




2017 EXHIBITOR PROSPECTUS
& SPONSORSHIP OPPORTUNITIES



Southern States
SYMPOSIUM & EXPO
presented by **FDIA**

May 11 – 13, 2017

**RENAISSANCE ORLANDO AT SEAWORLD
ORLANDO, FL**



Southern States SYMPOSIUM & EXPO

presented by **FDLA**

Who Should Exhibit at FDLA?

- Dental laboratory manufacturers
- Suppliers of dental laboratory equipment
- Suppliers of dental laboratory products
- Suppliers of dental laboratory services

Booth Fees & Furnishings

All booth spaces are 10' x 10' providing you with more space at a lower cost than other shows!

Regular Booth – Member	\$1,500
Regular Booth – Non Member	\$1,700
Prime Location Booth – Member	\$1,700
Prime Location Booth – Non Member	\$1,900
Island Booth / Hands-On Table Clinic	\$4,500

(Island Booth will serve as exhibit booth and table top clinic location - 5% discount for Associate & Business Partner Members)

10' x 10' booth package includes:

- (1) 6' draped table, (2) folding chairs, waste basket and identification sign
- (4) Representative name badges per exhibit booth
- Complimentary tickets per booth for the Friday Night Reception (1 ticket per registered rep / Up to 4 tickets at no additional fee)
- Complimentary tickets per booth for the Saturday Lunch located in the Expo Hall (1 ticket per registered rep / Up to 4 tickets at no additional fee)
- (1) Complimentary list of registrants (after the show)
- Representation at the largest dental laboratory association trade show in the country
- Over 6 hours of dedicated exhibit hall time included in the schedule

NOTE: The booth fee does not include electrical, internet or telephone services. The complete exhibitor service manual will include all necessary order forms for these services and will be emailed to you approximately 60 days prior to the show.

2017 SOUTHERN STATES SYMPOSIUM & EXPO

Expo Hall Schedule of Events

FRIDAY – MAY 12

8:00 a.m. – 3:00 p.m.	Expo Move-In
8:00 a.m. – 3:00 p.m.	Opening Session & Keynote Presentations
12:00 p.m. – 12:45 p.m.	Annual Luncheon
3:00 p.m. – 6:00 p.m.	Expo Hall Open / Kickoff Reception
5:00 p.m.	Best of Show Awards Presentation
6:00 p.m. – 8:30 p.m.	FDLA Friday Night Reception

SATURDAY – MAY 13

9:30 a.m. – 3:30 p.m.	Expo Hall Open
11:30 a.m. – 1:00 p.m.	Lunch in Expo Hall
3:30 p.m. – 6:30 p.m.	Expo Move-Out

Policy on Exhibitors Attending Sessions

Exhibitors are welcome to attend the technical clinics, as space permits, at no additional charge. For additional information, contact Connie Bond, FDLA Exhibits Manager at connie@mcraemeetings.com or 866.873.3352.

Golf Information

REGISTER NOW TO PLAY!

2017 FDLA MATHESON MEMORIAL GOLF TOURNAMENT

THURSDAY – MAY 11, 2017

Shingle Creek Golf Club • Orlando, FL
12:30 p.m. Shotgun

Please visit the FDLA Symposium website at www.fdma.net/2017-symposium-golf-information for more details and to register to play!

EXPO HALL FLOOR PLAN

Renaissance Orlando at SeaWorld • Orlando, FL



Event Contacts

Exhibits:

Connie Bond
 FDLA Expo
 1401 Maclay Commerce Drive
 Tallahassee, FL 32312
 Phone: 866.873.3352
 Fax: 850.906.0077
 Email: connie@mcrmeetings.com
 Website: www.fdlanet.net/exhibits

Florida Dental Laboratory Association

325 John Knox Rd, Ste L103
 Tallahassee, FL 32303
 Ph: 850.224.0711
 Fax: 850.222.3019

Meeting Management:

Jill Jackson, CMP
 Email: jjackson@executiveoffice.org

Sponsorships & Speaking Opportunities:

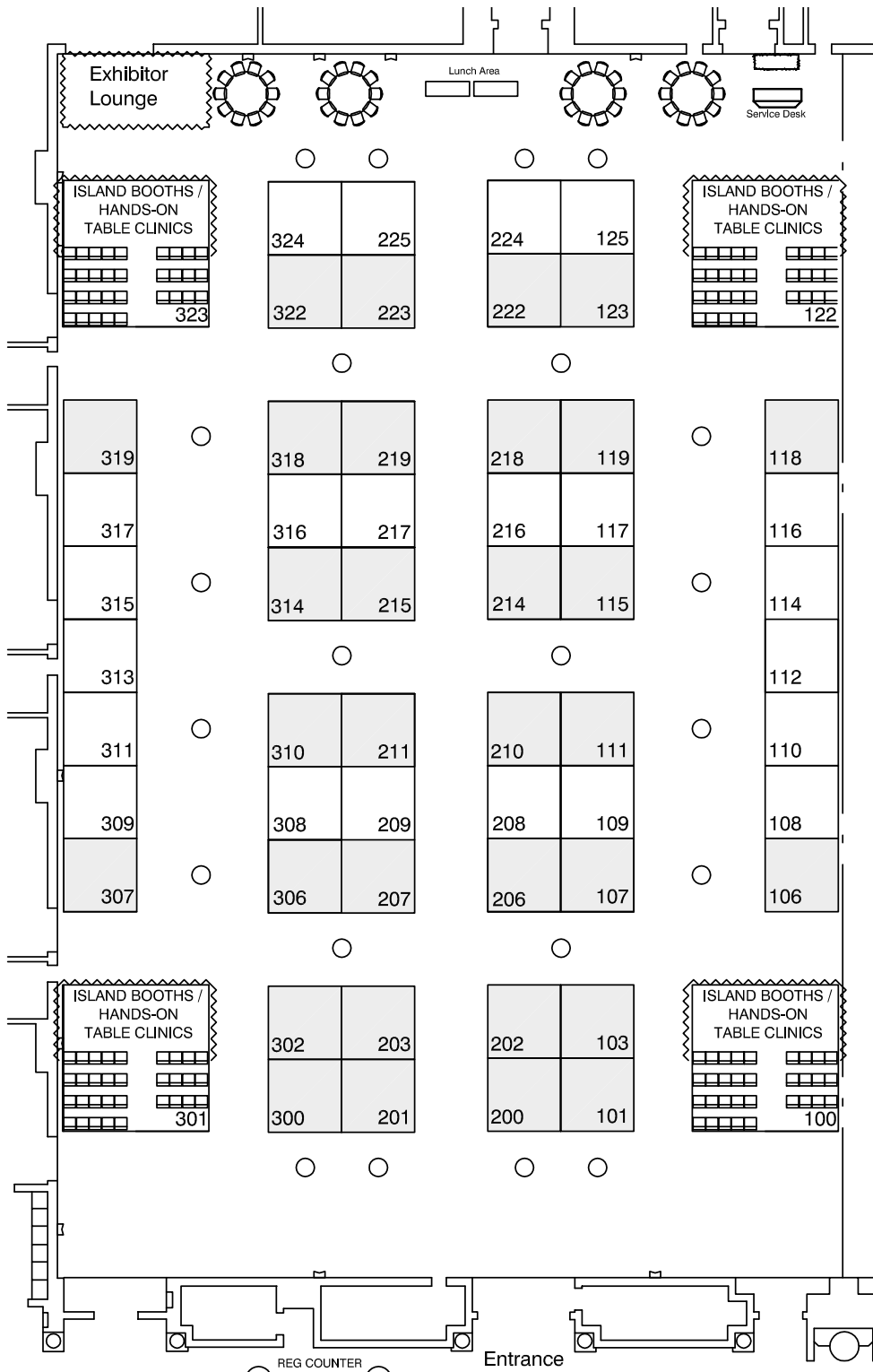
Christina Welty
 Email: cwelty@executiveoffice.org

Advertising:

Maureen Turner
 mturner@executiveoffice.org

Booth Assignment Policy

Booth locations are determined by the FDLA's priority points system. This system is based on the number of years a company has exhibited with the FDLA (since 1985), the number of booths held each year and the Symposium sponsorship participation from the previous year. **Booth assignments using priority screening will begin 12/1/2016. Applications received after 12/1/2016 will be assigned in the date order they are received.** NOTE: If 2017 is the first year your company is exhibiting at the show, your application will be processed in the order that it is received.



 = Prime Booth Space

Island Booths Available to Host Table Clinics in Expo Hall

During the 2017 Southern States Symposium & Expo, exhibitors will have the opportunity to purchase an Island Booth in the exhibit hall and the opportunity to hold at least one (1) and up to five (5) hour table clinics within their island booth location during the weekend!

Agreement, please be sure to complete the following:

- 1) Choose your preferred island booth locations on the Exhibit/Sponsorship Agreement.
- 2) Complete the Hands-On Table Clinic information below.
- 3) Email this form along with a course description and presenter's bio to: cwelty@executiveoffice.org.

CLINIC TITLE: _____

Is this presenter approved by the National Board for Certification (NBC) to provide CDT/RG credits? Yes No

If not, call NBC at 800.684.5310 for presenter approvals.

(FDLA will request approval for clinics from NBC, but presenters must be approved prior to clinic approval.)

PRESENTER INFORMATION:

Name _____ Credentials: _____

Organization: _____ Title: _____

Address: _____

City/State/Zip: _____

Telephone: () _____ Email: _____

Speaker Cell Phone (used only in emergency during meeting dates): () _____

SPONSOR INFORMATION:

Company: _____

Contact Person: _____ Title: _____

Address: _____

City/State/Zip: _____

Telephone: () _____ Email: _____

Signature of Contact: _____

Audio Visual – FDLA will provide a LCD Projector, screen and lavalier microphone for the presenter if requested. The presenter is responsible for bringing his/her own laptop and securing any additional A/V needed.

Any partially completed forms will be returned and not considered until fully completed. Completed forms **MUST** be returned with a presenter's bio, course description and headshot attached. **Date and time of table clinics will be assigned closer to the Symposium.** If you have questions or need additional information, please do not hesitate to contact the FDLA office at 850.224.0711 or by email at cwelty@executiveoffice.org.

2017 SPONSORSHIPS

AVAILABLE SPONSORSHIPS

Each sponsorship will receive the following, in addition to what is listed under the individual sponsorships:

- Recognition in the Symposium Registration Brochure (mailed to 5,500 laboratories and technicians)*
- Recognition on event signage
- Complimentary listing on the FDLA Southern States Symposium & Expo website

Friday Mid-Morning Break – \$750 (1 available)

- Sole sponsorship of Friday Mid-Morning Beverage Break
- Sponsor logo displayed on beverage napkins at the break

Friday Night Reception Prizes – \$250 (4 available)

- Special recognition of donation at reception

* Signed Sponsorship Agreement and sponsor logo in EPS, JPG or TIFF 300 dpi format must be returned by 11/4/2016 to be recognized in the Symposium Registration Brochure.

** Sponsor to provide logo in EPS or TIFF file by 11/4/2016 to be recognized on signage.

THANK YOU TO OUR 2017 SPONSORS!

(as of 10/14/16)

FRIDAY NIGHT RECEPTION



FRIDAY LUNCHEON



MATHESON MEMORIAL GOLF TOURNAMENT



EXPO KICKOFF RECEPTION



TRADE SHOW BAGS



ROOM KEY CARDS



FRIDAY NIGHT RECEPTION BEVERAGES



ATTENDEE LANYARDS



FRIDAY MORNING BREAK



SATURDAY MORNING BREAK



SATURDAY AFTERNOON BREAK



Sponsorships are reserved on a first-come, first-served basis upon receipt of payment.

Need additional information? Call Christina Welty at the FDLA office at 850.224.0711.

THANK YOU TO OUR EXHIBITORS!

For an updated list of Exhibitors, please visit www.fdla.net.

(as of 10/14/16)

3D BioCAD
Americana Dental
The Argen Corporation
Aspen Dental
Atlanta Dental Supply
BEGO USA
Brasseler USA
Cardinal Rotary Instruments
Dentsply Sirona
GC America, Inc.
Heraeus Kulzer
Ivoclar Vivadent, Inc.
Jensen Dental
Kettenbach
McFatter
Nobel Biocare
NOBILIUM
Panthera Dental
PREAT Corporation
Renfert USA
Straumann USA
Sterngold
Whip Mix Corporation
Xpdent Corp
Zahn Dental
Zirkonzahn USA, Inc.

HOTEL INFORMATION



Renaissance Orlando at SeaWorld

The 2017 FDLA Southern States Symposium & Expo will be held at the Renaissance Orlando at SeaWorld, located across from SeaWorld Orlando and adjacent to Aquatica and Discovery Cove. From the moment you step into the resort's lush, tropical landscape, you'll feel relaxed and refreshed as you immerse yourself in our flowing, aquatic-themed design. From the breathtaking 10-story sun-bathed lobby to the modern, residential suites and luxurious guest rooms – among the largest in the Orlando area – a truly distinctive, contemporary aquatic experience awaits.

The FDLA has secured a special reduced rate of \$157 inclusive of the resort fee for FDLA attendees. Also included in your rate are 50% discount on in-room high speed internet, complimentary self-parking and access to 24-hour fitness center. Make your hotel reservations directly with the Renaissance by calling **407.351.5555**. Be sure to mention you are with FDLA and make your reservations by **Wednesday, April 19, 2017** to receive this special reduced rate. The association can only reserve a certain number rooms at the discounted rate. Once the room block is sold out, even if that day is prior to the cutoff date, a higher prevailing room rate will apply. Make your reservations today!

Great Benefits of Staying at the FDLA Host Hotel:

- Special reduced rate of \$157 for FDLA!
- The expo hall is minutes away from your hotel room.
- Increased networking time with attendees in the hotel's restaurants and lounge areas!
- Across the street from SeaWorld Orlando
- Visit www.renaissanceseworldorlando.com to learn more about this wonderful resort!

Please continue your support of the FDLA Southern States Symposium & Expo by staying at the Renaissance Orlando at SeaWorld, the appointed FDLA host hotel.

Need additional information?

Visit the FDLA website at www.fdla.net or call the FDLA Symposium & Expo office at 866.873.3352.



Join FDLA today to take advantage of valuable member benefits!

FDLA offers exhibitors a way to connect in more ways than one! Becoming a member of FDLA will not only allow you to save on the cost of your booth space, but will also allow you to benefit from being part of an association that helps you keep in contact with your buyers all year long!

Business Partner Program (Membership Fee – \$750)



5% Discount on general sponsorship purchases for the Southern States Symposium & Expo, presented by FDLA.

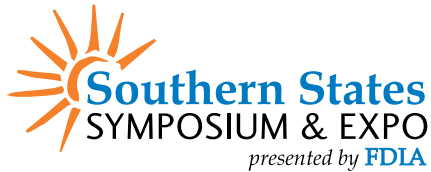
- Semi-annual list of all dental laboratories in Florida
- Recognition in the onsite program for the Southern States Symposium & Expo, presented by FDLA
- Earn one point per year of your partnership toward preferred exhibit space at the Symposium & Expo
- Year-long recognition in FDLA quarterly publication *focus* and in the special Business Partner Program section of the FDLA Website, www.fdma.net
- Business Partner Membership allows anyone from the company to attend any FDLA event at the member rate
- Subscription to *focus* magazine (*company contact only*)

Associate Membership (Membership Fee – \$225)

- Any sales or technician representative of suppliers, manufacturers or vendors is eligible to become an Associate Member. Membership entitles individuals to all benefits and privileges of the state association. Member is not eligible for elective office or voting privileges.
- Associate Membership covers only the individual who is registered under the membership.
- Subscription to *focus* magazine (*company contact only*)

For more information on the outstanding benefits of becoming a member of FDLA, please visit www.fdma.net/businesspartners





May 11 - 13, 2017

Renaissance Orlando at SeaWorld • Orlando, FL

EXHIBITOR ONLY ADVERTISING OPPORTUNITIES

Symposium & Expo Onsite Program

The Symposium & Expo Onsite Program will be published for distribution at the 2017 Southern States Symposium & Expo, presented by FDIA. This program provides an excellent opportunity for suppliers and manufacturers to call attention to new products and services, or to create excitement about your booth in the exhibit hall. The Symposium & Expo Onsite Program will be circulated to all Symposium attendees...that's over 1,000 attendees!

Companies exhibiting at the 2017 Southern States Symposium & Expo will receive a discount off the price of an ad in the Symposium & Expo Onsite Program and on FDIA's website (contact us for website advertising information).

SPECIAL EXHIBITOR PRICES

Full page ads have bleed. Trim size is 8.5" by 11". Bleed size is 8.75" by 11.25". Smaller sizes have no bleed. All ads are in full color. Please check which ad size(s) you wish to order. *Deadline for the Symposium & Expo Onsite Program is March 17, 2017.*

<input type="checkbox"/> Full Page Color – 8.5" by 11"	\$875.00	<i>Special Exhibitor Discount: \$775.00</i>
<input type="checkbox"/> Half Page Color – 7.5" by 4.625"	\$775.00	<i>Special Exhibitor Discount: \$675.00</i>
<input type="checkbox"/> Third Page Vertical – 2.25" by 9.625"	\$700.00	<i>Special Exhibitor Discount: \$600.00</i>
<input type="checkbox"/> Quarter Page Color – 3.5" by 4.625"	\$650.00	<i>Special Exhibitor Discount: \$550.00</i>
<input type="checkbox"/> Sixth Page – 4.875" by 2.25"	\$575.00	<i>Special Exhibitor Discount: \$475.00</i>
<input type="checkbox"/> Inside Front Cover – 8.5" by 11"	\$950.00	<i>Special Exhibitor Discount: \$850.00</i>
<input type="checkbox"/> Inside Back Cover – 8.5" by 11"	\$950.00	<i>Special Exhibitor Discount: \$850.00</i>
<input type="checkbox"/> Outside Back Cover – 8.5" by 11"	\$1,000.00	<i>Special Exhibitor Discount: \$900.00</i>
<input type="checkbox"/> Center Spread – 17" by 11"	\$1,600.00	<i>Special Exhibitor Discount: \$1,400.00</i>
<input type="checkbox"/> Poly Bag	\$1,600.00	<i>Special Exhibitor Discount: \$1,400.00</i>

ADVERTISING ORDER FORM

Be sure to check your selections above.

Company: _____

Contact Person: _____ Email: _____

Address: _____

City/State/Zip: _____

Telephone: () _____ Fax: () _____

Are you exhibiting at the 2017 Southern States Symposium and Expo? (to qualify for special exhibitor ad rates) Yes No

PAYMENT INFORMATION

Check Enclosed (*made payable to FDIA*) Credit Card: MC Visa AmEx **GRAND TOTAL from above:** \$ _____

Card Number: _____ Exp. Date: _____ Security Code on Card _____

Signature of Cardholder: _____ Print Name of Cardholder: _____

Billing Address & Zip Code: _____

CONTACT: MAUREEN TURNER, ADVERTISING MANAGER

Florida Dental Laboratory Association | 325 John Knox Rd, Ste L103 | Tallahassee, FL 32303
Phone: 850.224.0711 | FAX: 850.222.3019 | Email: mturner@executiveoffice.org

EXHIBITOR / SPONSOR RULES & REGULATIONS

CONTRACT FOR SPACE: This application for exhibit space, the formal notice of space assignment by Management, these Rules & Regulations and the rules and regulations set forth in the EXHIBITOR'S Manual constitute a contract for the right to exhibit at FDLA's Symposium & Expo. EXHIBITOR also agrees to comply with the rules & regulations of the Renaissance Orlando Resort at SeaWorld.

EXHIBIT LIMITATIONS: Exhibits may not project beyond the space allotted and aisles must be kept clear for traffic. Exhibits shall not obstruct the view or interfere with traffic to exhibits of others, and must be constructed in compliance with Display Rules & Regulations as developed, including Endcap Restrictions, accepted and endorsed by IAEM, EDPA, ESCA, and IEA (copy provided with EXHIBITOR manual and available again upon request).

SOUND: Exposition management (McRae & Company, Inc.) reserves the right to determine at what point sound constitutes interference with others and must be discontinued or modified. Any method to project sound beyond the confines of the exhibit booth is expressly prohibited.

OFFICIAL DECORATOR: National Expo shall be the Official Decorator, Drayage Contractor and Labor Contractor for this event and shall have the exclusive right to supply all equipment, furniture, carpeting and decorating materials, drayage and non-technical man-power, on a rental basis to individual EXHIBITORS.

BOOTH ASSIGNMENT: EXHIBITOR shall not reassign, sublease or share assigned exhibit space with any person, firm or other entity without notification to and approval of the Exhibit Manager. Exhibit Manager reserves the right to alter the location of exhibits as shown on the official floor plan, if it deems advisable and in the best interest of the show. Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business in any form in the exhibition area. Violators of this prohibition will be promptly ejected from the exhibition area.

RIGHT OF REFUSAL AND/OR CANCELLATION: McRae & Company, Inc., Exhibit Manager, reserves the right to cancel this agreement whenever it discovers that EXHIBITOR'S product is not as described in this agreement or is incompatible, in the opinion of McRae with the purposes of the FSE. Contract for space may also be canceled if the EXHIBITOR'S demeanor is deemed inappropriate or disruptive by Exhibit Management.

INSURANCE AND HOLD HARMLESS AGREEMENTS: General comprehensive, liability and workers compensation insurance must be obtained by EXHIBITORS at their own expense, showing McRae & Company, Inc. and FSE as additional insureds. Proof of insurance must be submitted to McRae upon request.

The EXHIBITOR will indemnify, defend, and hold harmless McRae & Company, Inc., FDLA and its sponsors, the City, the Facility's owner and management, and their respective owners, directors, officers, employees, agents and representatives, against all claims, actions, demands or liability of whatsoever kind and nature, including but not limited to judgments, interest, reasonable attorneys' fees, expert witness fees, and all other related costs and charges arising out of EXHIBITOR'S activities related to the exhibition or any breach of the EXHIBITOR Rules and Regulations, claims of property or personal injury caused by or attributed in part or in whole to any action or failure to act whether by negligence or otherwise, on the part of the EXHIBITOR or any of its directors, officers, employees, agents, representatives or contractors, excluding liability caused by the sole negligence or willful misconduct of McRae & Company, Inc. and FDLA, its sponsors and their respective owners, directors, officers, employees, representatives and agents.

LIMITATION OF LIABILITY: EXHIBITOR ASSUMES THE ENTIRE RESPONSIBILITY AND LIABILITY FOR ALL DAMAGES OR LOSSES TO MCRAE & COMPANY, INC. AND FDLA, THE FACILITY, PERSONS OR PROPERTY THAT OCCUR AS A RESULT OF THE NEGLIGENCE OR ANY ACTIONS OF EXHIBITOR OR ITS OFFICERS, EMPLOYEES, AGENTS, REPRESENTATIVES, INVITEES AND GUESTS DURING THE ENTIRE EXHIBITION PERIOD.

EXHIBITOR AGREES THAT TO THE MAXIMUM EXTENT PERMITTED BY LAW, MCRAE & COMPANY, INC. AND FDLA, THE CITY, THE FACILITY AND ANY OF THEIR RESPECTIVE OFFICERS, AGENTS, EMPLOYEES OR REPRESENTATIVES WILL NOT BE HELD LIABLE FOR ANY LOSS OR DAMAGE TO ANY EXHIBITS, OR MATERIALS, GOODS OR WARES (COLLECTIVELY "PROPERTY") BELONGING TO THE EXHIBITOR, AND THEY ARE RELEASED FROM LIABILITY FOR ANY DAMAGE, LOSS OR INJURY TO PERSON OR PROPERTY OF THE EXHIBITOR OR ITS OFFICERS, EMPLOYEES, AGENTS, REPRESENTATIVES, INVITEES AND GUESTS, RESULTING FROM FIRE, STORMS, WATER, ACTS OF GOD, AIR CONDITIONING OR HEATING FAILURE, THEFT, MYSTERIOUS DISAPPEARANCE, BOMB THREATS OR ANY OTHER CAUSES.

ATTORNEY FEES AND COSTS: Should any litigation arise out of this contract, EXHIBITOR shall pay all costs and reasonable attorney's fees incurred by McRae & Company, Inc., Exhibit Manager, and/or the sponsoring organization, if McRae and/or the co-sponsoring associations are the prevailing parties. This provision shall extend to the costs and attorneys' fees incurred at both the trial and appellate level.

TAXES AND LICENSES: EXHIBITOR shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at the FSE Show. EXHIBITOR shall be responsible for obtaining tax identification numbers & paying all taxes, license fees or other charges that shall be due to any governmental authority in connection with their activity at the Exposition.

AGE RESTRICTIONS & STROLLER POLICY: No children in strollers or children under the age of 15 will be allowed access into the exhibit hall during booth setup, show hours or during booth dismantling.

FIRE, SAFETY AND HEALTH: The EXHIBITOR agrees to accept full responsibility for compliance with city, county, state and federal Fire, Safety and Health Ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accidents to spectators.

The EXHIBITOR hereby represents and warrants to McRae & Company, Inc. and FDLA, that EXHIBITOR has taken all steps reasonably necessary in its judgment to ensure the sound engineering and structural integrity of its exhibit design and the proper construction and safety of the exhibit itself, as erected.

DEFAULT BY EXHIBITOR: EXHIBITOR shall be in default if it fails to pay at pre-identified dates the required sums under this agreement or breaches any of the provisions of this contract.

UNOCCUPIED SPACE: Exhibit Management reserves the right, should any rented EXHIBITORS' space remain unoccupied 2 hours prior to the published set-up day/hours, or should any space be forfeited due to failure to make payment in full, to sell paid or unpaid space to another EXHIBITOR or use space for such purpose as it may see fit without liability on its part. This clause shall not be construed as affecting the obligation of the EXHIBITOR to pay the full amount specified in the space rental contract. Failure to make payment of the full amount specified in the Contract for Exhibit Space by the cut-off date constitutes cancellation by the contracting EXHIBITOR.

EARLY TEAR-DOWN OR DISMANTLING: EXHIBITORS agree by signing this contract that they will remain on the exhibit hall floor until the official close of the trade show, as published in their EXHIBITOR manual. Early tear-down or dismantling is prohibited. Any EXHIBITORS dismantling their booths prior to the scheduled time will be penalized a \$250 fine. This fine must be paid before the EXHIBITOR may apply to exhibit at future shows. In addition, any EXHIBITORS dismantling their booths early will be penalized with a loss of priority points for future booth selection. Exhibits Management will monitor and enforce this rule.

CANCELLATIONS AND REFUNDS: In the event of cancellation by the EXHIBITOR, the following schedule of refunds will be followed: Refund of the total amount paid as of date of cancellation, less a \$50 administrative fee will be made if written cancellation is received by **March 6, 2017**. No refunds will be **paid after March 6, 2017**, unless the "paid-in-full" space is re-sold prior to the opening of the show. In that event, exhibit management will refund 50% of the booth fee within 30 days of the close of the show. If canceled at the discretion of the Exhibit Manager, the amount of refund (if any) will be determined by the Exhibit Manager at the time of cancellation. **There will be no refunds for "No-Shows."** Sponsors who wish to cancel must submit a written cancellation request to the FDLA office prior to **March 6, 2017** to receive a full refund less a \$50 administrative fee. All sponsorship cancellation requests received after **March 6, 2017** will receive a 50% refund of the fees paid.

EXCUSED NON PERFORMANCE/FORCE MAJEURE: If for any reason beyond the reasonable control of McRae & Company, Inc. or FDLA, including but not limited to acts of God, war, strikes, labor disputes, accidents, government requisitions, governmental restrictions or regulations on travel (including travel advisory warnings), facility availability, commodities or supplies, inability to secure sufficient labor, civil disturbance, terrorism or threats of terrorism as substantiated by governmental warnings or advisory notices, curtailment of transportation, disaster, fire, earthquakes, hurricanes, extreme inclement weather, epidemic, shortages or disruption of the electrical power supply causing blackouts or rolling blackouts (in the city where the facility is located), or any other comparable conditions, McRae & Company, Inc. or FDLA is unable to fulfill its obligations under this Agreement, the Parties may terminate this Agreement without liability, and McRae & Company, Inc. or FDLA may retain the earned portion of the Exhibit Fee required to recompense it for expenses incurred up to the time of terminating the event. Any remaining unearned Exhibit Fee will be returned to the EXHIBITOR.

Additionally, if any part of the Facility is damaged or if circumstances beyond McRae & Company, Inc. or FDLA's reasonable control make it impossible or impractical for McRae & Company, Inc. or FDLA to permit EXHIBITOR to occupy or continue to occupy the assigned Exhibit space location during any part of or the entire exhibition, EXHIBITOR will only be charged a pro rata Exhibit Space Rental Fee for the period that the Exhibit space was or could have been occupied by EXHIBITOR. Furthermore, in no event will McRae & Company, Inc. or FDLA, the City, the Facility, or their respective owners, directors, officers, employees, agents and representatives be liable for any consequential, indirect, special or incidental damages of any nature or for any reason whatsoever.

AUTHORITY TO SIGN: EXHIBITOR agrees that they have the requisite authority to enter into this Agreement and bind the company or party for whom they sign, and to abide and be bound by all of the terms, conditions, all EXHIBITOR Rules and Regulations stated under this Agreement, the EXHIBITORS' Manual, any schedules, or to any amendments to the same, all of which are integral to and incorporated by reference into this Agreement. All points not covered are subject to the decision of the Exhibit Manager.

Further, EXHIBITOR agrees that McRae & Company, Inc. will have full power in a matter of interpretation, amendment and enforcement of all EXHIBITOR Rules and Regulations. In all instances, McRae & Company, Inc.'s rulings will be final. All rights and privileges granted to EXHIBITOR under this Agreement and any subsequent amendments are subject to and subordinate to the master lease between McRae & Company, Inc., the Florida Dental Laboratory Association (FDLA) and the Facility.

**For further information, contact Connie Bond,
FDLA Exhibit Manager at 866.873.3352 or 850.906.0110
FAX: 850.906.0077 exhibits@fdla.net www.fdma.net/exhibits**

2017 SOUTHERN STATES SYMPOSIUM & EXPO - EXHIBIT / SPONSORSHIP AGREEMENT

May 11 - 13, 2017 • Renaissance Orlando at SeaWorld • Orlando, FL

REGISTRATION INFORMATION

PLEASE COMPLETE THIS INFORMATION AS IT SHOULD APPEAR IN THE ONSITE PRINTED PROGRAM:

Company: _____

Exhibit Contact Person: _____ Title: _____

Address: _____
(address listing for onsite program)

City/State/Zip: _____

Telephone: () _____ Fax: () _____

Email: _____ Website: _____

Description of Products/Services for Printed Program (25 words or less): _____

NOTE: The person listed above will appear in the onsite printed program. If this person is not the person who should receive the exhibitor kit and other show materials, please list below the name and address of the main show contact:

Name: _____

Address: _____

City/State/Zip: _____

Phone/Fax/Email: _____

BOOTH LOCATION DESIRED 1st choice: _____ 2nd choice: _____ 3rd choice: _____

If possible, do not place us next to the following companies (specific names) _____

FEES AND PAYMENT TERMS

Completed agreements should be mailed along with payment to **FDLA EXHIBIT MANAGER, 1401 Maclay Commerce Drive, Tallahassee, FL 32312** or faxed to **850.906.0077**. You may also register online at www.fdma.net/exhibits.

___ Regular Booth(s) — Member: \$1,500	\$ _____
___ Regular Booth(s) — Non Member: \$1,700	\$ _____
___ Prime Location Booth(s) — Member: \$1,700	\$ _____
___ Prime Location Booth(s) — Non Member: \$1,900	\$ _____
___ Island Booth / Hands-On Table Clinic — \$4,500 (5% discount for Associate & Business Partner Members)	\$ _____
___ Sponsorship(s) (5% discount off for Business Partner members)	
Sponsorship Selection: _____	\$ _____
___ Symposium Onsite Program Advertising — Ad type: _____	\$ _____
___ Business Partner Membership — \$750	\$ _____
___ Associate Membership — \$225	\$ _____

TOTAL \$ _____

PAYMENT INFORMATION

Check Enclosed (*made payable to FDLA*) Check # _____ Check Amount \$ _____

Credit Card: MC Visa AmEx Charge Amount \$ _____

Card Number: _____ Exp. Date: _____ Security Code on Card _____

Signature of Cardholder: _____ Print Name of Cardholder: _____

Billing Address & Zip Code: _____

CONTRACT AGREEMENT

I understand this application becomes a contract when signed below and accepted by the FDLA Exhibit Manager.

I agree to abide by the rules and regulations stated with this agreement. Contract will not be accepted without a signature.

Signature of Authorized Representative: _____

Title: _____ Date _____

NOTE: A copy of this agreement will be returned to you once processed to confirm your assigned booth space and/or sponsorship.