AMERICAN ASSOCIATION OF ORTHODONTISTS 2027 ANNUAL SESSION EXHIBITOR/SPONSOR TERMS AND CONDITIONS

***Application process opens on September 8, 2026. The AAO reserves the right to update the terms and conditions, including the event times, up until the start time of the Annual Session.*

Any company interested in exhibiting at an AAO Annual Session should contact Elizabeth Cordes (show management representative) at ecordes@aaortho.org to get started with their application process.

Exhibitor invitations to participate will be sent to each company's primary contact. Once your booth has been selected and payment has been received, you will be granted access to the Exhibitor Platform.

The Exhibitor Platform serves as your central resource for managing your participation in the Annual Session. Within the platform, you will be able to complete required tasks, register booth staff, reserve hotel accommodations, make payments, and access important exhibitor resources and event information.

DISCLAIMER: The AAO makes no guarantees regarding the total attendance or the level of traffic at any exhibitor's or sponsor's booth or event during the conference. While the AAO will make reasonable efforts to promote the event and facilitate attendee engagement, actual attendance and booth traffic are subject to various factors beyond the AAO's control. Exhibitors and sponsors acknowledge and accept that participation does not ensure specific results or outcomes.

**All exhibitors who submit an application agree to abide by the following terms and conditions:

ANNUAL SESSION 2027 FEES

Exhibit Hall Space Rental Fees – The AAO space rental fees are based on the total square feet utilized. Space in the Exhibit Hall is rented on a square foot basis, with minimum rental being 100 square feet in 10'x10' configuration. Base rental fee for an in-line 10'×10' booth is $3,800. Total pricing is determined by the number of booth spaces, whether a booth is in-line or island, location of the booth(s) and the level of event sponsorship purchased. Islands measuring 400 sq.ft. or more shall be charged a $1,000 island fee in addition to the standard space rental. Booths determined to be in a premium location and identified as such on the live floorplan, will be subject to an additional fee of $150 per 10'x10' booth.

Solution Zone Kiosk Fee – As part of the AAO's continued commitment to delivering a more purposeful and value-driven Annual Session experience, the Association has introduced Solution Zones throughout the meeting. These curated areas are designed

to help attendees identify practical solutions to the most common clinical, operational, and business challenges they encounter in their day-to-day practices.

Solution Zone kiosks are intended to be solution-focused rather than brand-focused, providing attendees with an efficient way to discover products, services, and technologies that address specific practice pain points.
Each kiosk includes:

- One (1) lockable storage cabinet
- One (1) monitor displaying the designated practice challenge or "pain point"
- Company branding displayed on the cabinet below the monitor
- Space for up to two (2) company representatives to engage with attendees at the kiosk

Companies are expected to tailor conversations and demonstrations around the designated solution topic assigned to their kiosk. Promotional activities should support the educational intent of the Solution Zone experience and remain relevant to the identified practice challenge. Branding on the kiosk is limited, see industry relations manager for more information.

The Solution Zone Kiosk fee is $7,500 and includes two (2) exhibitor staff badges valid for the duration of the conference.

These kiosks will have the same hours as the Exhibit Hall with the exception of Sunday where they will be open until 4:45pm in accordance with the lecture schedule.

Conference Rooms – Conference rooms in the Exhibit Hall will be available for a fee of $5,000 per room. These rooms are 10'x10', hard-walled and lockable. They include: 1 draped table, 2 chairs, carpet, and 1 wastebasket. Additional furnishings or equipment may be ordered at exhibitor's expense.

Deposit – A fifty percent (50%) deposit must be submitted at the time of contracting beginning on September 8, 2026. If paying by check, booths will NOT be confirmed until the check is received in the AAO office. No space will be confirmed without receipt of deposit.

> ***Please note****: Payment for purchase of a sponsorship must be collected in full at the time of purchase. Please see page 10 for more information on Sponsorships.*

Balance of Payment – Full payment must be received by the AAO no later than March 12, 2027. AAO Show Management reserves the right to cancel any exhibit space with an outstanding balance that remains unpaid for 60 days or after March 12, 2027, whichever occurs first. Any canceled space may be reassigned or resold without liability to the AAO, and all deposits and payments received will be forfeited.

Cancellations or Downsizing– Exhibitors must notify AAO show management in writing by submitting a completed and signed Cancellation/Downsizing Form of their need to cancel their booth space and/or sponsorship of the AAO Annual Session OR the need to downsize their booth. In so doing, the exhibitor recognizes the AAO may not be able to replace that lost revenue. Accordingly, the cancellation fee will be determined by the earliest applicable trigger below:

Earliest Applicable Trigger	Cancellation Fee
Within the first 30 calendar days after the contract date, or prior to January 4, 2027	25% of the total booth and/or sponsorship fee will be retained by AAO. (For a standard 10' × 10' booth, this equals $950.)
More than 30 calendar days after the contract date, or any time between January 4, 2027 through March 12, 2027	50% of the total booth and/or sponsorship fee will be retained by AAO. (For a standard 10' × 10' booth, this equals $1,900.)
More than 60 calendar days after the contract date, or anytime after March 12, 2027	100% of the total booth and/or sponsorship fee will be retained by AAO. No refunds will be issued.

All cancellations will be assessed with a minimum processing fee of $150. Should the in-person meeting be cancelled, the AAO agrees to notify the contracted exhibitors as soon as possible, and the refund will be processed accordingly. **Please allow up to 30 days for refunds to be processed.**

In all cases, exhibitors are responsible for cancelling any other reservation (e.g. – hotel or airline reservations) made in connection with the event.

EXHIBITOR APPLICATIONS

Application and Acceptance – By submitting an application to participate as an Exhibitor or Sponsor at this conference, you acknowledge and agree that acceptance of these terms and conditions and the submission of the application does not constitute a binding contract. A contract will only be formed upon the explicit approval of the application by the AAO. The AAO reserves the right to approve or reject any application at its sole discretion. Only upon receiving a formal approval notice from the AAO will a binding contract be established.

Subletting/Sharing Space – Exhibitors cannot sublet, assign, or share any portion of the assigned exhibit space to any other person or company, without the express written consent of AAO show management.

Eligibility for Exhibitors – The AAO will consider all exhibit applications based on the following criteria but reserves the right to reject or withdraw an application for any reason whatsoever at their sole discretion:

1. Manufacturers, suppliers and distributors of orthodontic products and services.
2. Manufacturers, suppliers and distributors of products and services that benefit orthodontics.
3. Manufacturers, suppliers and distributors of products and services that are considered by AAO show management to be of general interest to Annual Session attendees.
4. Providers of professional, financial, consulting, and miscellaneous services that are considered by AAO show management to be of general interest to Annual Session attendees.

5. Only dental-related companies who do not engage in, or provide material support for or to, teledentistry services that do not, in the AAO show management's sole discretion, meet the necessary standards of patient care and/or safety, including but not limited to requiring sufficient supervision (both in-person and/or otherwise) by a licensed dentist and/or orthodontist, will be permitted the right to exhibit.
6. AAO show management reserves the right to prohibit any exhibitor at its sole discretion, regardless of whether it meets any of the above criteria.
7. To determine eligibility, potential exhibitors must provide a website link to their products that will be showcased at the Annual Session and/or provide a description of the products that will be displayed. Only those products that relate to the practice or business of orthodontics are eligible for exhibition.

ANY false representations by an exhibitor of the nature of their business or products will result in forfeiture of the right to exhibit, and no refund will be made.

Rejected Applications – In the event an exhibit application is not accepted by the AAO, the deposit for the exhibit space and sponsorships, if purchased, will be refunded to the applicant.

Non-Compete for Exclusive AAO Programs - For supplier categories in which the AAO has established an exclusive program, competitor companies (as identified by the AAO Business Development team) shall not be permitted to purchase event sponsorship opportunities, advertising opportunities, present content of any kind (such as lectures or articles) or exhibit at Winter Conference. Competitor companies may participate as exhibitors at the AAO Annual Session, subject to standard exhibitor policies and space availability.

EXHIBITOR SPACE ASSIGNMENT

Space Assignment Policy – AAO show management reserves the right to limit the amount of square feet purchased by any single exhibitor to preserve the diversity of the Exhibit Hall. AAO show management also has the right to limit the number of exhibitors of similar products or services. AAO show management reserves the right to assign exhibitors within the Exhibit Hall according to the type of products or services exhibited.

<u>In order to honor the continued commitment and longevity of our exhibitors, the AAO Annual Session booth assignment process is based on our Priority Point Policy (see Policy in next section) will occur as follows:</u>

- The companies (and their subsidiaries) with 30 priority points or more OR total spend in FY26 of greater than $10,000 in sponsorship (please note: this does not include the purchase of conference rooms) will qualify for early booth contracting and placement that will occur between September 8th and October 9th

- Contracting and booth placement opens for companies with 27 - 29 priority points on October 12, 2026.

- Contracting and booth placement opens for companies with 25 - 26 priority points on October 13, 2026.

- Contracting and booth placement opens for companies with 22 - 24 priority points on October 14, 2026.

- Contracting and booth placement opens for companies with 20 - 21 priority points on October 15, 2026.

- Contracting and booth placement beginning on (and after) October 19, 2026, will be assigned in chronological order once the application and the deposits have been received.

Parent Organization & Subsidiary Space Assignment: Several AAO exhibitors purchase space for parent organizations that also own subsidiary companies. In an effort to recognize the total contribution made by these parent organizations, AAO show management will allow parent organizations the ability to purchase and assign all of its booth space(s) at the same time according to the following standards:

1. The date / time of the space assignment shall occur based on the highest ranking company within the organization, according to a list that is kept and managed by AAO show management. (The Manager of Industry Supplier Relations can provide the list of priority point balances upon request.) Priority placement is determined by each company's total spend on booth rental and sponsorship during the prior fiscal year.

2. Each exhibiting company that is included within the parent organization's total space must have an authorized representative available at the assigned date and time.

3. All exhibiting companies looking to be placed at the time of the company with the highest priority points must choose a location adjacent to one another.

4. During this appointment, all representatives will be expected to confirm the size & location of their booth and submit their contract online indicating such. If a representative is unable or unwilling to commit to their space, location, size or by submitting their contract and paying deposit, space will not be held for that company.

5. Initially, the company name with the highest priority points shall be the only name to appear on the floorplan. Each subsidiary company's name will appear on the floorplan as it is assigned in order, according to the list kept by AAO show management, or by October 19, 2026.

6. After October 19, 2026, the total area will reflect each individual company's name according to the contract that each company originally submitted. Each company shall be billed based on their individual booth size.

7. The required 50% deposits shall be paid by the date of submitting the contract.

8. Each subsidiary company that complies with the standards listed above shall be

listed individually within any exhibitor guide (available in the conference app) provided to conference attendees.

Relocation of Exhibits – AAO show management may alter the location of any exhibit at any time, if in the best interest of the exhibition. AAO show management also has the right to prohibit or remove any exhibit, or part of any exhibit, that violates policy, local ordinance, or is judged inappropriate by AAO show management for any reason, in its sole discretion. Exhibitors requesting additional available space on-site will be allowed to move upon approval by AAO show management. Once the show has begun, movement of booths shall not occur until the Exhibit Hall is closed for that day. AAO show management reserves the right to deny additional space requests should the request cause undue hardship to the exhibition. No changes to booth locations will be permitted onsite without the permission of the AAO. Any exhibitors who fail to abide by this policy or who are discovered to have relocated their booth without permission may be asked to leave and will not be eligible for a refund.

Booth Relocation Fee – Exhibiting companies will have 30 days from the time of general booth contracting to request to move the location of their booth on the show floor without incurring additional fees. If an exhibiting company requests to move the location of their booth after general contracting has been open for 30 days, the requesting company will incur a $50 fee for each additional move request.

PRIORITY POINT POLICY

Companies who exhibit at the AAO Annual Session are encouraged to engage with the AAO membership in many ways throughout the year. In doing so, these companies will earn priority points that may benefit them in the future. 1 priority point is worth roughly $2500 in sponsorship & advertising dollars, but minimums and maximums do apply in certain Areas of Engagement (AOEs).

Following is an outline of the value of each Area of Engagement (AOE) and its corresponding points value:

Annual Session Exhibit
(maximum of 2 points per participating company)
Annual Session Sponsorship
(1 point for every $2,500 spent; $5,000 minimum)
Annual Session Housing - Booking Staff rooms inside the AAO Block
(maximum of 2 points per participating company)
Winter Conference Exhibit
(maximum of 2 points per participating company)
Winter Conference Sponsorship
(1 point for every $2,500 spent, Minimum of $5,000)
Winter Conference Housing - Booking Staff rooms inside the AAO Block
(maximum of 2 points per participating company)
Leadership Development Conference Sponsorship*
(1 point for every $2,500 spent, Minimum of $5,000)
Bulletin, AJO-DO, Annual Session On-Site Program, and other Non-Annual Session Advertising
(1 point for every $2,500; no cap for this category)

Supplier Webinars & Online Learning
(1 point for every $2,500 spent, Minimum of $5,000)
AAO Foundation Corporate Contribution
(1 point for every $2,500 actually paid, Minimum of $5,000)
Legal Residency / Resident Vitals / Financial Management Lectures/Women in Orthodontics Sponsorship
(1 point per $2,500 spent per sponsorship, Minimum of $5,000)
Serving on the Exhibitor Advisory Committee
(maximum of 1 point per participating company)
Exhibiting at Constituent Meeting
(maximum of 1 point per constituent meeting)
Career Fair Participation
(maximum of 1 point per participating company)
New Product Showcase Award Competition
(maximum of 1 point per entry)
Referral Program
(1 point per company referred to exhibit at the Annual Session)

***Please note**: Only companies that have not exhibited with the AAO prior to the current fiscal year will be eligible to be recognized as a "referred company." Priority points are only awarded for referrals that meet AAO exhibitor eligibility standards. Referred companies must demonstrate a clear and direct connection to the orthodontic profession. This includes:*

- *Manufacturers, suppliers, or distributors of orthodontic products and services;*
- *Providers whose offerings benefit the practice or business of orthodontics;*
- *Service providers (e.g., financial, consulting, technology) whose services are of general interest to AAO Annual Session attendees;*
- *Dental-related companies that do not engage in unsupervised or non-compliant teledentistry practices, as determined at the sole discretion of AAO Show Management*
- *The AAO reserves the right to determine eligibility for all prospective exhibitors. Referred companies must submit a website or product description for review. Misrepresentation of company or product details may result in forfeiture of exhibit rights and/or priority points.*

<u>The fine print:</u>
Point balances will be calculated for only the previous 10-year period, beginning with 2017. If companies change their name, are purchased, or merge with another company, their priority point balances will be combined and applied to the new or parent company - but are still subject to the maximums outlined above.

Please note, companies that prefer to be represented on the show floor in a separate booth space will not have their point balances combined. If the companies that are being merged had a booth at the same conference during the same years, the new or parent company will only receive the 2 points for exhibiting those years. If one of the companies that are being merged exhibited at a year that the other company did not, those additional points will be taken into consideration in the point balance calculation.

Only companies who exhibit at the Annual Session will qualify to earn priority points. If a company elects not to exhibit at Annual Session (even if only for 1 year)

that company forfeits all points, and their balance goes to 0.

THE BENEFITS OF PARTICIPATING IN THE AAO SPONSORSHIP PROGRAM

1. All Conference Sponsors receive special recognition during AAO Conferences. Taking advantage of additional marketing and advertising opportunities keeps your company top-of-mind with AAO members. Both vehicles bring participating companies enhanced brand awareness.
2. Priority Point balances impact the timing of each company's booth placement for the upcoming year's Annual Session.
3. Priority Point Balances also impact the selection of the Suppliers of the Year.

AAO SUPPLIER OF THE YEAR AWARDS

The AAO seeks to offer its appreciation to those companies who show exceptional sponsorship support throughout the year. Each year, the contest period shall start on June 1 and end on May 31 of the following year.

Award winners will receive special recognition through a formal press release in July/August, on the AAO Member Website throughout the year, and recognition in their booth at the following year's Annual Session.

AAO Bronze Sponsor: Awarded to a new partner: a company who has joined the AAO Exhibiting Community within just the last 3 years, has exhibited at Annual Session all 3 years, and has the highest point balance when compared to other companies who have also joined within the last 3 years. (There may be multiple winners in this category.)

AAO Silver Sponsor: Awarded to the company who earned between 6 and 10 priority points during the last fiscal year. The winner will be the company with the highest points earned. The overall point balance earned will be used as the tiebreaker.

AAO Gold Sponsor: Awarded to the company who earned 11 or more priority points during the last fiscal year. The winner will be the company with the highest points earned. The company receiving this award must have participated in ALL AAO constituent meetings the year prior to receiving the award. The overall point balance earned will be used as the tiebreaker.

> *The fine print:*
> *To become eligible to win the Bronze Sponsor Award, new exhibiting companies must have exhibited all 3 of their first 3 years with the AAO. Companies may only win the Bronze Award one time.*
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> *To become eligible for the Silver or Gold Sponsor Award, companies must have exhibited at Annual Session every year for the last 5 or more years. Companies are only able to qualify to win the Silver and Gold Award one time in any 5-year period.*

Suppliers of the year will receive special recognition in AAO Exhibit Hall and will be provided with a personalized logo they can use for Marketing purposes throughout the year.

EXHIBITOR HOUSING & REGISTRATION

Hotel Reservations and Room Blocks - Exhibitors are encouraged to reserve hotel accommodations through the official AAO housing provider, onPeak. Individual reservations may be made through the exhibitor registration and housing portal.

Exhibitors requesting a block of 10 or more hotel rooms must submit their request through onPeak. Submission of a room block request constitutes the exhibitor's acknowledgment and acceptance of the AAO Annual Session Hotel Group Agreement, including all applicable terms, conditions, deadlines, cancellation policies, room assignment requirements, and attrition provisions. The exhibiting company is responsible for ensuring compliance with the Group Agreement and will be held financially responsible for any fees or penalties resulting from noncompliance. Companies requesting room blocks will be required to utilize at least 90% of their confirmed room block at each confirmed hotel, as outlined in the Group Agreement. Failure to meet the required utilization may result in attrition charges.

Additional requirements, including room assignment deadlines and reservation management procedures, are detailed in the AAO Annual Session Hotel Group Agreement.

The complete Hotel Group Agreement will be provided by onPeak during the room block request process and must be accepted before a room block is created.

Registering Booth Staff – Each exhibiting company may register two (2) representatives per 100 square foot booth (10x10) purchased, at no charge. To register booth staff, exhibitors must link to the AAO's registration manager through the exhibitor platform. Exhibitor staff over and above the allotment mentioned here can also be registered and paid for in the same manner for an additional fee of $100 per badge. The AAO will only restrict exhibitor staff registration if required by local authorities.

Exhibitors may register representatives from their distributors as booth staff. The exhibitor agrees that anyone registered as one of their booth staff is subject to the terms of this contract.

Name Badges – Exhibitor name badges will be printed onsite. The exhibitor registration counter is located in Registration (in Ballroom D on Level 1) of the West Building of the Vancouver Convention Center. Security personnel will be located at all entrances to the Exhibit Hall to ensure that only properly registered people enter. Any transfer or unauthorized use of the official name badge is prohibited. Name badges may not be altered in any way. Stickers, ribbons and/or emblems, designed for the purpose of being affixed to the official Annual Session identification badge are strictly prohibited.

Admission of Guests – Admission of exhibitor guests is strictly prohibited. Badges will not be issued to representatives of non-exhibiting companies. Exhibitors may not register orthodontists, dentists, or other individuals as exhibitors unless they are employed by or officially represent the company and will staff the exhibit. "Exhibit staff" is defined as employees or distributors of the company. An exhibiting company that registers a representative from another company (that is not their distributor), or an

orthodontist, dentist or other individual that is not an employee or official representative of the exhibiting company, will be assessed a $2,425 fee per non-authorized registrant. This fee represents the on-site registration fee for non-members, and it must be paid prior to the end of the show on June 6, 2027.

Admission to AAO Events – Exhibitor registration does not include the right to attend all events held in conjunction with the Annual Session. Some events are reserved for AAO members and sponsors only.

Admission to AAO Lectures – Exhibitors are prohibited from attending the AAO lecture programming at Annual Session. Only those who qualify for and are registered as doctors, students, faculty, members of an orthodontic team, or who purchased the corporate registration badge are eligible to sit in lecture rooms.

Exhibitor Staffing – It is the policy of the AAO that all exhibits be staffed throughout the official open hours of the Exhibit Hall. Exhibitors are required to open and close their exhibits according to the official exhibit hours.

End of Show - The Exhibit Hall floor will close on Sunday, June 6, 2027, at 1:30pm Pacific Time. Exhibitors will NOT be allowed to tear down their booth space prior to Exhibit Hall close. Exhibitors caught tearing down their booth space prior to the close of the Exhibit Hall on the last day of the meeting may be subject to loss of priority points and loss of any preferential booth selection in subsequent years.

If an exhibitor needs to tear down earlier than 1:30pm on Sunday, June 6, 2027 they must fill out a form and get formal approval from AAO show management. Forms are located in the exhibitor platform. Please note that depending on the size and location of your booth, an exhibitor wanting to vacate the floor early may be moved prior to the start of the show to ensure the least amount of disruption on the show floor.

Solicitations by Non-Exhibitors – Only registered AAO attendees and exhibitor staff are allowed in the Exhibit Hall or other programs related to the AAO Annual Session. No company or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas. Violators of this policy will be promptly dismissed from the Annual Session and will not be eligible to participate in future AAO events and/or exhibits.

Exhibit Hall Admission – Exhibitors are allowed to enter the Exhibit Hall two (2) hours before the opening and are allowed to stay one (1) hour after the closing of the Exhibit Hall.

Messages and Paging – Paging will only be allowed for documented emergencies. Exhibitors are encouraged to make arrangements through the Exhibitor Service Kit should they require telephone service in their exhibit.

Care of Building – Any damage to the building by the exhibitor or the exhibitor's agent will be charged to the exhibitor. Walls, woodwork, and flooring must not be defaced or altered in any manner whatsoever. Tacking, taping, or nailing of signs, banners, etc., to any permanent wall, post, woodwork, or floor is prohibited. No nails may be attached in any way to the building.

Smoking Policy – The AAO has a no smoking policy for all AAO events. This includes the Exhibit Hall (including set up and tear down time), all seminars and lectures, all food and beverage functions, and all areas of the convention center.

Marketing and/or Distribution of Printed Material – Exhibitors may not use strolling entertainment (Including mascots), nor distribute samples, magazine, or advertising materials in any area outside their exhibit booth including but not limited to, paraphernalia that is associated with or representing a competing or similar entity as the Association or their publications. Any type of product distributed for purposes of display in other Exhibitors booths will be immediately removed and destroyed. Distribution of printed material (including swag) by exhibitors, or their agents is limited to their contracted exhibit space, with the exception sponsorships that include swag distribution (see Sponsorship Prospectus for details). Materials and advertising may not be distributed in any other area inside or outside the convention center or within 5 miles of the convention center or the AAO's contracted hotels without prior AAO authorization. In addition to the limitations on distribution of printed material, exhibitors agree to refrain from advertising (including, but not limited to billboards, banners, flyers, etc.) within 5 miles of the venue.

IN-BOOTH ACTIVITIES

Prize Contests – Prize contests, giveaway contests, games of chance, raffles, and drawings are permitted with approval by the AAO to generate traffic to your exhibit. Requests for any type of traffic generator must be submitted in writing to the AAO show management at ecordes@aaortho.org. All rules of participation and entry into any prize contest, giveaway, games of chance, raffles or drawings must be clear and made available to all participants. The rules and terms cannot be changed once the event is announced.

In-Booth Lectures – In-booth lectures and demonstrations must be configured within the contracted exhibit space and ***cannot*** overflow into the public aisles. This includes ensuring that the audience stays within the confines of the designated space. Monitors or demonstrations of any kind must not be placed on the perimeter of the exhibit space encouraging congestion in the aisles or exhibitors will be asked to reconfigure their exhibit. Please be advised of the sound restrictions found on page 9 under Sound Restrictions for further Information.

Product Distribution – The following guidelines should be used in taking orders and distributing products:

1. Contact a Licensed Customs Broker Regarding the Selling of Items in Canada
2. Order taking may occur any time the Exhibit Hall is officially open.
3. Any exhibitor taking orders or distributing products in the Exhibit Hall must offer 100% refund to any attendee who makes a purchase in the AAO Exhibit Hall. Exhibitors agree to extend the refund and cancel the purchase immediately upon request. Refund and return policies must be provided to the purchaser in an easy-to-read format prior to completing a sale.
4. Attendees may take delivery of their order in the Exhibit Hall at any time the Exhibit Hall is open. All convention center & AAO hotel block public areas are

prohibited for the distribution of product orders.

Exhibitors cannot display any product or service in the assigned exhibit space other than the product or service that was described at the time of contracting, please refer to section 7 of Eligibility of Exhibitors on Page 3 for more Information. Violations can result in immediate closure and removal of the exhibit from the Exhibit Hall without refund of space rental fees.

Projected Images and Lighting – Projected images and lighting must be contained within the exhibitor's contracted space.

Sound Restrictions –Sound amplification must be kept at a level that does not disturb other exhibiting companies or attendees. Audiovisual presentations are permitted provided that screens and monitors are positioned so as not to cause congestion in the aisles and the sound level is not excessive. The AAO reserves the right to determine when sound levels constitute interference with other exhibitors or attendees and may require immediate adjustment or discontinuation of any sound-producing activity. The use of devices or effects that create sudden or excessively loud noises, including but not limited to air cannons, confetti cannons, poppers, horns, sirens, whistles, or similar noisemaking devices, is strictly prohibited within the Exhibit Hall. Live performance of music by an exhibitor is not permitted in the Exhibit Hall. Exhibitors must obtain their own licensing agreements with the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music, Inc. (BMI) should they choose to play music licensed by those organizations.

Drones and remotely operated vehicles – The use of drones or other remotely operated vehicles is strictly prohibited inside the Exhibit Hall and conference center.

Balloon Policy - The following types are permitted (upon approval):

- Air-filled latex balloons
- Air-filled foil (Mylar) balloons
- Balloon garlands, arches, columns, backdrops, and other air-filled installations secured with approved framing or weights

The following are **not permitted**:

- Helium-filled balloons
- Balloon releases (indoors or outdoors)
- Ceiling balloons or balloons intended to float to the ceiling
- Balloon drops
- Confetti-filled and/or glitter-filled balloons
- Balloon installations attached to walls, ceilings, light fixtures, chandeliers, sprinkler systems, fire safety equipment, or other venue property

All balloon installations must be approved by Show Management prior to installation to ensure compliance with venue policies. The Exhibitor is responsible for ensuring all balloon displays comply with venue policies and applicable fire and safety regulations.

Any balloon display installed without prior approval or found to be in violation of venue or Show Management policies may be removed at the Exhibitor's expense without liability to Show Management or the venue. Any costs associated with damage, retrieval,

cleanup, or venue-imposed fees resulting from unauthorized balloon use shall be the sole responsibility of the Exhibitor.

EXHIBITOR CODE OF CONDUCT & COMMITMENT TO THE ATTENDEE EXPERIENCE

The American Association of Orthodontists ("AAO") is committed to providing a safe, welcoming, professional, and inclusive environment for all participants. Exhibitors, sponsors, their employees, contractors, agents, and representatives play an important role in creating a positive conference experience and are expected to conduct themselves in a manner that reflects these standards.

Exhibitor Code of Conduct
By participating in the Event, exhibitors and sponsors agree to comply with the following expectations:

Professionalism and Respect - Treat all attendees, exhibitors, sponsors, vendors, venue personnel, contractors, and AAO staff with courtesy, professionalism, and respect at all times.

Responsible Booth Operations - Exhibit activities, demonstrations, sound, lighting, and promotional efforts must be conducted in a manner that does not interfere with neighboring exhibitors or disrupt the attendee experience. Excessive noise, obstructed aisles, unsafe demonstrations, aggressive solicitation, or activities that impede another exhibitor's ability to conduct business are prohibited.

Professional Appearance and Conduct - Booth personnel shall conduct themselves in a professional manner appropriate for a business event. Exhibitors are expected to use welcoming, respectful, and inclusive language and behavior throughout the Event.

Protection of Property - Exhibitors shall not damage or misuse the facility, event property, or another exhibitor's booth, materials, or equipment. Exhibitors are responsible for any damage caused by their employees, contractors, or representatives.

Compliance with Event Policies - Exhibitors must comply with all AAO policies, these Terms & Conditions, venue regulations, fire and safety requirements, and all applicable federal, state, provincial, and local laws and regulations.

Commitment to the Attendee Experience
Exhibitors and sponsors acknowledge that attendees are entitled to a professional, respectful, and inclusive conference experience. Accordingly, exhibitors agree to support the following principles:

- Foster an environment where every attendee is treated with dignity, courtesy, and respect.
- Provide an exhibit environment free from harassment, intimidation, discrimination, bullying, or other inappropriate conduct.
- Conduct business in a manner that promotes attendee safety and does not create unnecessary risks or disruptions.

- Make exhibit spaces accessible to individuals with disabilities as required by the Americans with Disabilities Act (ADA) and all other applicable accessibility laws and regulations.
- Respect attendee privacy and responsibly manage any personal information collected in accordance with applicable privacy laws and the exhibitor's own privacy practices.
- Encourage an environment that supports learning, professional networking, collaboration, and the respectful exchange of ideas.
- Conduct all promotional activities, demonstrations, and interactions in a manner that contributes positively to the overall attendee experience.

Prohibited Conduct - The following conduct is prohibited and may result in disciplinary action, including removal from the Event:

- Harassment, intimidation, bullying, discrimination, or threatening behavior.
- Offensive, obscene, abusive, or inappropriate language or conduct.
- Unwanted physical contact or invasion of personal space.
- Disruptive demonstrations, excessive noise, or activities that interfere with attendees or neighboring exhibitors.
- Display or distribution of offensive, discriminatory, or inappropriate materials, images, or demonstrations.
- Unauthorized photography, recording, or social media activity intended to harass or intimidate another participant.
- Damage to event facilities, equipment, or another exhibitor's property.
- Any conduct that violates applicable laws or AAO policies.

These expectations apply regardless of race, color, religion, sex, gender identity or expression, sexual orientation, age, disability, national origin, veteran status, or any other characteristic protected by applicable law.

Reporting Concerns - Any exhibitor, attendee, sponsor, vendor, or event participant who witnesses or experiences conduct that may violate this policy is encouraged to promptly report the matter to AAO Show Management or designated event staff.
When possible, reports should include:

- Name(s) of the individual(s) involved.
- Description of the incident.
- Date, time, and location of the occurrence.
- Names of any witnesses, if known.

AAO will review all reports and take such action as it determines appropriate under the circumstances.

Enforcement - AAO reserves the sole right to interpret and enforce this policy and to determine what constitutes inappropriate conduct.
Violations may result in one or more of the following actions, without refund or compensation:

- Verbal or written warning.
- Removal of individual booth personnel.
- Suspension of booth activities.
- Immediate closure and removal of the exhibit booth.
- Revocation of exhibitor credentials.
- Prohibition from participating in future AAO meetings or events.

- Any other action deemed necessary by AAO to protect the safety, integrity, and professional environment of the Event.

AAO's decisions regarding the interpretation and enforcement of this policy shall be final.

SPONSORSHIP REGULATIONS

Sponsorship – Initial priority is given to the previous year's sponsor of a specific activation. If the previous year's sponsor does not re-purchase, that activation is made available to all other exhibiting companies. All exhibiting companies have priority in purchasing sponsor activations over non-exhibiting companies.

Non-exhibiting companies may purchase sponsorship activations that are available at the discretion of the Manager of Industry Relations on or after March 1, 2027.

Neither AAO members nor exhibiting companies shall solicit sponsorships for their events occurring in conjunction with the AAO Annual Session. The expense of any event occurring in conjunction with Annual Session shall be born entirely by the host/hosting organization. Any exhibitor who sponsors or solicits sponsorships on behalf of a host organization will be found to be in violation of their exhibiting contract and will lose priority booth placement at the next contracting period (and subsequent penalties) as outlined in the Exhibitor Violation Policy in these terms and conditions.

EXHIBITOR/ATTENDEE-SPONSORED EVENTS

***The AAO has reserved Thursday, June 3 and Friday, June 4 (after 6:45 pm) as free time for AAO exhibiting companies to entertain AAO attendees. Exhibitors are encouraged to use these times for any events they might be inclined to host.*

Exhibitor-Sponsored Courses, Lectures, Study Groups, Clinics and Hospitality Events – All AAO event exhibitors or attendees are required to complete the Function Space Request form to conduct a course, lecture, study group, clinic, internal sales meeting, or other such event in conjunction with any AAO event. Once the exhibitor/attendee's event is approved, the group will work directly with the venue of their choice to make arrangements for their event.

Exhibitors/attendees in violation of this policy may be penalized in any manner deemed appropriate by show management, including having contracted space canceled without refund and removal from the Exhibit Hall without refund of space rental fees.

The AAO will allow the presentation of meetings, programs, events, and courses by individuals, organizations, or business entities in conjunction with the Annual Session if they comply with the criteria listed below.

1. Permission must be requested by the host from the AAO which shall include a description of the event, location, proposed promotional materials and anticipated audience size and makeup. All requests must be approved in writing by the AAO, and the AAO reserves the right to approve or disapprove any presentation or event in its sole and absolute discretion.

2. Orthodontic manufacturers, dental supply companies, or representatives from social media

groups requesting permission must be exhibiting at the AAO event related to the request.

3. Supplier events must be held within forty-eight (48) hours prior to the AAO Annual Session or following the conclusion of the AAO Annual Session.

4. All in attendance at the exhibitor/attendee's event must be registered for the Annual Session to which the event relates.

5. Event organizers must utilize the AAO to secure event and meeting space. Event organizers must fill out the Function Space Request Form In order to secure approval. The Function Space Request Form can be found in the exhibitor platform.

6. Approved event sponsors shall not use the AAO logo, AAO conference logo or refer in any way as being part of the AAO conference in their event marketing, unless previously authorized under an existing written agreement with AAO show management.

7. Upon written approval, exhibitors may arrange for Annual Session attendees to visit/tour the exhibitor's facility. Visits/tours may only take place during the date(s) designated by that year's planning committee for Exhibitor Sponsored Hospitality Events.

8. Award Ceremonies – Neither AAO members nor exhibiting / sponsoring companies will be allowed to host their own award ceremonies (events that recognize any one orthodontic supplier or vendor company or any one speaker over another) in conjunction with any AAO meeting or conference, or at any AAO contracted venue or hotel.

Any exhibitor who is found to be in violation of their exhibiting contract will lose priority booth placement at the next contracting period and is subject to any additional penalties as outlined in the Exhibitor Violation Policy.

EXHIBIT SPECIFICATIONS

Aisle Space/Floorplan – Ten-foot aisles have been predetermined in the floorplan. The AAO will submit the final reconfigured floor plan to the Orange County Convention Center Fire Marshall for approval. The AAO reserves the right to reconfigure the floorplan as necessary according to final space assignment, facility restrictions, and fire codes.

Arrangement of Exhibits – When appropriate, the exhibit areas are provided with an 8'-high back drape and a 3'-high side rail. In-line booths must follow this standard 8' height limit. Exhibitors must arrange their displays so as not to obstruct the general view of other exhibits. All displays or solid construction more than 4' high must be a minimum of 3' behind the perimeter line of the exhibit. Maximum exhibit height should not exceed 8', unless along the Perimeter of the exhibit hall. In that case the backdrop height limit is 12 ft. Special requirements apply for island booth configurations. See details under ISLAND EXHIBITS below.

Island Exhibits – An island exhibit is a display detached from other displays with aisles on all sides (minimum 200 sq. ft). The height restriction is 20' which includes ground supported structures. Island booths configured with solid walls exceeding 4' in height on the perimeter will be required to allow at least 50% visibility. Exhibitors may use Plexiglas or similar see-through material (free from any branding) to create walls exceeding 4' in height. Additional Island Exhibit guidelines are outlined in the exhibitor

hub and will be fully enforced in the Exhibit Hall. Island exhibit plans must be submitted for approval to AAO show management at ecordes@aaortho.org no later than February 8, 2027. The
AAO reserves the right to determine island configuration availability.

Booth Width Limitations: To eliminate the unnecessary creation of aisles, exhibitors who purchase island booth spaces are limited in their choices of how wide their booth can be. Looking at the 2027 Annual Session floorplan, length is identified as the side of the booth that runs from the top to the bottom of the booth. The width (side of the booth that runs from left to right) is dictated by the existing aisles. Island booths may be 20', 50', or 80' wide only.

No Endcaps – Combining two 10x10 booths together at the end of an aisle of booths (that would normally be positioned back-to-back) on the floorplan to create an endcap is Prohibited without prior AAO written authorization.

Enclosed/Covered Exhibit Booths – The National Fire Protection Association has revised guidelines for the display of covered exhibit space. Exhibits that are covered must meet the following minimum life safety requirements:

1. Enclosed or covered areas must be protected by an audible smoke detector. This includes storage closets built into the exhibit.

2. Each enclosed or covered area must display a charged fire extinguisher with a minimum rating of 2A, 20BC.

3. There should be no less than two exits from each occupied covered area.

4. A fire prevention attendant shall be provided by the exhibitor and will be on duty at all times the exhibit is unoccupied.

Non-Flammable Materials – All materials used in the exhibit must be nonflammable in conformance with local fire codes. No combustible decorations such as crepe paper, tissue paper, cardboard, or corrugated paper can be used at any time. All packing containers, excelsior and wrapping paper are to be removed from the floor and cannot be stored in the exhibit area. All cloth decorations must stand a flameproof test as prescribed by the local fire department. Material not conforming to fire codes will be removed at the exhibitor's expense.

Signs – No signs, lighting trusses, or banners may be placed outside of the Exhibit Hall or outside of the assigned exhibit space except as previously authorized by AAO show management. Two-sided signs are allowed in island configurations only. Illuminated signs must be contained in and be a part of the total display and are to be professional in appearance. Lighting truss may be hung with prior AAO show management written authorization. Lighting truss must be hung inside the assigned exhibit space and cannot extend over the aisle. Strobe or flashing signs are not permitted. Non-illuminated signs are permitted on extensions if they are no less than 12' from the bottom of the sign to the floor to permit vehicular traffic.

Hanging Signs and Structures – Hanging signs/structures will be permitted for island

booths of 400 sq. ft. or larger only. Requests for hanging signs must be submitted in writing to AAO show management at ecordes@aaortho.org by February 8, 2027. The total surface area of all hanging signs and structures may not exceed 50% of the assigned space, taking into consideration the inside, as well as the outside of the sign should there be graphics on both sides. The top of the hanging sign must not exceed 20'. If a company has requested and been assigned multiple island displays, the sign cannot exceed 50% of each island display.

INSURANCE & SALES LICENSE

Certificate of Insurance Requirement for Exhibitors - As part of the booth contracting process, all exhibitors are required to carry adequate insurance coverage for the duration of the event. (**General Liability** with a minimum limit of **$1,000,000 per occurrence** and **$2,000,000 aggregate**. Worker's Compensation or waiver to full compliance of federal and state laws covering all of the exhibitor's employees for any work done on the exhibitor's behalf with limits for employer's liability of at least $500,000 for bodily injury to each employee by accident, $500,000 for bodily injury to each employee by disease, $500,000 policy limit for bodily injury by disease.)

For the convenience of AAO exhibitors, an insurance selection is required during the application process. You must choose one of the following options:

- **Purchase event insurance through AAO/RainProtection** for **$84**. The fee will be added to your final exhibitor invoice, and AAO will provide your company information to RainProtection to issue your policy. Once coverage has been issued on your behalf, this election cannot be reversed or refunded.
- **Provide your own insurance.** If you choose this option, you must submit a valid Certificate of Insurance (COI) no later than **April 30, 2027**. If a compliant COI is not received by the deadline, you will be enrolled in the event insurance program and charged an $84 premium.

If providing your own COI. Your COI must meet **all** of the following requirements:

- Name **American Association of Orthodontists** (401 N. Lindbergh Blvd., St. Louis, MO 63141) as the **Certificate Holder**.
- Include **Commercial General Liability** coverage with minimum limits of **$1,000,000 per occurrence** and **$2,000,000 aggregate**.
- Include **Workers' Compensation** coverage (or a valid waiver, where permitted by law) in full compliance with all applicable federal and state laws covering all exhibitor employees. Employer's Liability limits must be at least:
    - $500,000 bodily injury by accident (each employee)
    - $500,000 bodily injury by disease (each employee)
    - $500,000 bodily injury by disease (policy limit)
- Under description, please provide coverage dates that include the entire event, including move-in and move-out periods and location. **AAO Annual Session 2027 from June 4-6, 2027 at the Vancouver Convention Center.**

Please submit your COI by **April 30, 2027**, to avoid automatic enrollment in the AAO event insurance program.

General Insurance/ Liability Information – Each party involved in the Annual Session is responsible for any claims arising out of its own negligence and intentional acts, and

those of its employees or agents. Each party agrees to be responsible for its own property through insurance. It is understood that the AAO, the Vancouver Convention Center, Freeman Decorating Company (FDC), and their agents will have no liability of any kind for injury to any person or for any loss or damage to property of exhibitors prior, during or after the Annual Session. The AAO will not be liable for damages caused by failure to provide, or delays in providing, exhibit areas due to natural disasters, strikes, riots, or any other circumstance beyond the control of the AAO, or for any negligent or intentional acts of any exhibitor or any third party. By signing the exhibit contract, you agree to indemnify, save, defend, and hold the AAO harmless from any and all damages, liabilities, actions and demands, including reasonable attorney's fees arising out of, or related to, your negligent and/or intentional actions in exhibiting at the Annual Session, and any breach of these rules and policies.

For Information regarding Insurance needs for Exhibitor Appointed Contractors (EAC) please refer to page 20 under Independent Contractors.

Bonding – The American Association of Orthodontists reserves the right to require exhibiting companies to be bonded through an approved bonding company, in an amount determined by the AAO to be satisfactory, in its sole discretion.

EXHIBITOR SERVICES

Official Contractor – Freeman Decorating Company (FDC) has been selected as the official exhibitor service contractor for the Annual Session. This contractor acts on its own behalf and neither they nor their staff are agents, employees, or representatives of the AAO. The contractor will bill each exhibitor directly for their services. The AAO does not assume any liability or responsibility for any act performed or omitted by the official contractor.

Exhibitor Service Kit – An official Exhibitor Service Kit from FDC will be available through the exhibitor platform. The Exhibitor Service Kit will contain information and order forms for the following services.

Flooring Requirements - The exhibit hall floor is concrete. The AAO will provide carpet for all aisles and designated common areas of the Exhibit Hall.

All exhibitors are required to provide carpeting or comparable flooring that completely covers their contracted exhibit space and is installed flush with the aisle carpet no later than **12:00 p.m. on Thursday, June 3, 2027**.

If an exhibitor has not pre-ordered carpet through FDC or has not installed their own flooring by the deadline, FDC will install carpet on-site during the afternoon of **Thursday, June 3, 2027**. The exhibitor will be billed at the applicable on-site installation rate, including the cost of any required fill-in carpet in accordance with AAO policy.

Exhibitors who plan to provide their own flooring but will **not** be on-site prior to the noon deadline must notify AAO Show Management well in advance of move-in. This notification is required to prevent FDC from automatically installing carpet in the booth space. If AAO Show Management is not notified before move-in, carpet may be installed by FDC and the exhibitor will be responsible for all associated charges.

Flooring must be fully installed before booth setup begins.

Important*: Partial flooring is not permitted. Standard 8' x 10' rugs or partial fill-in carpet/flooring do not satisfy the carpeting requirement. The entire contracted booth space (including a 10' x 10' booth) must have full flooring, even if display cases, counters, or other exhibit components cover portions of the floor.*

Cleaning Services – The appointed cleaning service will vacuum the Exhibit Hall aisles once each evening during the closed hours. This service does not include any portion of the exhibits. Exhibitors are responsible for the cleanliness of their own exhibit area. Cleaning information will be included in the Exhibitor Service Kit.

Delivery of Freight Materials – All freight and display materials must be delivered through the loading dock of the convention center and are subject to material handling fees. This includes hand-carried items, boxed or crated equipment of any kind. Complete shipping and drayage instructions for exhibitors are included in the Exhibitor Service Kit.

Electrical Requirements – Electrical wiring and equipment installation must comply with applicable ordinances. All electrical requirements must be ordered through the Exhibitor Service Kit which is available in the exhibitor hub.

Equipment and Furnishings – Exhibit furnishings will consist of a background drape 8’ high and side rail drape 3’ high as appropriate. A 7” x 44” identification sign with the exhibitor’s company name will be supplied. FDC will be responsible for providing all additional equipment, furnishings, and labor required by the exhibitor. Orders may be placed by reviewing the Exhibitor Service Kit which is available through the exhibitor console.

Security Service – The AAO will furnish 24-hour general security for the Exhibit Hall during the show. The AAO, FDC and the convention center will not be responsible for any theft or damage to persons or property related to the exhibitors, and do not guarantee the safety of any exhibitor or its products. The exhibitor is urged to take maximum precautions in securing their own exhibit area prior, during, and after the show. Order forms for security service will be available in the Exhibitor Service Kit found online in the exhibitor console.

Independent Contractors – All exhibitors must inform AAO show management when using a service provider other than FDC, for the installation/ set-up of exhibitor’s booth. Exhibiting companies are responsible for completing the Exhibitor Appointed Contractors (EAC) Notification Form that is provided through the exhibitor console. This form must be received by April 1, 2027. All EACs are subject to the same general liability and worker’s comp insurance requirements as exhibitors and agree to comply with all conduct as stated herein. Exhibitors are responsible for forwarding the Exhibitor Service Kit to each EAC.

Labor – All labor (other than that secured by an Exhibitor’s EAC) must be obtained from FDC, at the prevailing rates. Straight time will be charged between the hours of 8:00am and 4:30pm Monday through Friday, except for holidays, when applicable rates will be assessed. Overtime will be charged at all other times. No alcoholic beverages may be

consumed in the Exhibit Hall during set up or tear down. Violators will be ejected immediately from the Exhibit Hall.

Customs & Immigration Broker – Cross Connect is the official provider of the following services for exhibitors and vendors:

- Providing detailed customs clearance quotations prior to performing any billable customs brokerage or shipping services.
- Customs brokerage and import/export assistance for shipments entering and departing Canada.
- Domestic and international shipment tracking and tracing.
- After-hours and weekend support for shipment tracking, routing, customs clearance, and related inquiries.
- Coordination, as applicable, with Freeman Decorating and other official event service providers to facilitate the timely movement and delivery of exhibitor freight.

Exhibitors shipping materials internationally are encouraged to contact Cross Connect well in advance of the event to ensure all customs documentation and shipping requirements are satisfied. Failure to do so may result in delays, additional costs, or the inability to clear shipments in time for the event. Exhibitors are solely responsible for complying with all applicable customs laws and regulations, including all documentation requirements, duties, taxes, fees, and any other costs associated with the shipment of their materials. Neither AAO nor its official service providers shall be responsible for delays, penalties, or additional expenses resulting from incomplete or inaccurate customs documentation or an exhibitor's failure to comply with applicable import or export requirements.

MARKETING & ADVERTISING

General Requirements – All exhibiting companies must adhere to the following requirements for displaying or promoting products and services at AAO sponsored meetings:

1. All claims regarding products and services should be truthful and accurate and may cite, in footnotes, references from dental and other scientific literature provided the reference is truthful and is a fair and accurate representation of the body of literature supporting the claim(s) made.

2. All products and services should be relevant, effective, and useful in the practice of orthodontics and/or the dental profession unless given prior approval by the AAO.

3. Comparative advertising claims for competing products and services must be substantiated adequately. Unwarranted disparagements or unfair comparisons of a competitor’s products or services will not be allowed.

4. Guarantees may be used in product/service promotion provided the statements that are “guaranteed” are truthful and can be substantiated. However, no guarantee should be used without disclosing its conditions and limitations.

5. Products, services, and claims regarding such products and services, may not conflict with, or appear to violate AAO policy, the AAO Principles of Ethics and Code of Professional Conduct or its Bylaws.

6. The AAO may, in its sole and absolute discretion, prohibit any exhibitor from promoting any product or service that conflicts with this policy or is the subject of any governmental restriction or action.

7. The AAO reserves the right to prohibit any exhibitor from promoting or exhibiting any product or service that offers, or provides material support for or to, teledentistry or teledentistry services that do not, in the AAO's sole discretion, meet the necessary standards of patient care and/or safety, including but not limited to requiring sufficient supervision (both in-person and/or otherwise) by a licensed dentist and/or orthodontist.

8. Complete scientific and technical data, whether published or unpublished, concerning product safety, operation, and usefulness may be required by the AAO. This data must be acceptable to the AAO, in its sole discretion.

9. Companies' activities, products, and services must comply with all applicable laws. Companies may not engage in nor offer marketing activities, services, or products that provide incentives for reviews or only encourage, permit, or display positive reviews.

Photos and Videos by Exhibitors – The AAO encourages all exhibitors to post about their involvement in the Annual Session on all social media platforms. However, exhibitors may only photograph and videotape their own displays. All other photography and videotaping in the Exhibit Hall is strictly prohibited. Any exhibitor caught doing so will be permanently dismissed from the exhibit hall with no refund of their exhibit charges.

Distribution of Printed Advertising Material – Flyers or printed material delivered to hotel rooms is strictly prohibited during the Annual Session. Please refer to page 8 under Marketing and/or Distribution of Printed Material for further information.

Exhibitor Program Listing – Exhibitor Program Listing will be in digital format only. Exhibitors are responsible for editing their own information and checking for spelling/grammar errors. Exhibitors understand that to be included in any program listing, all information must be loaded into their exhibitor platform.

Mailing Lists – The AAO membership list includes only physical mailing addresses. All mailers must be approved by the AAO. Member mailing lists purchased for one-time use can be obtained through Ashley DeRoy at aderoy@aaortho.org.

Conference Attendee Eblast – Attendee eblasts purchased for one-time use may be obtained from Maritz through the exhibitor platform. Note: Maritz is the only official contractor authorized to sell the e-blast opportunity sent to registered Annual Session attendees to exhibitors.

Exhibitors delivering promotional, commercial, or marketing communications must meet the following requirements when delivering communications to recipients on the member mailing list or eblast to attendees:
1. The communication must contain accurate header information, including the originating domain name and email address.
2. The subject line must accurately reflect the content of the message.
3. If applicable, the communication must clearly and conspicuously disclose that the message is an advertisement.
4. The message must include a valid physical postal address, including a street address, a registered post office box with the U.S. Postal Service, or a private mailbox registered with a commercial mail receiving agency under postal service regulations.
5. The recipient must be provided a clear and conspicuous explanation of how the recipient can opt out of receiving additional email from the exhibitor in the future.
6. The exhibitor must honor opt-out requests immediately without any cost to the recipient, without requiring the receiving party to provide personally identifying information beyond an email address, and without requiring the recipient to undertake any action other than sending a reply email or visiting a single page on an internet website to opt-out. For purposes of clarification, the most practical way to implement the required opt-out notice is to include an "unsubscribe" link in the email or message, together with a statement informing the recipient of the ability to opt-out. By way of an example, exhibitors should consider employing the following communication: "You are receiving this business communication from [Business Name] as you have expressed interest in our [productions and services]. If you no longer wish to receive these communications, you can unsubscribe by clicking here."

Requests for purchasing the e-blast to registered conference attendees shall be fulfilled by the AAO's registration company. All requests for eblasts from exhibitors shall be submitted to the Manager of Industry Relations for final approval. Any such request for eblasts may be denied for any reason in AAO's sole and absolute discretion.

Content promoting meetings, seminars, symposia and other educational events hosted by vendors and their related for-profit enterprises, is not an acceptable use of an AAO eblast and will not be approved. Exceptions include sponsored educational opportunities such as the following:

- Industry Partner Pre-Conference
- Industry Partner Lunch & Learns
- Industry Insights

The above requirements must also be adhered to by any third-party company or vendor that handles marketing or promotional communications for the exhibitor.

Use of AAO Logos – Exhibitors may not use the AAO logo, the AAO Annual Conference logo, or any other AAO branding in their marketing or promotional materials unless

expressly authorized in writing by AAO show management under an existing agreement.

When promoting their participation in the AAO Annual Conference, exhibitors may use only the official AAO Annual Conference Exhibitor Logo provided by AAO and must use it in accordance with AAO's branding guidelines.

Endorsed Partner Logo – Endorsed Partners can use the applicable Endorsed Partner Logo in their advertising, promotional materials, or incentive items.

AAO Foundation Industry Case Partners – AAO Foundation Industry Case Partners/Exhibitors that have contributed to the American Association of Orthodontists Foundation (AAOF) will be recognized in the exhibitor listing available in the conference app.

CONFLICTING EVENTS

Exhibitors and sponsors agree that participating in this conference is a reflection of their commitment to unify and strengthen the orthodontic specialty. As such, exhibitors and sponsors of the AAO's Annual Session agree to not host a meeting / conference / event for orthodontists and/or their teams for a period of five (5) weeks before and five (5) weeks after the dates of this conference. Failure to comply with this provision may lead to exclusion from future events organized by the AAO. Exhibitors and sponsors further agree that hosting a meeting / conference / event requiring orthodontists and/or their teams be present within that time frame would prevent some from attending the AAO's Annual Session, thereby working against the professional unity and strength the AAO's Annual Session seeks to build. Actual damages likely to result from any breach of this provision are difficult to estimate and would be challenging to prove. Therefore, the Parties have agreed to liquidated damages, in lieu of actual damages, to be paid by the Exhibitor/Sponsor to the AAO. The amount of liquidated damages shall be $15,000 payable immediately upon request, and the parties acknowledge and agree that the liquidated damages amount set forth in this Agreement is a reasonable estimation of the actual damages that might arise from such a breach. Failure of AAO to enforce this clause in any instance shall not constitute a waiver of the right to enforce it in any other instance.

EXHIBITOR VIOLATION POLICY

In their sole discretion, AAO show management may assess penalties for violations of these Terms & Conditions on the show floor during AAO Annual Session. Show management will deliver to the offending company one warning on-site (when applicable) and then apply penalties, as follows:

1. Should the booth and/or exhibiting company not comply following the first warning, the offending company will be required to wait until September 21, 2027, to select their booth placement for the 2028 Annual Session.
2. If a third warning is required, the offending company may lose its priority point balance.
3. Show Management may require the offending company to vacate its booth should additional violations be witnessed.

By agreeing to these terms and conditions, you understand and agree that penalties may be added or amended at any time as is seen necessary by show management.

ACCEPTANCE OF TERMS AND CONDITIONS

By accessing, attending, registering, or participating in the Event, you acknowledge that you have read, understood, and agree to be bound by these Terms and Conditions. Your registration and participation in the Event constitute your acceptance of these Terms and Conditions in their entirety. If you do not agree to these Terms and Conditions, you must refrain from attending or participating in the Event. Your continued attendance and participation will be considered as your conclusive acceptance of all terms and conditions stated herein. The AAO reserves the right to amend these terms and conditions at any time, and your continued participation will constitute acceptance of such changes.