Oregon Convention Center and to downtown. For TriMet bus and light rail information, call 503-238-7433 or visit www.trimet.org.



Liability Insurance Sample Certificate

As per item 33 in the Rules & Regulations, all exhibitors are required to send proof of insurance, naming the ODA, its officers, directors, staff and agents as additionally insured, to the ODA by March 17, 2017.

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YY)

PRODUCER

Name and address of Insurance Carrier

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER OTHER THAN THOSE PROVIDED IN THE POLICY. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES LISTED HEREIN.

INSURERS AFFORDING COVERAGE

INSURER A **Name of your Insurance Company**

INSURER B **Name of your Producer**

INSURER C

INSURER D

INSURER E

INSURED

Exhibiting Company Names

Exhibiting Company Address

SAMPLE

COVERAGES

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM, OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	ADD'L INSR'D	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS
		GENERAL LIABILITY ❑ Commercial General Liability ❑ Claims Made ❑ Occur ❑ Products/Co ❑ Claims Made Gen'l aggregate limit applies per: ❑ Policy ❑ Project ❑ Location	**Your policy number**	**02/01/17** **Policy must be in effect over exhibit dates, as well as move-in and move-out dates.**	**02/01/18**	Each Occurrence $1,000,000 Damage to Rented Premise (each occurrence) $1,000,000 Med Exp (any one person $10,000 Personal & Adv Injur $1,000,000 General Aggregat $1,000,000 Products — Comp/Op Ag $1,000,000
		AUTOMOBILE LIABILITY ❑ Any Auto ❑ All Owned Autos ❑ Scheduled Autos ❑ Hired Autos ❑ Non-owned Autos ❑ _____ ❑		**02/01/17**	**02/01/18**	Combined Single Limit $1,000,000 Bodily Injury (per person) Bodily Injury (per accident) Property Damage (per accident)
		GARAGE LIABILITY ❑ Any Auto ❑				Auto Only — Each Accident Other Than Auto Only Each accident Aggregate
		EXCESS/UMBRELLA LIABILITY ❑ Occur ❑ Claims Made ❑ Deductible ❑ Retention $		**02/01/17**	**02/01/18**	Each Occurrence $4,000,000 Aggregate $4,000,000
		WORKERS COMPENSATION AND EMPLOYERS' LIABILITY Any proprietor/partner/executive officer/member excluded? ❑ Yes ❑ No (If yes, describe under Special Provisions below.)		**02/01/17**	**02/01/18**	STATUTORY LIMITS Each Accident $1,000,000 Disease – Policy Limit $1,000,000 Disease – Each Employee $1,000,000
		OTHER				

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS

Oregon Dental Association, its officers, directors, staff and agents are included as additional insured.

Event: Oregon Dental Conference, held April 6-8, 2017 at the Oregon Convention Center, Portland, Oregon.

CERTIFICATE HOLDER

Oregon Dental Association
8699 SW Sun Pl
Wilsonville, OR 97070

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.

AUTHORIZED REPRESENTATIVE

← This is a sample. **PLEASE DO NOT FILL THIS OUT** and submit. This must come from your insurance company.

Rules & Regulations

This Prospectus has been prepared by the Oregon Dental Association, an Oregon nonprofit corporation ("ODA"). Please review this entire Prospectus and use it as a reference in preparation for your participation in the 2017 Oregon Dental Conference® Technical Exhibition ("Conference"). The terms, rules, and Exhibiting Standards contained in this Prospectus are incorporated into all contracts to rent exhibit space and they bind all parties with whom the ODA enters into such a contract ("Exhibitors"). Such contracts are initiated by a prospective exhibitor ("Applicant") submitting to the ODA a complete Application for Exhibit Space ("Application") and are made effective by an Applicant's subsequent acceptance of the ODA's allocation of exhibit space as described herein. The ODA reserves the right to interpret these rules, regulations, and standards, as well as to make final decisions on all points covered or not covered in this Prospectus.

1. APPLICATIONS. Applications for exhibit space should be returned online, by mail, or fax with a 50 percent deposit. Telephone reservations are not acceptable. Exhibit space, as outlined on the floor plan, will be allocated as set forth herein.

2. OFFICIAL SITE. The Oregon Convention Center ("Convention Center") is the official site of the Conference. The Convention Center is located at 777 NE Martin Luther King Jr. Blvd, Portland, OR 97232. The Convention Center's website is www.oregoncc.org.

3. CORRESPONDENCE. Direct all correspondence to Trade Show Manager, Oregon Dental Association, 8699 SW Sun Pl, Wilsonville, OR 97070 Ph: 503-218-2010/800-452-5628; Fax: 503-218-2009; Email: avelasco@oregondental.org. Oregon Dental Conference® information is also available online at www.oregondental.org.

4. CONTRACT FOR EXHIBIT SPACE. A Contract for Exhibit Space ("Contract") becomes effective between an Applicant and the ODA only upon the occurrence of each of the following:
   A. An Applicant submits a complete Application for Exhibit Space (which includes the applicable fee as provided herein);
   B. The ODA accepts the Application and transmits to Applicant a notice describing the ODA's allocation of space to Applicant; and
   C. The Applicant accepts the allocation or fails to reject the allocation by written notice to the ODA within 14 days from the date of the ODA's notice of space allocation.

   Until a Contract becomes effective between an Applicant and the ODA (at which point the Applicant becomes an "Exhibitor"), such Applicant, regardless of whether such Applicant is a former exhibitor, shall have no right to exhibit or to be allocated any particular exhibit space. In no event shall the ODA assume any liability for denial of any Application, in whole or part, or for allocating or not allocating any particular space.

   Allocation of exhibit space to Applicants will be made in the ODA's sole discretion.

5. PAYMENTS. A deposit of 50 percent of the applicable fee for the exhibit space requested by an Applicant must accompany each Application. Remaining balances are due no later than January 9, 2017. After that date, if the Applicant has not paid the outstanding balance, the ODA may, at its option:
   A. Maintain or reallocate Applicant's space and recover the balance owing; or
   B. Terminate the Applicant's Contract for exhibit space and retain the Applicant's deposit as liquidated damages for Applicant's failure to pay the balance owing.

   A deposit of 100 percent of the applicable fee for exhibit space must accompany all applications submitted after January 9, 2017.

   Make Checks Payable to:
   Oregon Dental Association
   Attention: Trade Show Manager
   8699 SW Sun Pl, Wilsonville, OR 97070

6. CANCELLATION AND REFUND POLICY. No refund of any payment will be made after a contract becomes effective between an exhibitor and the ODA. If the exhibitor cancels, a credit in the amount paid will be carried over to the 2018 ODC. All credits will be considered forfeit by the exhibitor if not used by the end of ODC 2018.

7. PROHIBITIONS. No Exhibitor shall:
   A. Assign or sublet any portion of the exhibit space allocated to it;
   B. Exhibit therein or thereabout any goods other than those manufactured or distributed by the Exhibitor in the regular course of the Exhibitor's business; or
   C. Permit any other party to solicit business from or take orders in the Exhibitor's exhibit space.

   Any Exhibitor whose sales practices are objectionable will be subject to removal in ODA's sole discretion without refund.

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8. NON-ENDORSEMENT. The exhibiting of products at the Conference does not constitute an endorsement of such products by the ODA. Exhibitor shall not represent that the ODA endorses its products without written consent of the ODA.

9. LIABILITY, DAMAGES, INDEMNIFICATION, AND GENERAL CONTRACT PROVISIONS. Please refer to provisions 32–33 concerning liability, damages, indemnification, and general contract issues. Like the rest of this Prospectus, they are binding elements of all Contracts for exhibit space.

10. EMPLOYEE/GUEST REGISTRATION. Exhibitors may register no more than four employees per standard (10' x 10') booth. A $25 fee will be assessed for each additional employee. All Exhibitor employees must preregister for the Conference. Preregistration instructions will be supplied to Exhibitors; the deadline to preregister is March 17, 2017. No badges will be assigned to Exhibitor employees on site without pre-authorization by the Exhibitor contact designated on the Application. ODA staff is not available to take messages to exhibitors from guests wishing to register. Exhibitors must prearrange to meet their guests at exhibitor registration.

11. NAME BADGES. Exhibit Hall-only name badges for Exhibitor registrants (employees) will be preprinted and available on Wednesday, April 5, at the Convention Center. Badges displaying the title "Exhibitor" will be issued only to employees of Exhibitors. No badges will be assigned to Exhibitor employees onsite without pre-authorization by the Exhibitor contact designated on the Application. Each Exhibitor registrant must wear an official ODC badge at all times while in the Convention Center. Dentists may not be provided Exhibitor badges in lieu of paying nonmember registration fees.

Questions?

Call Anna Velasco, Trade Show Manager: 800-452-5628, x102 or email avelasco@oregondental.org.

12. ONSITE REGISTRATION. Pre-authorized onsite registration and badge pickup services will be available at the Exhibit Counter in Pre-Function A during these hours:

Thursday, April 6	**7 AM–6 PM**
Friday, April 7	**7 AM–6 PM**
Saturday, April 8	**7 AM–1 PM**

13. HEADQUARTERS HOTEL. Headquarters hotel for the Conference is the Doubletree by Hilton Hotel Portland. For reservations call 800-996-0510, or visit their website at www.portland.doubletree.com (room block code: "OD7"). When making reservations, mention that you are exhibiting at the Oregon Dental Conference to receive a reduced room rate.

14. EXHIBITOR SERVICE MANUAL. The Exhibitor Service Manual, containing complete Conference information and order forms for all Conference services, will be emailed to all fully paid Exhibitors in February 2017. The email will be sent to the trade show contact we have on file for your company. The manual will also include preregistration information for Exhibitor employees and guests, as well as Conference marketing materials. All forms should be completed and submitted in advance to ensure adequate labor force, equipment, etc. Forms will be included for the following services: labor, material handling, furniture and equipment rental, signs, rental displays, photography, utilities, audiovisual, telephone, florist, cleaning, etc. Please note that discounts apply to most orders received before the Conference.

15. PUBLICATIONS/PROMOTION. The Conference Preview Program, a marketing piece with preregistration information that is mailed to prospective Conference attendees in January 2017, will contain an alphabetical list of all Exhibitors. Exhibit space applications with booth deposits must be received by ODA no later than November 18, 2016, for inclusion in the Conference Preview Program. The Exhibit Hall Map, a convention attendee guide, will also contain an alphabetical listing

Rules & Regulations

of Exhibitors plus a listing by product category. Each Exhibitor is entitled to a maximum of three product listings from the official classification list. In addition, Exhibitors will be listed on ODA's website at www.oregondental.org.

16. OFFICIAL DRAYAGE CONTRACTOR. DWA Trade Show & Exposition Services ("DWA") is the official drayage contractor. The official contractor is responsible for maintaining all in and out traffic schedules at the exhibit site and handling the move-in and move-out of all Exhibitors' materials and equipment. All Exhibitors shall clear the inbound and outbound movement of their materials and equipment with the official contractor. The official contractor maintains control of, and has priority at, the loading areas at all times. Complete details, schedules, and shipping instructions will be included in the Exhibitor Service Manual.

    An Exhibitor may use the services of an outside independent contractor only for the installation and dismantling of an exhibit. An application for the use of such services is required (available in the Exhibitor Service Manual). All other services must be secured through the official contractor. All mechanical equipment for display, installation, and dismantling, such as forklifts, highlifts, etc., must be obtained through the official contractor.

17. OFFICIAL GENERAL SERVICE CONTRACTOR. General questions regarding any services provided by DWA (rental furnishings, material handling, drayage, labor, special signage, carpet, decorating, and any other special needs) should be directed to:

    DWA Customer Service Department
    6700 NE 59th Place
    Portland, OR 97218
    503-228-6800
    Fax: 503-595-1470
    csr@dwatradeshow.com

    Advance Shipping Instructions:
    Advance shipments must arrive by March 29, 2017. All shipments must be prepaid, shipped to the DWA warehouse, and addressed as follows:

    OREGON DENTAL CONFERENCE
    EXHIBITING COMPANY NAME, BOOTH #
    c/o DWA
    6700 NE 59th Place
    Portland, OR 97218

18. MOVE-IN/MOVE-OUT. Setting up and dismantling exhibits: Space will be available for setting up exhibits on Wednesday, April 5, 2017, from 7 AM–5 PM and on Thursday, April 6, 2017, from 7–11 AM. Installation of exhibits must take place during the scheduled times listed above. Permission to work outside of the established scheduled installation hours must be requested in writing from the Trade Show Manager. No children under the age of 18 and no pets will be allowed in the Exhibit Hall during installation and dismantling. No crating or packing of goods will be permitted in the Exhibit Hall from 11 AM on Thursday, April 6 to 1 PM on Saturday, April 8. The Convention Center does not have facilities for storage of crates or other containers, and storage in hallways or corridors will not be permitted. DWA will remove empty crates, packing cases, etc., the removal of which is not otherwise provided for by Exhibitors and will bill individual Exhibitors for such removal, storage, and return. All exhibits must be removed from the Exhibit Hall by 8 PM on Saturday, April 8.

    Exhibits must be continually staffed and remain intact from 11:30 AM, Thursday, April 6, until the final closing of the Trade Show on Saturday, April 9, at 1 PM. Any Exhibitor that violates this rule will be subject to sanctions affecting its ability to exhibit at future functions of the ODA.

    Unless special arrangements have been made with show management, any assigned booth space not claimed and occupied prior to 10:30 AM, Thursday, April 6, 2016, may be resold or reassigned by ODA without refund.

    Exhibitors will be allowed entrance to the Exhibit Hall beginning at 8:30 AM Friday and 8 AM Saturday. No Exhibitors will remain in the hall after closing each day.

    Hall Hours for Attendees: The Exhibit Hall will be open to ODC attendees during the following hours:

    Thursday, April 6: 11:30 AM–6:30 PM
    (Trade Show Grand Opening Reception from 3:30–6:30 PM)

    Friday, April 7: 10 AM–6 PM
    (New Dentist Reception from 4–6 PM)

    Saturday, April 8: 9:30 AM–1 PM

19. CHARACTER/OPERATION OF EXHIBIT. The ODA reserves the right in its sole discretion to decline or prohibit any exhibit, or part of an exhibit or proposed exhibit, that is not suitable or not in accordance with the ethics of the dental profession or with the ODA's advertising and exhibit standards. Orders and sales may be taken or made on the show floor. Distribution of samples and souvenirs is also permissible. All orders and sales must comply with the Rules and Regulations set forth in the Exhibitors Prospectus, the Convention Center, and any state and/or federal laws.

    General Restrictions: Nothing shall be constructed, built, installed, or used as a part of, or in connection with, an exhibit that does not conform with the requirements of federal, state, and municipal laws, ordinances, and regulations. Rules of the Convention Center's management must be observed and obeyed. The ODA reserves the right to bar any Exhibitor or any person from the Conference. **No circulars or advertising matter of any kind may be distributed by an Exhibitor from outside the Exhibitor's exhibit space.** Aisle space shall not be used for exhibit purposes. The placement of all signs, banners, and advertising matter is subject to the approval of the ODA and the Trade Show Manager. Public address systems may not be used.

    Any taxes applicable for doing business in Oregon are the sole responsibility of the Exhibitor.

    Any Exhibitor whose sales procedure is objectionable will be subject to removal without refund.

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20. BOOTH CONSTRUCTION & HEIGHT LIMITATIONS. (continued on next page)

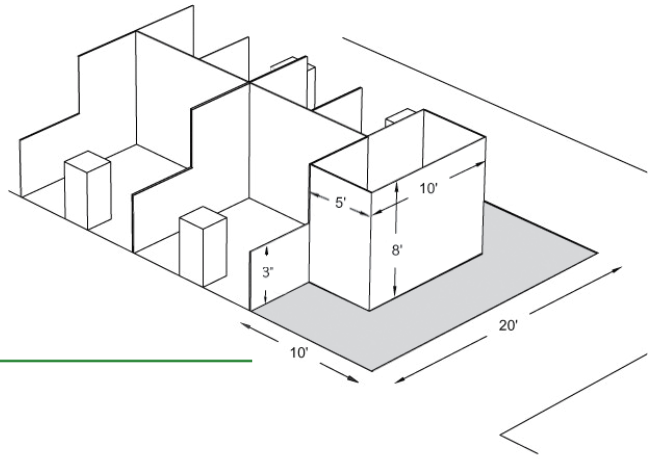
Height Limitations:

Linear booth: 8 feet

Hanging signs: 16 feet

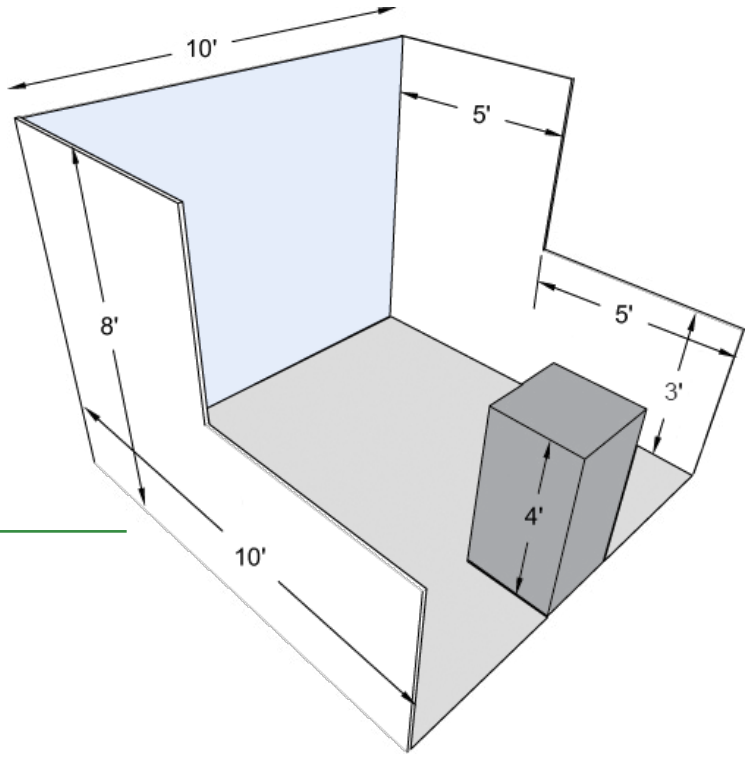
Bulk Spaces:

Bulk spaces will be sold only as blocks. Exhibitors may form smaller blocks by purchasing adjacent linear booths.



End-cap booth

An end-cap booth is exposed to aisles on three sides and composed of two booths, generally 10′ deep by 20′ wide. The back wall must not exceed 8′ in height and only the rear half of the booth space. The back wall is restricted to 3′ high within 5′ of each aisle, permitting adequate line of sight for the adjoining booths (see diagram).



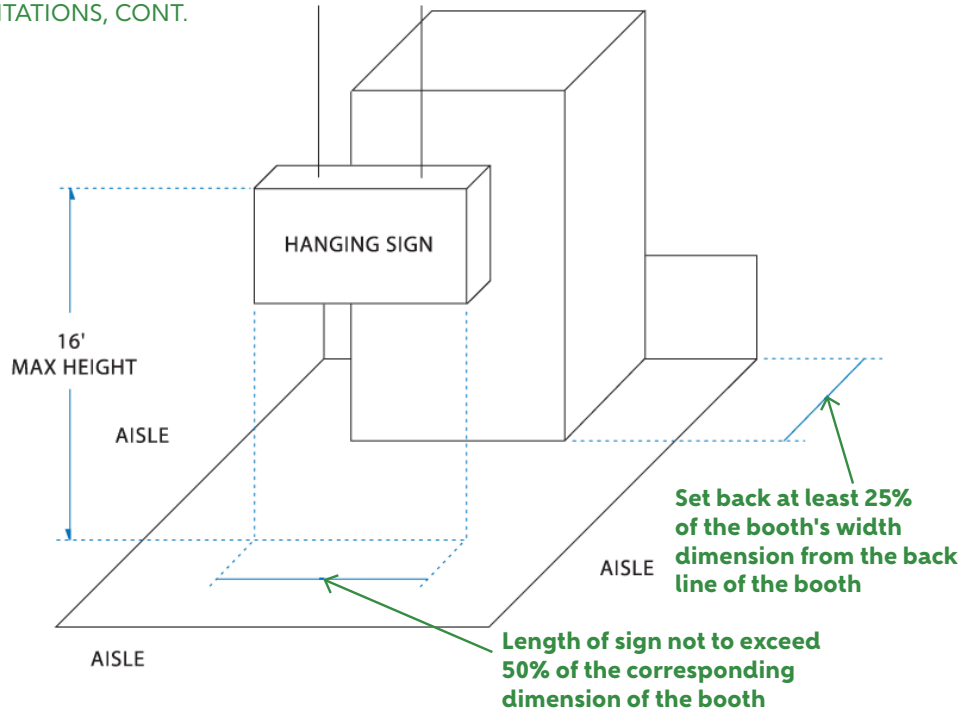
Linear booth (10′ x 10′)

Linear booths consist of an 8′ high backdrape and 3′ high side dividers mounted on aluminum tubular frames. Perimeter booths may rise up to 12′. Solid construction in excess of 4′ high must be a minimum of 5′ back from the aisle (see diagram).

Rules & Regulations

20. BOOTH CONSTRUCTION & HEIGHT LIMITATIONS, CONT.

Hanging Signs. There are limited points in the Exhibit Hall from which to hang signs, banners, etc. Exhibit booth signs, banners, booth ceilings or canopies, lighting grids, or other exhibit-related equipment should be freestanding and floor-supported where possible. Attachment to the Exhibit Hall ceiling beams or trusses is permitted only by DWA. Request for approval of hanging signs and banners (not including banners to be hung on the pipe and drape in your booth) must be submitted to the Trade Show Manager by March 17, 2017. The request must include a description or drawing of the sign/banner, proposed method of installation, location of hanging points, and total weight. Hanging signs/banners may not exceed 50 percent of the perimeter space assigned to the Exhibitor or a height of 16' unless approved in writing by the Trade Show Manager (see diagram).



Carpet/floor tape. The Exhibitor shall be responsible for utilizing Shur Tape or Bron Tape BT 100 or BT-105. Use of other tape not approved by the Convention Center will result in additional prevailing labor charges to remove adhesive residue from facility carpet and/or concrete floor. Any such charges incurred by the ODA will be billed to the Exhibitor.

Balloons. No helium balloons shall be permitted in the Convention Center.

Fog/smoke/laser lights. No special effects, including, but not limited to fog or smoke effects and laser light shows, shall be permitted without the express prior written approval of the Trade Show Manager.

Abandoned equipment and lost or misplaced articles. Any equipment or articles of the Exhibitor remaining past the expiration of the Conference period may be considered abandoned and may be disposed of at the owner's expense. The Convention Center shall have the sole right to collect and have custody of any articles left on the premises by Exhibitor's invitees and to provide for the disposition thereof. Neither the ODA nor the Convention Center shall assume any responsibility for losses suffered by the Exhibitor or its agents, servants, employees, or invitees due to the theft or disappearance of equipment, articles, or other personal property in and at the Convention Center.

21. SECURITY GUARD SERVICE. The Conference will provide security agents to guard exhibits beginning at 5 PM, Wednesday, April 5, and continuing each night through 8 PM, Saturday, April 8. The Exhibit Hall will be open to Exhibitors beginning at 8:30 AM, Friday and 8 AM, Saturday, allowing Exhibitors access to their booths. However, the Conference is an open-booth show and Exhibitors assume all responsibility for the safeguarding and loss of exhibits and merchandise. While Conference management will exercise reasonable care in safeguarding Exhibitor property, neither the ODA, the Convention Center, security coordinator, drayage contractor, nor any of their directors, trustees, officers, agents, or employees assume any responsibility for such property. Exhibitors may escort their goods and merchandise from the receiving point at the Convention Center to their exhibition space. However, the above-mentioned parties do not guarantee against any kind of damage or loss.

Attendance after show hours. To ensure maximum security for the open exhibits and merchandise, after-hours work and/or entertainment will not be permitted in the Exhibit Hall. **All Exhibitors must leave the Exhibit Hall when the show closes each day.**

22. DOOR STAFF. Uniformed door staff will be on hand at all marked entrances to the Exhibit Hall during Conference hours. Only those persons properly registered will be admitted.

23. CLEANING SERVICE. **Cleaning services for individual booths, including daily trash removal, must be requested by the Exhibitor and ordered directly through the Convention Center. Contact information will be included in the Exhibitor Service Manual.** The ODA will provide cleaning service for all aisles.

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24. COMPLIANCE WITH LAWS. Exhibitors shall, at their own expense, promptly comply and cause their employees, agents, contractors, patrons, and invitees to comply with laws, ordinances, rules, regulations, and requirements of all federal, state, county, and metropolitan governments, commissions, and officers whenever applicable; all rules and regulations of the Portland Police Department and the Portland Fire Department; and all policies, rules, and regulations established by the Convention Center for the use of the Convention Center and the jurisdiction of the Convention Center.

25. BUILDING AND PUBLIC SAFETY. Exhibitors shall not bring into the Convention Center any material, substance, equipment, or object that is likely to endanger the Convention Center, or the life of, or to cause bodily injury to, any person in the Convention Center, or that is likely to constitute a hazard without the prior written approval of the Director of the Convention Center or the Director's designee.

A. **Exhibitors shall conduct business only in the authorized areas and in a dignified and orderly manner with full regard for public safety and in conformity with the ODA's rules and regulations.** Special permits and conditions are required for the display of vehicles, onsite cooking, and other nonstandard Exhibitor activities. Please contact the Trade Show Manager for such permission and to obtain the appropriate permit application, if necessary.

B. **No portion of the sidewalks, ramps, entries, doors, corridors, vestibules, hallways, lobbies, stairways, elevators, aisles, or driveways shall be impeded by Exhibitors or their agents or used for any purpose other than ingress or egress from the Convention Center.** Access to public concession-stand areas, utilities, fire suppression equipment, and heating and air conditioning vents shall not be covered or obstructed at any time by an Exhibitor or its employees, agents, or guests.

C. **Persons in excess of the occupancy capacity will not be permitted inside any area of the Convention Center.**

D. **The Convention Center does not provide exhibit-crate storage on site without specific written approval by the Director of the Convention Center or the Director's designee.** Exhibitors and their service contractors are expected to make all arrangements for storage of exhibit crates and packing materials if such Director or designee does not grant such approval.

E. **Exhibitors shall not bring any live animal, reptile, fish, or bird into the Convention Center unless approved in writing by the Director of the Convention Center or the Director's designee.** A properly trained assistance dog accompanying a person with a disability is excepted. Such an animal must at all times remain on a leash, within a pen, or otherwise under effective control.

F. **The Oregon Convention Center is a nonsmoking public facility.**

26. EXCLUSIVE SERVICES. The Convention Center exclusively provides business, utility, food and beverage (catering and concessions), security/medical specialist, audio/visual and ticketing services at the prevailing rates to Exhibitors wishing to use such services.

27. EXCLUSIVE EVENT SERVICES. The Convention Center shall make available to Exhibitors, either in-house or through the Convention Center's agent, up to its existing capacity, all electric power, compressed air, natural gas, water, sewer drains, booth cleaning and telephone service as requested by Exhibitor. All charges arising from such services provided by the Convention Center shall be billed at the prevailing rate and paid for by the Exhibitor.

28. CONCESSIONS/FOOD SERVICE

A. **Concessions shall be defined as, but not limited to, the selling or dispensing of printed material, records, tapes, foodstuffs, beverages (alcoholic and nonalcoholic), flowers, tobaccos, novelties, souvenirs, clothing, etc.** The sale and/or distribution of the aforementioned items are solely the exclusive right of the Convention Center or its agent.

B. **The Convention Center's food and beverage service contractor is solely authorized to provide all food and beverage services within the Convention Center.** The Director of the Convention Center must approve in advance all Exhibitor requests to distribute samples of such products from exhibit booths or any other areas within the Convention Center.

Exhibitors wanting to distribute food or beverage samples not directly relevant to their products shall order these items from the Convention Center's Concessions/Catering Operator (pacificwild Catering).

29. FACILITY SERVICES. The Convention Center will provide disposal receptacles for trash, debris, and general packing material as a result of exhibiting in the Convention Center. Costs to remove debris or trash not associated with the normal course of business shall be borne by the Exhibitor. Nonhazardous fluids, chemicals, medical waste, petroleum-based products, perishable items, or any other nondry material must be disposed of in a manner prescribed by the Convention Center. It is the Exhibitor's responsibility to handle and dispose of the materials and pay any costs associated with this process.

30. HAZARDOUS SUBSTANCES. The Exhibitor and its officers, employees, and agents, and any customers or other participants in the Conference, are prohibited from bringing any hazardous substance into the Conference or onto Convention Center property and are prohibited from allowing any hazardous substance to be brought into thereon.

Rules & Regulations

As used in this paragraph, "hazardous substance" has the meaning given that term in ORS 465.200(16). If any governmental authority or other third party demands that a cleanup plan be prepared and that a cleanup be undertaken because of any release of hazardous substance that occurs as a result of an Exhibitor's use of the Convention Center, such Exhibitor shall, at the Exhibitor's expense, prepare and submit the required plan and all related bonds and other financial assurances, and such Exhibitor shall carry out all such cleanup plans.

Exhibitors agree to indemnify ODA and its respective members, officers, directors, agents, and employees against any claims, costs, and expenses of any kind, whether direct or indirect, incurred voluntarily or pursuant to any state or federal law, statute, regulation, or order, for the cleanup, extraction, detoxification, or neutralization of any release of any hazardous substance associated with or arising from the Exhibitor's use of the Convention Center's property. As used in this paragraph, "release" has the meaning given that term in ORS 465.200(22). An Exhibitor's obligations under this paragraph survive the termination or expiration of this Agreement.

31. RAFFLES. All exhibitor raffle items and prizes must be pre-approved by the ODA. Please contact the Trade Show Manager for approval.

32. DAMAGE TO THE CONVENTION CENTER. Nothing may be affixed, nailed, or otherwise attached to walls, doors, ceiling, etc., of the Convention Center in such a manner as to damage or destroy such property. Violations of these rules will void the Exhibitor's Contract and subject the Exhibitor to removal without refund. The Exhibitor shall be liable directly to the Convention Center for any damages from such violations. The Exhibitor is entirely responsible for the booth and exhibit space allocated to the Exhibitor and agrees to indemnify the ODA for any damage to the floor, walls, ceiling, or equipment used in connection with the space allocated to the Exhibitor. Payment for any damages described in this paragraph shall be made by the Exhibitor directly to Convention Center management.

33. LIABILITY AND INSURANCE. The Contract shall not constitute or be considered a partnership, joint venture, or agency relationship between the ODA, the Exhibitor, or the Convention Center. All property of the Exhibitor remains under its care, custody, and control in transit to and from the Convention Center, during installation and removal, and while it is within the Convention Center. The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage (including that by acts of God, vandalism, accident, fire, theft, or other causes) to Exhibitor's displays, equipment, and other property brought upon the premises of the Convention Center, and Exhibitor shall indemnify and hold harmless the ODA and its agents, servants, employees, officers, directors, staff, and members.

Each Exhibitor, by signing the Application, expressly understands that it releases the ODA from, and agrees to indemnify it against, any and all claims for such loss, injury, or damage. It is further agreed that the Exhibitor shall carry workers' compensation insurance for all the Exhibitor's employees, if necessary by statute, and further agrees to accept all liability for any injury sustained by the public in the booth leased by the Exhibitor and further agrees to indemnify the ODA from any actions or claims, causes of actions, and suits resulting from any loss, damage, causes of action, or claims or suits for damages, including, but not limited to, loss of property, goods, wares, or merchandise caused by, arising out of, or in any way connected with the exercise by Exhibitor of the privileges herein granted.

Exhibitors are required to send proof of insurance, naming the ODA, its officers, directors, staff and agents as additionally insured, to the ODA by March 17, 2017. A sample certificate of insurance will be found on page 11. If the ODA is held liable for any event that might result from a particular Exhibitor's action or failure to act, such Exhibitor shall reimburse and hold harmless the ODA against any liability resulting therefrom. Exhibitors must adequately insure their materials, goods, wares, and exhibits against loss or injury of any kind and must do so at their own expense; the ODA is not responsible for any loss (however caused) to any property of any Exhibitor. Exhibitors are solely responsible for their own actions during the Conference. **IN NO EVENT SHALL THE ODA BE LIABLE TO AN EXHIBITOR OR TO ANY OTHER PERSON FOR INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES, HOWEVER CAUSED, WHETHER IN CONTRACT, TORT, STRICT LIABILITY OR ANY OTHER LEGAL THEORY, REGARDLESS OF WHETHER THE ODA HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.**

34. GENERAL. All Contracts for exhibit space shall be governed in all respects by the laws of the state of Oregon without giving effect to any conflict of laws provisions. All Applicants and Exhibitors submit to personal jurisdiction by and venue in the state and federal courts in the state of Oregon, county of Multnomah, and further agree that any cause of action arising under the Contract shall be brought in that venue. If any provision of this Contract is held to be invalid or unenforceable, such provision shall be struck and the remaining provisions shall be enforced. Headings are for reference purposes only and in no way define, limit, construe, or describe the scope or extent of any paragraph. The ODA's failure to act with respect to a breach by an Applicant or Exhibitor or others does not waive ODA's right to act with respect to subsequent or similar breaches. This Prospectus and the Application set forth the entire understanding and agreement between the ODA and all Applicants and Exhibitors with respect to the subject matter hereof and supersede any prior or contemporaneous understanding, whether written or oral.