



# ADHA 2020 ANNUAL CONFERENCE



ERNEST MORIAL CONVENTION CENTER | FRIDAY JUNE 12 - SUNDAY JUNE 14

## EXHIBITOR PROSPECTUS

### JUNE 12-14, 2020

### NEW ORLEANS, LA

Exhibit Dates: Friday, June 12th and Saturday, June 13th, 2020

Conference Dates: Friday, June 12th through Sunday, June 14th, 2020



**2019 Exhibits  
Sold Out!**

# ADHA 2020 ANNUAL CONFERENCE

## Shine In the Spotlight In Front of over 1,500 Dental Hygiene Professionals

For nearly 100 years, the American Dental Hygienists' Association has served as the premier association for the dental hygiene community. The ADHA Annual Conference is the largest, most comprehensive, and cost-effective event for dental hygienists in the U.S. and is the only conference focused exclusively on dental hygienists.

Exhibiting puts you front and center before 1,500 oral hygiene professionals intent on learning and viewing about the latest innovations, programs, and services showcased on the exhibit floor. This is your opportunity to stand shoulder-to-shoulder with other industry leaders on ADHA's vibrant exhibit floor!

### Who Attends?

- ADHA attendees are comprised of dental hygienists, students, clinicians, researchers, and other oral health industry professionals.

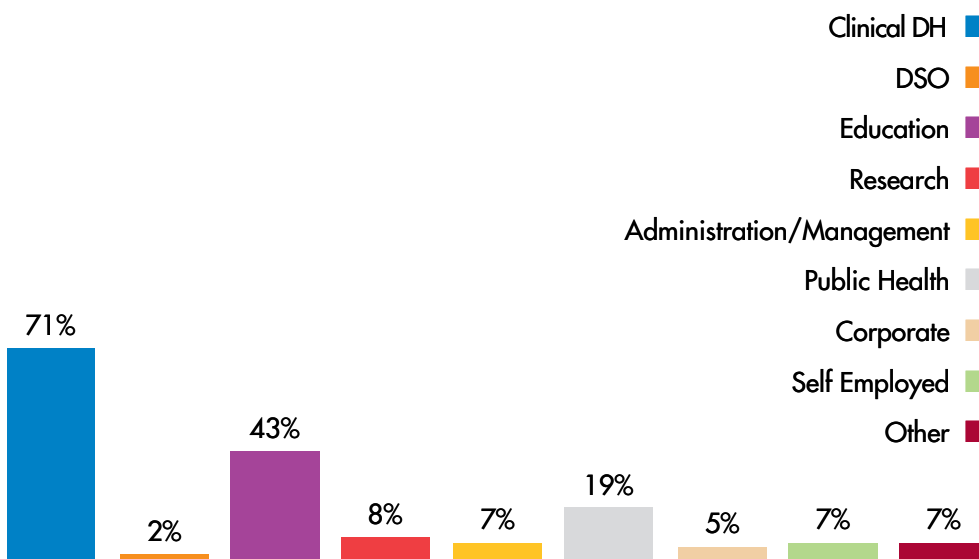
"The ADHA Annual Conference provides us with an invaluable opportunity to strengthen our shared commitment to meet the current and future needs of hygienists through ongoing innovation and education, delivering inspired solutions for daily dentistry."

— Premier Dental

### Who Exhibits

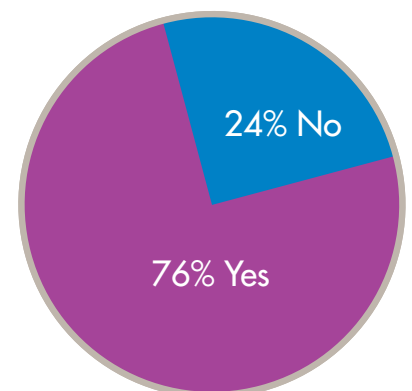
- ADHA exhibitors represent the industry's leading innovators and producers of the following: Ergonomic Products, Homeopathic Products, Instruments, Medical Devices, Operatory Products, Pharmaceuticals, Restorative Products, Sterilization Equipment, Uniforms and Accessories, and more!

### ADHA 2020 ATTENDEE DEMOGRAPHIC INFO\*



\*Attendees were able to select multiple categories

76% of attendees who work in a clinical practice setting are a decision maker or an influencer in their practice setting when it comes to purchasing items for their practice.



# ATTENDEE PROFILE



**98% of attendees indicated that by attending the exhibits they were able to learn about a product that they would now recommend to their patients**

## Attendee Demographics

- There was a 13% jump from 2018 to 2019 from attendees indicating that exhibit show hours were just right. In fact, 91% indicated that the ADHA 2019 format which included unopposed exhibit hall hours allowed them to have more time to take CE courses and go to the exhibit hall.
  - ADHA attendees are getting younger and attending ADHA Annual Conference guides how they establish brand loyalty. In 2019, 28% of attendees had been in practice more than 25 years, while 38% have been practicing for 10 years or less.
- This is the first time that there was a higher percentage of attendees that have been in practice ten years or less than those who have been in practice 25 years or more.
- ADHA attendees are informed members of the industry. Seventy-one percent of attendees hold an advanced degree, with 29% indicating their highest degree attained as master's or above. For students, 64% currently enrolled in a bachelor's program.

# WHY EXHIBIT?

“Exhibiting at the ADHA Annual Conference provides us an opportunity to meet industry leaders, hygienists, students and dentists throughout the country and allows us to promote innovative products.”

— Orasoptic

## Benefits of Exhibiting

- Cost-effective exhibits area focused on retaining attendees with incentive-laden schedule of exhibit hours
- Substantial block of unopposed exhibit hours
- Be visible in front of influential decision makers and oral health industry professionals intent on viewing the newest products and services
- Analyze your competition.

## What is Included in My Booth Package?

- Complimentary company listing and profile on online exhibitor list and in the conference mobile app
- Admittance to all general sessions at the conference
- Four (4) exhibit hall badges for your booth staff
- Opportunity to take CE courses

## Enhance Your Exposure

Complement your exhibit presence create and add to your visibility with a multitude of options offered by ADHA including but not limited to: Sponsorships, Advertising, Exhibit Floor Product Presentations & more! Don't restrict yourself; work with ADHA's sponsorship team and tailor a sponsorship providing your company optimal visibility! Reach out to Linda Griffin, Sponsorship Consultant, at [linda@adha.org](mailto:linda@adha.org), for more info!



## Exhibitor Pricing

- 10' x 10' Booth - \$2,650
- \$100 charge for each exposed corner

## Exhibit Schedule

- Thursday, June 11 –  
Exhibit Hall Happy Hour 6:00 PM to 7:00 PM  
*Booths must be show ready by 5:00 PM*

- Friday, June 12 –  
9:00 AM to 2:00 PM

Unopposed exhibit hours  
9:00 AM - 9:45 AM  
12:00 PM - 1:30 PM

- Saturday, June 13 –  
9:30 AM to 1:30 PM

Unopposed exhibit hours  
9:30 AM - 10:00 AM  
12:00 PM - 1:30 PM

**2019 Exhibits  
Sold Out!**



## ADHA Attracts Industry Leaders

Unsure if you should exhibit at ADHA Annual Conference? Companies like these annually exhibit at ADHA Annual Conference and take advantage of the opportunity to connect with RDHs, students, and oral health professionals. Don't be left behind!

3M Oral Care  
Acidental  
Acteon North America  
AMD Medicom  
American Dental Association  
American Dental Partners  
Ansell  
Arm & Hammer  
Aspen Dental  
Brasseler USA  
Burst  
Centers for Disease Control and Prevention  
Cetylite Industries  
Clorox Healthcare  
Cloud Dentistry  
Coast Dental Services, Inc  
Colgate  
Columbia Dentoform by DentalEZ  
Complete Dental Staffing  
Cortel Designs  
Crest + Oral-B  
Crosstex International Inc  
Crown Seating LLC  
Darby Dental Supply LLC  
Dell  
DenMat  
Dental Dynamic Staffing  
Dental Herb Company  
Dental Hygiene Nation  
Dental Jewelers, The  
Dental R.A.T.  
Dental Tribune America  
DentalPost  
Dentsply Sirona  
Designs For Vision, Inc.  
DH Cubed, LLC

Dimensions of Dental Hygiene  
DNTLworks Equipment Corporation  
doTERRA International  
Eclipse Loupes and Products  
Elevate Oral Care  
Elsevier  
Floss Bar Inc  
GC America Inc  
General Scientific Corp / SurgiTel  
GOJO  
GlaxoSmithKline  
Hager Worldwide  
Halyard Health  
Hawaiian Moon  
Heartland Dental Care  
Hello Products  
Henry Schein Dental  
Hu-Friedy  
Johnson & Johnson  
Kilgore International  
LM-Dental  
LumaDent, Inc.  
MCPHS University  
Mercer Consumer  
Microcopy  
Midwest Dental  
Minnesota Dental Therapy Association  
Mortenson Dental Partners  
MouthWatch LLC  
National Institute of Dental and Craniofacial Research  
Nova Southeastern University  
NSK America Corp  
Ofloss International  
Oral Cancer Foundation, The  
OraPharma  
Orascope

ORL Labs, LLC  
Paradigm Dental Models  
Pascal  
Patterson Dental Supply Inc  
Paradise Dental Technologies  
Philips Oral Healthcare, Sonicare & Zoom  
Premier Dental Products Company  
Preventech  
Prisyna  
Pulpdent  
Q-Optics and Quality Aspirators Inc  
Quip  
RDH Magazine / Endeavor Business Media  
Rose Micro Solutions  
Rowpar Pharmaceuticals (CloSYS)  
SDI (North America) Inc  
Septodont  
Smartmouth Oral Health  
Spotless Smiles (A+ Toothbrushes, LLC)  
Spry / Xlear Inc  
Sterisil Inc  
Sunstar Americas, Inc.  
TePe Oral Health Care Inc  
Toothlife  
Twice as Nice Uniforms  
Ultradent Products, Inc  
UltraLight Optics Inc  
University of Kentucky College of Dentistry  
University of New Mexico  
VOCO America, Inc.  
Water Pik Inc  
Willo  
World Wide Daily USA  
Young Dental / American Eagle Instruments

**For Booth Reservations  
and Questions Contact:**

**David Gerhardt**

ADHA Annual Conference Exhibits Manager  
david@corcexpo.com  
or call 312. 265. 9664  
www.adha2020.org

**To view an updated floor plan,  
exhibitor list,  
and to reserve your booth online  
please go here:  
[https://www.adha2020.org/  
interested-in-exhibiting/](https://www.adha2020.org/interested-in-exhibiting/)**



# EXHIBIT SPACE APPLICATION

June 12-13, 2020 • Ernest Morial Convention Center • New Orleans, LA

**INSTRUCTIONS:** Complete all sections of application, sign, and return including a payment check made payable to: ADHA, P.O. Box 485, LaGrange, IL 60525-0485.

COMPANY NAME

The KEY CONTACT PERSON listed below will receive ALL exhibitor communications.

KEY CONTACT PERSON

KEY CONTACT PHONE NUMBER

KEY CONTACT E-MAIL ADDRESS

STREET ADDRESS

CITY/STATE/ZIP

COMPANY WEB ADDRESS

## 1

### EXHIBIT SPACE RENTAL PER 100 SQUARE FEET:

Minimum booth size is 10' x 10'.

Booth Rate per 10'x10': \$2,650

There is a \$100 charge for each exposed corner.

#### Exhibit Package Includes:

- Four (4) exhibit booth badges per each 10x10 space. (Additional booth badges available for purchase.)
- Exhibitor ID sign, 8' draped back wall and 3' draped side wall
- Online exhibitor listing and inclusion in conference mobile app

A 50% deposit for each 10x10 booth must be made upon invoicing. An invoice will be included as part of space confirmation and include a balance due date of February 3, 2020. There is a \$100 charge for returned checks.

**CANCELLATION & REFUND POLICY:** All requests for cancellation of space must be received in writing. If space is reduced, the net reduction of space will be treated as a cancelation of space. If Show Management receives a written request for cancelation of space on or before February 3, 2020, the exhibitor will be liable for 50% of the total cost of space canceled. There are no refunds for cancellations after February 3, 2020.

## 2

We prefer not to be assigned next to or across the aisle from (list specific company names, not product categories):

**LOCATION PREFERENCES:** The following choices indicate the location and configuration of the preferred booth space.

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_  
3rd Choice: \_\_\_\_\_ 4th Choice: \_\_\_\_\_

## 3

QUANTITY OF 10'X10's	X	EXHIBIT SPACE RATE	=	TOTAL EXHIBIT AMOUNT
			+	
		NUMBER OF CORNERS	=	TOTAL CORNER AMOUNT
		X \$100		\$
<b>DEPOSIT</b>				
50% of TOTAL AMOUNT				TOTAL AMOUNT DUE
				\$

**For applications submitted after February 3, 2020, full payment must be included.**

## 4

### EARN ADDITIONAL EXHIBIT POINTS BY ADVERTISING OR SPONSORING

- Yes, I want additional information about meeting-related print, web, mobile, and e-media advertising.
- Yes, I want additional information about meeting-related sponsorships.

## 5

**WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE EXPOSITION AS PRINTED ON THE REVERSE SIDE HEREOF AND WHICH ARE A PART OF THIS APPLICATION. ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT.**

DATE

AUTHORIZED SIGNATURE

TITLE

### QUESTIONS?

Corcoran Expositions, Inc.  
Phone: 312-265-9664, Fax: 312-541-0573  
E-mail: david@corcexpo.com

FOR OFFICE USE ONLY

# 2020 ADHA ANNUAL CONFERENCE • JUNE 12-13, 2020 • NEW ORLEANS, LA

## General Rules and Regulations

These rules and regulations are a bona fide part of the contract for exhibit space with The American Dental Hygienists Association, hereinafter referred to as ADHA, for the Conference and Exposition which is managed by Corcoran Expositions, Inc., hereinafter referred to as Show Management, on behalf of ADHA, the Show's owner and sponsor. Show Management reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well being of the Show. Each exhibitor, for himself, his employees, and his contractors, agrees to abide by these regulations and by any amendments or additions hereafter made by Show Management. Show Management reserves the right to decline, prohibit, deny access or remove any exhibit which in its sole judgment is contrary to the character, objectives, and best interests of the Show or suitable for its attendee audience. This reservation includes, but is not limited to, any violation of any public policy or these rules and regulations and extends to persons, things, printed matter, products, and conduct. ADHA reserves the right to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. Show Management's decision and interpretation shall be accepted as final in all cases.

### 1. VALID APPLICATION FOR SPACE.

Applicants for exhibit space are required to execute and forward the Exhibit Space Application to Show Management. To be valid, each application must convey a minimum 50% deposit for each 10x10 booth space requested for rental.

### 2. PAYMENT OF SPACE.

A 50% payment is due upon invoicing. The balance must be paid by February 3, 2020. Applications received on and after February 3, 2020, must be accompanied by full payment. There will be a \$100 charge on all returned checks. Any deviations from this provision, including but not limited to acceptance by Show Management of any late payments specified herein, shall not be construed as a waiver of Show Management's rights to cancel exhibitor's contract for such non-compliance, reassign booth location, take possession of said space without refund or further notification, or otherwise be construed as a modification of any schedule of payments required hereunder. Further, all payments as stated hereunder shall be payable at the address stated in this application.

### 3. CANCELLATION AND REFUNDS.

All cancellations of space must be received in writing. If space is reduced, the net reduction of space will be treated as a cancellation of that space. If Show Management receives a written request for cancellation of space on or before February 3, 2020, the exhibitor will be liable for 50% of the total cost of space canceled. There are no refunds for cancellations after February 3, 2020. Failure to appear at the Expo does not release exhibitor from responsibility for payment of the full cost of space rented. In the event of cancellation, space reverts back to Show Management for use at its sole discretion. Show Management's ability to resell the space shall not affect the refund schedule.

### 4. SPACE RENTAL AND ASSIGNMENT OF LOCATION.

Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. **SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXPOSITION.**

### 5. USE OF SPACE, SUBLETTING SPACE.

No exhibitor may assign, sublet or apportion his space to or with another business entity or individual without the express permission in writing from Show Management. No exhibitor may show or demonstrate products or services other than those manufactured or handled in the normal course of his business. Should any item from a non-exhibiting firm be required for operation of a display, identification of such item shall be limited to the regular name plate or trademark under which same is sold in the general course of business. Sharing space with individuals or companies not officially represented by the contracting exhibitor is strictly prohibited and may result in eviction.

### 6. OPERATION OF EXHIBITS.

Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the Exposition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the Exposition as a whole. Use of so-called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near his exhibit space free of congestion caused by demonstrations or other promotions.

**Alcoholic Beverages.** Exhibitors may not serve alcoholic beverages in the exhibit hall except with the written permission of Show Management.

**Literature Distribution.** All demonstrations or other activities must be confined to the limits of the exhibitor's booth. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

**Booth Representatives.** Both representatives, including models or demonstrators, must be properly registered and wear badges, and be properly and modestly clothed. Excessively revealing attire is prohibited. Individuals under the age of 18 are not permitted on the show floor anytime during exhibitor move-in and move-out because of high liability. During the exhibition open hours partners and children are permitted on the floor when properly badged. Children must be accompanied by an adult.

**Music Licensing.** Any tenant using copyrighted music during the ADHA Annual Conference, whether within the exhibit area, in hospitality space or in any other way related to the ADHA Annual Conference, shall obtain permission for such use. This requirement applies to live and recorded music, including that accompanying video or other presentations. Any exhibitor using copyrighted music as set forth above assumes the entire responsibility for its use and for obtaining the appropriate permission and payment of any fees associated with its use. Exhibitor further agrees to protect, indemnify, defend and save ADHA, Show Management, the management of the exhibit hall, and the service contractors and their respective employees and agents harmless against all claims, losses or damages, governmental charges or fines and attorney's fees arising out of or caused by exhibitor's use of said copyrighted music.

**Sound.** Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. Show Management shall be the sole judge of what constitutes appropriate sound levels.

**Sales.** Sales are permitted but exhibitors are advised to have completed any necessary tax and licensing forms.

### 7. ARRANGEMENT OF EXHIBITS.

Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the Exposition. Exhibits not conforming may be dismantled or modified, at cost to the exhibitor, at the sole judgment and discretion of Show Management.

**Exhibitor Plan Review.** Booth construction plans and layout arrangements for island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the Exposition.

### 8. EXHIBITS AND PUBLIC POLICY.

Each exhibitor is charged with knowledge of all State, County, and City Laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in the Exposition. No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped or otherwise affixed to any pillars, doors, walls, or other parts of the building.

Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials, and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them.

All booth decorations must meet flame-proofing codes. All exits, hallways, aisles and fire control apparatus must remain clear and unobstructed at all times. Electrical equipment and wiring must conform with National Electrical Code Safety Rules. Use of butane or bottled gas is not permitted. Use of propane and helium balloons is prohibited. Exhibitors will not be permitted to store behind their booth background any excess material such as cardboard

cartons, literature, etc.

If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with Show Management for information concerning facilities or regulations. Exhibitors must comply with City and State fire regulations. Independent contractors must conform to IAEE, ESCA and ED&PA guidelines and must be signatory to a current local collective bargaining agreement.

An exhibitor who makes any claim or advertises at the ADHA Annual Meeting in any way which, in the sole opinion of Show Management, is false, misleading or otherwise against public policy, may, in the sole discretion of Show Management, be required to discontinue such claim or advertising.

### 9. INSTALLATION AND REMOVAL.

Show Management reserves the right to fix the time for the installation of a booth prior to the Exposition opening and for its removal after the conclusion of the Exposition. Any space not claimed and occupied two hours prior to the show opening may be resold or reassigned without refund. Installation of all exhibits must be fully completed by the opening time of the Exposition. Exhibits must be staffed during all Exposition hours and may not, to any extent, be dismantled before the Exposition closing. Any early dismantling or packing shall be considered a breach of this agreement and may affect future applications.

### 10. STORAGE OF PACKING CRATES AND BOXES.

Unattended freight in any display space as of one hour prior to Exposition opening will be removed and stored at the exhibitor's sole risk and expense. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period; but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor's responsibility to mark and identify his crates. Crates not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty." Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Exposition will be removed at the exhibitor's expense. Exhibitors will be billed by Show Management for removal time and materials at prevailing rates. Neither Show Management, the service contractor nor the exhibit facility shall assume any liability whatsoever for loss or damage.

### 11. EXHIBITOR'S AUTHORIZED REPRESENTATIVE.

The exhibiting firm assumes responsibility for its authorized representative to follow all Show Management Contract Rules and Regulations.

### 12. LIABILITY AND INSURANCE.

All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither ADHA, Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

### 13. INDEMNIFICATION.

Exhibitor agrees that it will indemnify and hold and save ADHA and Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or averted against ADHA and Show Management on account of injury or damage to person or property to the extent that any such damage of injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of ADHA and Show Management by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of ADHA and Show Management. Exhibitor covenants and agrees that in case ADHA and Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon ADHA and Show Management by virtue of any such litigation.

**Property Damage.** Neither ADHA, Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable casualty, and ADHA, Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. Accordingly, it shall be the responsibility of ADHA, Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

**Use of Certain Property.** Exhibitor will assume all costs arising from the use of patented, trademarked, or franchised materials, devices, processes or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend and hold harmless ADHA, Show Management, the Ernest Morial Convention Center and their officers, directors, members, agents and employees from and against all claims, demands, suits, liability damages, losses, costs, attorneys' fees and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

### 14. WAIVER.

Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of rights in writing on one occasion shall not be construed as a consent to or a waiver of any right or remedy on any future occasion.

### 15. ATTORNEYS' FEES.

Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement or to protect in any manner its interest or interests under this agreement, Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

### 16. AMERICANS WITH DISABILITIES ACT.

Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless ADHA, Show Management, and the Ernest Morial Convention Center against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the Act.

### 17. SOCIAL FUNCTIONS/SPECIAL EVENTS.

Any social function or special event planned by an exhibiting company, to take place during the ADHA Annual Conference MUST BE APPROVED BY ADHA.

### 18. OTHER REGULATIONS.

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. **THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.**