

Academy of Comprehensive Esthetics
Sponsor Booklet & Exhibitor Information

SCOTTSDALE

6 2007*9

A.C.E.

Scottsdale, AZ 2007
November 7-10, 2007
Hyatt Scottsdale Gainey Ranch ~ Scottsdale, AZ USA

Sponsor Information

Fees

Regular Booth	\$2,000
Corner Booth	\$2,250
Premium Booth	\$2,500
Premium Corner Booth	\$2,750

IN ORDER TO CONFIRM YOUR PREFERRED LEVEL OF SPONSORSHIP, PLEASE SUBMIT COMPLETED FORM ON OR BEFORE MAY 1, 2007. Total Amount Due along with your preferred payment method should be included with the completed & signed sponsor contract

Booth Rental Includes

- 1 8' x 10' booth with 8' high draped back wall and 3' high draped walls
- Admission for ONE (1) company representative to general food & social events
- 1 7" x 44" identification sign
- 24 hour security
- One list of attendee names and addresses.

Sponsor Opportunities

The BreakThrough Sponsor[△] **\$3,500♦**

*1 BreakThrough Hands-On Program*** plus 24 hour security, admission for 2 (two) company representatives to general admission food & social events.

The BreakOut Sponsor[△] **\$2,800♦**

*1 Breakout Session Program** plus 24 hour security, admission for 2 (two) company representatives to general admission food & social events.

[△]Subject to availability on a first come basis. Sponsor is responsible for contracting with the speaker(s), all speaker travel arrangements and meeting registration, audio-visual requirements, and submitting to A.C.E. a curriculum vitae of the speaker, title and description of the program at least 120 days prior to the scheduled meeting date.

♦ Requires Booth Rental, see above for selection.

**The BreakThrough Hands-On Program is designed to familiarize dentists and team members with a particular technique or material in a 2 1/2 (two and one half) hour program. Typically, there is a brief presentation to introduce participants to the concepts and then the balance of time is devoted to clinical application. The program should involve at least 50% hands-on training.

*The BreakOut Session Program is designed to familiarize dentists and team members with a new product or service in a 1 (one) hour program. Typically, there is a presentation to introduce participants to a new product or service offered by your company.

Additional Company Representatives **\$495 pp**

Company representatives above and beyond the selected sponsorship level will be allowed at the fee of \$495 per person. This fee includes admission to the program and general food & social events.

Event Supporters

Golf Tournament (including luncheon)	\$6,000
Program manual*	\$5,000
Program carry bags*	\$5,000
Program baseball caps*	\$5,000
Program t-shirts*	\$5,000
Program Opening Video	
Sponsor**	\$20,000
Co-Sponsor (minimum)	\$5,000
Dental Hall of Fame Awards***	\$3,500
Daily Breakfast	
Sponsor	\$8,000
Co-Sponsor (minimum)	\$2,000
Daily Luncheons	
Sponsor	\$10,000
Co-Sponsor (minimum)	\$2,500
Opening night cocktail & dinner reception	
Sponsor	\$12,000
Co-Sponsor (minimum)	\$3,000
Friday Evening Themed Event	
Sponsor	\$10,000
Co-Sponsor (minimum)	\$2,500
Saturday Evening cocktail party	\$6,500
Saturday Evening Themed Event & dinner	
Sponsor	\$15,000
Co-Sponsor (minimum)	\$5,000

*includes your company logo prominently displayed on items

**includes your company logo or product displayed in video, 10 copies of video, and rights to distribute video for 1 year

***includes banner ad prominently displayed at meeting, dental hall of fame awards engraved with your company's name, recognition on our website, and opportunity to present a 5 minute company promotion to the entire group

Exhibit Hours† (during week of meeting)

Set-up

Wednesday Noon to 6pm

Exhibits Open

Thursday 7 am - 3 pm
5 pm - 7 pm

Friday 7 am - 3pm

Saturday 7 am - 3 pm

Tear Down

Saturday 3pm - 8pm

†All hours are subject to change

Sponsor Rules & Regulations

A.C.E.

The acronym A.C.E. means the Academy of Comprehensive Esthetics LLC, acting through its Officers, Committees, Agents, or Employees acting for it in the management of the Exhibition.

Booth Assignments

Booth assignments will be based on a first come, first serve basis, then on a point system. Booth space will be assigned based on the date of receipt of the contract, the amount of space requested, availability of the requested area, special needs and compatibility of Exhibitors. Points are given for participation as follows: 1 point for each booth taken, 2 points for event sponsors, 2 points for BreakOut sponsors, 3 points for BreakThrough sponsors and 7 points for Program Video sponsors. For example, a company that is a BreakOut sponsor, has one booth, and is an event supporter receives 6 points for that meeting. A.C.E., in the event of conflicts regarding available space requests or conditions beyond its control, reserves the right to rearrange the floor plan. No Exhibitor will be allowed in the Exhibit Hall if an outstanding balance exists on their account.

Permissible Exhibits

All business activities of the Exhibitor in the Exhibit Hall must take place within the Exhibitor's allotted space. Selling, calling to prospective buyers to come visit, distribution of literature, conducting surveys, etc., in the exposition aisles will not be permitted. Staged performances, special costuming, promotional activities and giveaways will be permitted within the booth areas. All booth personnel must be properly attired and conduct themselves in a professional manner. Appropriately controlled sound systems will be permissible, provided that sound levels are not objectionable to Exhibitors in adjacent booths. A.C.E. will be the final judge should any controversy arise. A.C.E. reserves the right to determine which firms and products are appropriate for inclusion in the Exhibition and may also refuse, cancel or restrict any applicant or exhibit which A.C.E. considers undesirable for any reason. Solicitation of interested parties is limited to people who have expressed an interest in the Exhibitor product.

Cancellation

Cancellations prior to 180 days will be entitled to a full refund (less \$250 handling fee). If space is cancelled between 90 and 180 days, you will be entitled to a 50% refund. Cancellations made 90 days or less will forfeit 100% of the fee paid.

Disclaimer

A.C.E. LLC does not promote the purchase or license of any product or technique discussed at its seminars. Participants are responsible for determining whether products or techniques discussed at A.C.E. Programs can be legally sold or licensed by the persons or companies presenting the product or technique. Furthermore, A.C.E. LLC does not endorse any particular product or technique and makes no claims or representations as to their clinical effectiveness. The opinions expressed are exclusively those of the various speakers, clinicians and other commercial entities and not those of A.C.E. LLC.

A.C.E. LLC does not endorse any Exhibitor or its product.

Space Relocation

All or any part of the space herein designated is subject to reassignment or rearrangement by A.C.E. for any reason. A.C.E. may also assign or reassign space to an Exhibitor based upon the need of Exhibitor for water, drain, gas, electricity, air, steam, or other services and the availability, capacity and locations of these services. The judgement of A.C.E. with respect to such reassignment or rearrangement of space shall be final, although the total square footage occupied by Exhibitor resulting therefrom shall not be reduced or increased substantially without the consent of the Exhibitor. If space is so reduced or increased, the amount of rent payable shall be appropriately adjusted.

Subletting of Space

No Exhibitor shall without written consent of A.C.E., assign, sublet or apportion any space contracted hereunder, or show in such space any articles other than those manufactured or sold by the Exhibitor without obtaining written consent of A.C.E.. The Exhibitor shall not promote items other than those manufactured or sold by it in the regular course of business and shall not place any name signs or courtesy cards on any equipment loaned it for demonstration purposes unless the supplier of such equipment is also an Exhibitor. Any Exhibitor found subletting space without authorization will suffer sanctions.

Solicitation by Non-Exhibitors

Solicitation by non-exhibitors is prohibited. Firms and representatives who have not been assigned exhibit space are prohibited from soliciting business in any form. Violators of this prohibition will be required to leave the Exhibit hall.

Liability

Neither A.C.E., hosting facility nor any of its officers, agents or employees, shall be held liable for any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, agents or employees, resulting from theft, fire, water, accident, or any other cause. The Exhibitor shall indemnify, defend and hold harmless A.C.E., the hosting facility and any of their officers, agents or employees, from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees and expenses of whatever kind or nature, which might result from or arise out of any action or failure to act on part of the Exhibitor, any of its officers, agents or employees. A.C.E. shall have the right to approve any legal counsel selected to defend A.C.E. in any such claim or alleged claim.

Insurance

Exhibitors shall carry their own insurance to protect exhibit material against damage and loss and must carry public liability insurance against injury to the person and property of others. A.C.E. shall not be obligated to carry any insurance for the benefit of the Exhibitors.

FDA Clearance

Exhibitors with products regulated by the U.S. Food and Drug Administration (FDA) that have 510(k) clearance must have a copy of the clearance letter on file with A.C.E. or must submit the letter along with the Application/Contract for exhibit space. Except as indicated below, Exhibitors may not display devices regulated by the FDA that have not been cleared or approved for marketing in the United States. Exhibitors understand and agree that permission from the FDA to exhibit devices that are not cleared or approved must be

obtained prior to the Exhibition of the product. If the FDA denies or withdraws its permission to exhibit any device that is not approved or cleared, A.C.E. reserves the right to either (a) restrict the display in the Exhibitor's booth to products and services meeting all exhibiting requirements, standards and procedures; or (b) cancel the Exhibitor's contract if the FDA has denied or withdrawn its permission on the only products(s) that the Exhibitor planned to display. In no event shall A.C.E.'s liability, if any, exceed the rental payment made to A.C.E. by the Exhibitor.

Note: Exhibitors (both domestic and foreign) may display devices that have not obtained premarket clearance or approval from the FDA under the following limited conditions:

1. The FDA has given permission to show the device for Exhibition purposes only.
2. Documentation of FDA permission must be submitted to A.C.E. with the Application/Contract for exhibit space.
3. No orders can be taken nor can any prices be quoted for these devices.
4. The Exhibitor shall prepare and conspicuously display at the exhibit booth an appropriate sign indicating the lack of premarket clearance or approval. In the case of an uncleared device with a pending 510(k) submission, the sign must state "Pending 510(k) clearance, not available for sale within the United States." In the case of the unapproved device without a pending 510(k) notice, the sign must read "Not available in the United States."
5. Devices that are under investigational study may be exhibited if the device is appropriately and conspicuously marked with the following statement "CAUTION: Investigational device. Limited by Federal law to investigational use only."

Signage

Signs and posts must be restricted to the booth area only and may not be posted on columns or pillars or placed in the aisles. In addition, signs must conform to height limitations (8 ft.).

Services

Each Exhibitor, as part of the contract with A.C.E., will be provided the following services free of additional charge: erection of necessary flame-proofed draping background of uniform style, a 7" x 44" inch identification sign, general hall cleaning and hall guard service. An Exhibitor's Service Kit with further details will be sent approximately two months before the Exhibition. Should you require furniture, telephone, internet access or electrical service at your booth, please complete the appropriate forms in the kit. Furniture, telephone, internet access and electrical service are not provided as part of your booth rental. The Exhibitor shall provide only the material and equipment that he owns and which is to be used in his exhibit space. All other items used in the booth must be provided through arrangements with the official suppliers. Payment for services provided to the Exhibitor by suppliers is the responsibility of the Exhibitor. All services not ordered in advance must be procured through the Exhibitor's service area, which will be maintained in the Exhibit Hall. Drayage will be handled by the official decorating company. All freight must be shipped to the drayage address. Materials may be shipped up to 30 days in advance of set up date. A cover letter, order for service, rate schedule and terms and conditions will be forwarded to each Exhibitor.

Exhibitor Sponsored Events and Programs

As a condition of A.C.E. accepting the Exhibitor's application for space, the Exhibitor agrees to refrain from holding any program or event between the hours of 7 am and 6 pm during the meeting dates without the expressed written consent of A.C.E..

A.C.E. LLC offers a comprehensive program on a full array of dental topics during the meeting. Therefore, A.C.E. prohibits educational forums which detract from the activities of the meeting during the days of the Exhibition. This excluded BreakThrough Hands-On Programs and BreakOut Session Programs. If Exhibitors want to provide an educational program prior to or after the Exhibition dates, they must contact A.C.E.. The agreement for all clinicians speaking at A.C.E. Seminars prohibits them from speaking 30 days before and 30 days after the meeting within a 100-mile radius of the meeting location.

Any Exhibitor who violates these agreements will suffer sanctions.

Installation of Exhibits

Installation of exhibits may commence at Noon on the Wednesday of the week of the meeting and continue until 6 pm. If set up of any exhibit has not been completed by 6 pm on Wednesday, A.C.E. shall have the right to order the exhibit erected and the Exhibitor billed for all charges and rentals or your booth may be forfeited. No refund will be made. **All exhibits must be fully operational by 6 pm on Wednesday of the week of the meeting.**

Removal of Exhibits

Exhibitors will complete arrangements for prompt pickup of all out-bound shipments and remove the exhibit at the time specified by A.C.E. for removal of exhibits. The official cartage carrier may ship all freight not called for within the contractor's designated move-out time. All exhibits must remain intact until the closing of the exhibit hall. Exhibitors expressly agree not to begin packing or dismantling until such time. **All exhibits must be completely removed from the Exhibition Hall by 8 pm on Saturday of the week of the meeting.**

Booth Construction and Agreement

A.C.E. will provide for erection of the necessary draped backgrounds of uniform style. Drapery is flame-proofed fabric, and an identification sign will be furnished. Back wall of booth is 8' high; side dividers are 3' high. All exhibits must be confined to the spatial limits of their respective booths as indicated on the floor plan. No special signs, booth construction, apparatus, equipment, lighting fixtures, etc. will be permitted to extend above 8 feet. Exhibit material must not be set up so as to interfere with the view into adjoining booths. All material must conform to local building, electrical and Fire Department codes and regulations. Flammable or other dangerous fluid substances, materials, equipment or other items the use of which is in violation of City, County/Parish or State laws or regulations shall not be used in any booth. Exhibitor must use flame-resistant decorative materials.

Care of Exhibit Booth

The Exhibitor must at his own expense, maintain and keep in good order the exhibit space contracted. The Exhibitor shall maintain and conduct the exhibit in a neat, clean, orderly and safe manner. The Exhibitor shall keep an attendant in its display during the hours of the Exhibition and must surrender the space occupied by it in the

same condition as it was at the commencement of the occupation, ordinary wear excepted. Exhibitor shall be responsible for damage to property.

Exhibitor Personnel

The Exhibition is limited to individuals, business firms, manufacturers and dealers who have contracted and paid for space assignments. Each Exhibitor shall furnish A.C.E. with the names of its representatives. Exhibitors and representatives are required to wear identification badges throughout the Exhibition. BreakThrough Sponsors may have 2 (two) complimentary representatives, BreakOut Sponsors may have 2 (two) complimentary representatives. Exhibitors may have 1 (one) complimentary representatives per 8' x 10' booth space. Additional badges may be purchased for a separate cost: \$495, which includes admission to all programs and general food & social events. Any additional functions must be paid for separately. A badge registration form must be filled out to receive Exhibitor badges. Badges may be picked up on site at the Exhibitor Registration desk.

Violations

Any violation of the regulations and information by Exhibitor shall give A.C.E. the right, at its option, to terminate the privilege of the Exhibitor to occupy space. A.C.E. may then re-enter and take possession of the space occupied by the Exhibitor and may remove all persons and goods at the Exhibitor's own risk. The Exhibitor shall pay all expenses and damages which A.C.E. may incur, and forfeit all monies paid or due A.C.E. on account thereof. Exhibitor waives the services of written notice to re-enter and terminate.

Enforcement of Rules and Regulations

The Rules and Regulations presented are intended to bring order and fairness to the technical Exhibition. Without enforceability, however, they would be of little value.

In addition to being subject to restriction or termination of an exhibit as specifically stated above, A.C.E. Exhibitors who violate any of the Rules and Regulations presented will be subject to the following sanctions:

- 1st Violation - loss of current year points
- 2nd Violation - loss of one half total accrued points
- 3rd Violation - loss of all accrued points
- 4th Violation - one year suspension of exhibiting privileges

Social Functions and Hospitality Suites

A.C.E. must approve any social function scheduled during the meeting. No social function may, directly or indirectly, interfere with an official A.C.E. sponsored event. Any Exhibitor who violates this will suffer sanctions.

General

These Rules and Regulations are to be construed as part of the agreement between the Exhibitor and A.C.E.. A.C.E. reserves the right to interpret all matters and questions not covered by the Rules and Regulations. A.C.E. may amend these Rules and Regulations at any time and all amendments shall be equally binding on all parties affected by them as the original. A.C.E. will give written notice to those Exhibitors affected by them.

Product Codes

abrasives
acrylics
adhesion dentistry
advertising
advertising - direct mail
advertising - internet
advertising - newspaper
advertising - radio
advertising - television
aesthetic training programs
alloys
anesthetics
bleaching
bipolar surgery
bonding
bonding resing
bonding systems
bonding training programs
breath control
burs
cameras - digital
cameras - extraoral
cameras - intraoral
caries diagnosis
case acceptance
cements
composites
composites - flowable
composites - microfills
composites - microhybrids
composites - hybrids
composite placement instruments
computer imaging
computer software
communication skills
continuing education
credit card processing
curing lights
dental anesthesia
dental associations & organizations
dental discussion groups
dental email networks
dental hygiene
dental magazines
dental newsjournals
dental newsletters
dental supply companies
diagnosis & treatment planning
direct mail marketing
drugs & pharmacology
fiber reinforcement
financial planning
handpieces
magnification
microdentistry
mouthguards
image enhancement
implant dentistry
instruments
in-office communications
internet
internet - marketing
internet - web site design
interpersonal skills
laboratories
lab instruments
lasers
live patient treatment programs
logo development
loupes
office art
office supplies
on-hold systems
oral hygiene
patient education
patient financing
patient comfort
personal growth & development
photography
polishing systems
porcelain systems
posts
practice coaching & consulting
practice management
practice marketing
prevention
professional management
prosthodontics
publications
radio advertising & marketing
radio surgery
referral services
resins
seminars
smile design
soft tissue management
specialty products
sterilization
team building & development
teeth
television advertising & marketing
time management
tissue management
TMD diagnosis & treatment
training programs
travel & leisure
visual marketing
web hosting
web site development
whitening
other

Hotel & Travel Reservations

Hotel and travel arrangements should be made directly through the Hyatt Lake Las Vegas. The Hyatt can be reached by calling 800-233-1234 please use reservation code ACE to reserve hotel rooms under our exclusive room block and to ensure proper booking of our special group room rates. Please note that rooms are available on a first come, first served basis.

A.C.E. - 2007 Exhibitor Application/Contract

Meeting location(s): **Scottsdale 2007** (11/07 - 11/10/2007)

(The undersigned hereby has read, understands and agrees to abide by A.C.E. rules and regulations in the sponsor booklet)

Authorized Signature _____
 Name _____

Exhibitor Information *(Please print exactly as you wish it to appear in program book)*

Company Name _____
 Exhibitor Contact _____
 Title _____
 Street Address _____
 City _____ State _____ Zip _____
 Country _____
 Phone _____ Fax _____
 Toll Free _____
 Email _____
 Web address _____

Exhibitor Fees *(Please select the type and number of booths you require.)*

Type of Booth	Fee	# of Booths	Type of Booth	Fee	# of Booths
<input type="checkbox"/> 8' x 10' Regular Booth	\$2,000	_____	<input type="checkbox"/> 8' x 10' Premium Booth	\$2,500	_____
<input type="checkbox"/> 8' x 10' Corner Booth	\$2,250	_____	<input type="checkbox"/> 8' x 10' Premium Corner Booth	\$2,750	_____

Sponsor Opportunities *(Please select any additional sponsorship level. Does not include booth space.)*

BreakThrough Sponsor *(includes Hands-On Program)* \$3,500 BreakOut Sponsor *(includes Breakout Session Program)* \$2,800

Event Sponsors *(Please select the events you wish to sponsor.)*

<input type="checkbox"/> Golf Tournament (including luncheon) \$6,000 <input type="checkbox"/> Program manual \$5,000 <input type="checkbox"/> Program carry bags \$5,000 <input type="checkbox"/> Program baseball caps \$5,000 <input type="checkbox"/> Program t-shirts \$5,000 Program Opening Video <input type="checkbox"/> Sponsor \$20,000 <input type="checkbox"/> Co-Sponsor (minimum) \$5,000 <input type="checkbox"/> Dental Hall of Fame Awards \$3,500 Daily Breakfast <input type="checkbox"/> Sponsor \$8,000 <input type="checkbox"/> Co-Sponsor (minimum) \$2,000	Daily Luncheon <input type="checkbox"/> Sponsor \$10,000 <input type="checkbox"/> Co-Sponsor (minimum) \$2,500 Opening night cocktail & dinner reception <input type="checkbox"/> Sponsor \$12,000 <input type="checkbox"/> Co-Sponsor \$3,000 Friday Evening Themed Event <input type="checkbox"/> Sponsor \$10,000 <input type="checkbox"/> Co-Sponsor (minimum) \$2,500 <input type="checkbox"/> Saturday Evening cocktail party \$6,500 Saturday Evening Themed Event & dinner <input type="checkbox"/> Sponsor \$15,000 <input type="checkbox"/> Co-Sponsor (minimum) \$5,000
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Web Site Link

Establish a link on the A.C.E. Sponsor page for the year 2007-2008 \$1,000
 Please list your Web address: _____

Payment Option

Check Credit Card

Credit Card# _____ Exp Date _____
 Name on Card _____ Signature _____

Booth Selection *(Booth assignment is based on a first come, first serve basis, then on a point system.)*

1st choice _____ 2nd choice _____

Please avoid placing us near the following companies _____

****Please note that these are only requests and are not guaranteed. All booths are reserved on a first come, first serve basis. If your requests are unavailable we will place you in the next, closest, same type position.**

Exhibitor Product Codes *(Please choose four product codes that apply. See booklet for product codes.)*

Booth assignment is based initially on a first come first served basis, then on a point system. Exhibitors please mail, fax or register online.
 For contract to be valid, please remit with signature and entire balance to:
Academy of Comprehensive Esthetics LLC - c/o Peter Maroon - 75 Gilcrest Road - Suite 200 - Londonderry, NH 03053
Phone 800-701-6ACE (223) Fax 866-876-0576 contact@ACEsthetics.com www.ACEsthetics.com

A.C.E. use only:
 Date received: _____ Amount received: _____ Total: _____ Balance: _____
 Booth(s) assigned _____ Received by: _____ New Exhibitor: YES NO Acct #: _____