



October 25 - 26, 2024
Loews Chicago O'Hare
Rosemont, Illinois

Exhibitor Application

Join us for the 2024 MSO Annual Session, held in the heart of MSO's membership base in Illinois, where exhibitors can interact with over 300 orthodontists and professionals!

The Midwestern Society of Orthodontists is a regional constituent of the American Association of Orthodontists, representing over 1,460 orthodontists in Illinois, Iowa, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin, and the Canadian province of Manitoba. The Chicago area has always been MSO's best-attended meeting location due to its accessibility and concentration of members.

We can't wait to see you there!

EXHIBITOR BENEFITS - \$2,750 per Table Top Exhibit

- One 6' table and 2 chairs
- Complimentary electrical (upon request) and internet from Loews
- Exhibitor listing distributed onsite and in advance to attendees
- List of attendees with name and address (on an opt-in basis)
- Up to two free exhibitor badges for company personnel per table
 - includes complimentary continental breakfast, lunch, 3 beverage breaks, drink ticket for exhibit reception and admission to post-Friday event.

SHOW HOURS

Exhibitor will keep the exhibit open and staffed at all times during the show hours.

Table Top Exhibitor Set-Up:

Friday, October 25 6:30 a.m. – 7:30 a.m.

Exhibits Open:

Friday, October 25 7:30 a.m. – 5:30 p.m.

Saturday, October 26 8:00 a.m. – 1:00 p.m.

Includes dedicated time for complimentary continental breakfast, morning and afternoon coffee breaks, lunch, and reception in exhibits.

Dismantling:

Saturday, October 26 1:00 p.m. – 3:00 p.m.

Please visit the following link to register as an exhibitor: <https://aom.formstack.com/forms/mso2024annualexhibit>



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Rules and Regulations

1. This contract is made and entered into by the Midwestern Society of Orthodontists hereinafter referred to as MSO, as the host of the combined meeting. MSO has released unto the party listed above (the "Exhibitor") table top space for exhibition during the 2023 MSO/RMSO Annual Session. All rules and regulations as outlined with this contract are accepted upon signature by the Exhibitor and made part of this contract. MSO reserves the right to unilaterally terminate the exhibitor's space contract at any time before or during the conference for any violation of their Exhibitor's Rules and Regulations. In case of termination, the exhibitor surrenders possession of space immediately upon notice.
2. **ASSIGNMENT: 2024 sponsors have first priority** for table location assignment, as space is available, if committed by May 1, 2024. **2023 MSO exhibitors** have next priority for space based on order of contract with payment receipt as space is available. MSO as the meeting host reserves the right of assignment and/or to relocate previously assigned space. Space cannot be assigned, sublet or otherwise disposed of without consent of MSO. Any space not claimed and occupied may be reassigned by MSO without refund.
3. **CANCELLATION:** In case the facility or any other circumstances shall make it impossible to hold this Annual Session and/or permit the contracted space to be occupied by the exhibitor, this lease shall terminate and the exhibitor shall waive claim for damages or compensation. If this event cannot be held in-person, all paid exhibitors may receive a refund within 60 business days. Cancellation requests must be received in writing to the MSO office by August 1, 2024 for a refund. If MSO is unable to hold this event in-person, paid exhibitors will receive a refund. Exhibitors and display houses must provide a certificate of insurance to be admitted to hall. Certificates are due to MSO office by September 15, 2024 and should name Midwestern Society of Orthodontists and policy date through October 26, 2024. Coverage should include comprehensive general liability of at least \$1,000,000 per occurrence.
4. **LIABILITY, INSURANCE & INDEMNIFICATION:** Refer to contract for Certificate of Insurance requirements. Exhibitor is responsible for all damages to the exhibit premises and for any and all claims and demands on account of any injury or death or damage to property done in or about the premises used by the exhibitor, his employees, servants, agents, licensees or contractors occasioned by their negligence and hereby agrees to indemnify MSO, Loews Chicago O'Hare Hotel (the "hotel") and its employees or agents, directors, officers and sponsors, against all claims, losses or damages to persons or property, and costs of defending claims arising out of or caused by any negligence on the part of the exhibitor in installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof. It is the sole responsibility of the exhibitor to obtain the proper insurance and be able to provide proof of insurance when needed. MSO or the hotel cannot be responsible for loss.
5. **EXHIBITS:** MSO reserves the right to determine the eligibility of any company, product, promotion or part thereof, that in its opinion is not in keeping with the character and purpose of the show. Exhibits, which detract from the character of show, including persons, conduct or printed matter, may be evicted without refund of rental fees or expenses. Action may be taken by the MSO against exhibitors who violate any of the rules or policies, which may include being prohibited from participating in future MSO Annual Sessions.
6. **SET-UP & DISMANTLING RESTRICTIONS:** Exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. Any additions or improvements to table top, such as electrical or internet services, will be at the exhibitor's expense and must comply with fire department and underwriter rules. The aisles, passageways and overhead spaces remain strictly under the control of MSO. Items will only be permitted in these areas by special permission of MSO. All items left in hall after dismantling hours will be disposed of or handled at the hotel's discretion at exhibitor's expense. The exhibitor must surrender display space in the same condition as it was before occupied. No smoking, helium balloons or flammable materials are allowed. Compliance with local fire and state tax ordinances is required.
7. **SOUND:** Exhibit noise may not interfere with the display and conversation of other exhibitors. The use of music in the exhibit area requires an appropriate license from BMI, ASCAP or other similar licensing organizations.
8. **SECURITY:** MSO will hire a contracted agent to be in the exhibit area during show closed hours between exhibitor set-up and dismantling. Neither the MSO, hotel, or their agents are responsible for loss of any material by or for any cause.
9. **REGISTRATION:** Each exhibit booth may include up to two complimentary registrations for exhibitor personnel, additional may be purchased. All exhibit personnel must wear an official meeting name badge while exhibiting. Only employees of the exhibiting company may receive complimentary exhibitor registration. The transfer of a badge to non-employee attendees may bar involvement from this and future meetings.
10. **EXHIBITOR SERVICE INFORMATION:** Details on shipping and other exhibit details will be emailed to the exhibitor contact.
11. **SOLICITATION, CONCURRENT MEETINGS, NON-**
12. **EXHIBITOR ADMITTANCE:** Functions sponsored by other organizations must have prior approval of the MSO and cannot conflict with exhibit hours or any program meeting and activities conducted with this event. The distribution of materials by exhibitors or their agents is limited to the area rented by the exhibitor in the exhibit hall. Materials may not be delivered to hotel rooms of event attendees without advance permission from MSO and the hotel. Any costs of such distribution shall be the sole responsibility of the exhibitor. Persons whose firms have not rented exhibit space are prohibited from soliciting business from attendees or MSO members in any form at the hotel. The only solicitation/presentations allowed in the exhibit area will be by registered exhibitor personnel and must be held within the contracted exhibit space and cannot overflow into public aisles.
13. **SHOW HOURS:** Exhibitor will keep the exhibit open and staffed at all times during the show hours.