



EXHIBITOR PROSPECTUS

SEPTEMBER 26-28, 2018



Sponsored By:



University at Buffalo

Dental Alumni Association

School of Dental Medicine

BUFFALO NIAGARA CONVENTION CENTER
Convention Center Plaza 153 Franklin Street Buffalo, NY 14202

Buffalo Niagara Dental Meeting



Buffalo Niagara Convention Center
September 26-28, 2018

Why You Should Exhibit at the Buffalo Niagara Dental Meeting:

- One of the top fifteen dental meetings in the country
- Scheduled before the ADA Meeting and the Greater NY Dental Meeting – great time for our attendees to make big purchases before years end
- Maximize your sales
- Evaluate your competition
- Introduce new products and services
- Network and expand your professional peer network
- Service existing accounts
- A good value for you; reasonable air, hotel & exhibit fees

What We Do To Get More Traffic To Your Booth:

- Highlight – highlight – highlight exhibitors who become sponsors in all mailings to thousands of dentists and on our website prior to the show
- Stagger course times to create a traffic flow all day
- Provide incentives for attendees to come to the exhibit floor both Thursday and Friday

Your Own Traffic Builders:

- Become a sponsor
- Giveaways, giveaways and more giveaways
- Eye catching booth design
- Look ready and be ready to make a deal
- Discounts during the show
- **Interactive booth**

Preliminary Schedule

Wednesday, September 26, 2018

9:00 a.m. – 5:00 p.m.Exhibit Hall Set-Up

5:30 p.m. – 8:00 p.m.Exhibit Hall Open
Opening Night Celebration

Thursday, September 27, 2018

7:30 a.m. – 6:00 p.m.Exhibit Hall Open

Friday, September 28, 2018

7:30 a.m. – 1:30 p.m.Exhibit Hall Open

1:30 p.m. – 5:00 p.m.Exhibit Hall Dismantle

Please note: The exhibit floor will close at 1:30 p.m. on Friday, September 28th.

What sets us apart from other dental meetings

2018 marks the 41st year of the Buffalo Niagara Dental Meeting.

For the past 40 years, a group of dedicated alumni volunteers from the University at Buffalo School of Dental Medicine has organized the BNDM. These volunteers, along with a committed alumni office staff, have continued to grow this meeting year after year. In 1977, the Buffalo Niagara Dental Meeting featured 4-6 speakers and had 40 exhibitors -- we now have over 25 speakers and 100 exhibitors. Each year over 300 dental students attend our meeting.

Booth Assignment

Applications will be assigned on a first-come, first-served basis and repeat exhibitors will not have preferential treatment.

Note: A company that has not settled all previous accounts with the BNDM and the UB Dental Alumni Association will not be assigned booth space.

Booth Rental Rates and Deposits

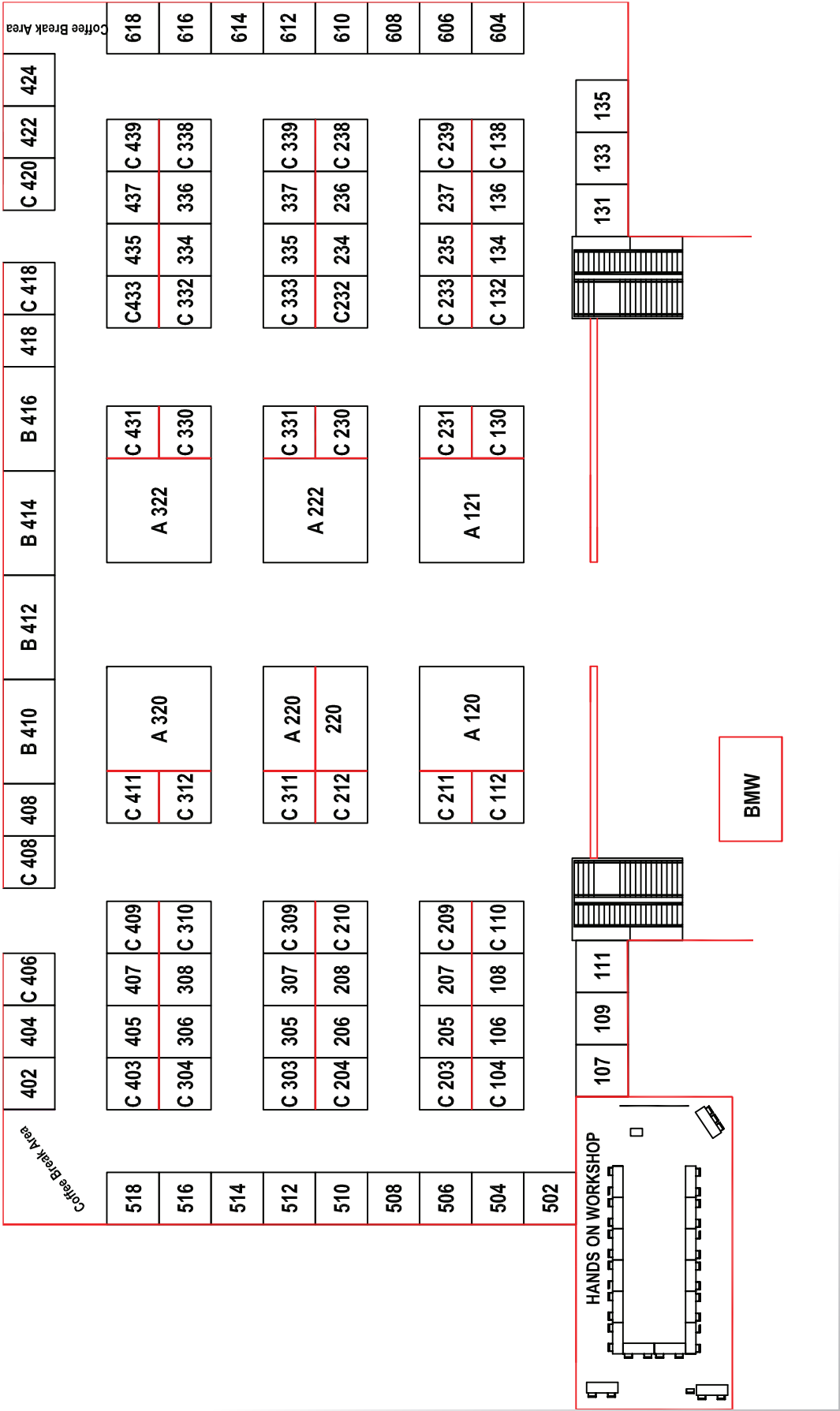
Booth Location	Size	Fee	Early Discounted Fee (Paid in full by 8/1/18)
Booth with A suffix	20 x 20	\$3800	\$3500
Booth with B suffix	20 x 10	\$2650	\$2400
Booth with C suffix	10 x 10	\$1650	\$1450
All remaining	10 x 10	\$1400	\$1200

Exhibitor agrees to pay to the UB Dental Alumni Association a minimum deposit of one-half the total booth cost, which must accompany the application. The entire balance is due no later than September 1, 2018, or with the application, if submitted after that date.

Exhibitor Deadline & Check List

January 1, 2018	Application and deposit accepted
August 1, 2018	Early discounted rate ends
September 1, 2018	Representatives names and Insurance forms due
September 1, 2018	Final payment due

29. Exhibit Space Floor Plan.



Buffalo Niagara Dental Meeting
Buffalo Niagara Convention Center
September 26-28, 2018
www.BNDMeeting.com

Exhibit Space Application and Contract

41st Annual Buffalo Niagara Dental Meeting

September 26-28, 2018 Buffalo Niagara Convention Center

Sponsored by the University at Buffalo Dental Alumni Association
www.BNDMeeting.com

Mail completed form with deposit to: UB Dental Alumni Association, 337 Squire Hall, Buffalo, NY 14214-8006
(800)756-0328 ext. 2; (716)829-2061 Fax: (716)829-3609
Email: ss287@buffalo.edu

Complete all sections, sign and return application. Enclose a check made payable to the UB Dental Alumni Association or include credit card information at right. Upon receipt and acceptance a copy of application will be returned to you.

PRINT CLEARLY

Company Name _____
Key Contact Name _____
Title _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-mail _____

Four free company representative badges per 10'x10' exhibit booth space.

1. _____
2. _____
3. _____
4. _____

You must preregister representatives to take advantage of free badges. Any additional or non-preregistered personnel will be charged \$25.

Booth Rental Rates and Deposits

Booth Location	Size	Fee	Early Discounted Fee
(Paid in full by 8/1/18)			
A suffix	20x20	\$3800	\$3500
B suffix	20x10	\$2650	\$2400
C suffix	10x10	\$1650	\$1450
All remaining	10x10	\$1400	\$1200

A minimum deposit of one-half the total booth cost must accompany this application. The entire balance is due no later than **Sept. 1, 2018**, or with the application, if submitted after that date. Exhibitor signing this contract shall be solely responsible for the total booth cost.

Have you ever exhibited with the BNDM before?
Yes ☐ No ☐ How did you hear about the Meeting?

Preferred Location

Locations, rental fees and dimensions are shown in the prospectus. Please choose several locations in different areas of the exhibit hall.

Booths will be assigned in order reservations are received, so we encourage you to reply as soon as possible to assure a favorable position.

Enter booth number choices from floor plan in the prospectus:

1st # _____ 2nd # _____ 3rd # _____

IMPORTANT: Briefly describe what products/services you plan to exhibit: _____

Credit Card Payment:

☐ AMEX ☐ MasterCard ☐ Visa

Card # _____

Exp. Date _____ 3 or 4 Digit Security Code _____

Amount \$ _____

Name on Credit Card _____

All contracts received after September 1, 2018 must be paid by a bank cashiers check or money order.

Program Listing:

List your company's information **EXACTLY** as it should appear in the program. - **PRINT CLEARLY.**

Name: _____

Website: _____

Phone: _____

THE PARTIES BELOW AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE EXPOSITION AS PRINTED IN THE BUFFALO NIAGARA DENTAL MEETING PROSPECTUS AND HEREBY AGREE TO THE TERMS OF THE FOREGOING EXHIBIT SPACE SUBCONTRACTOR AGREEMENT (PAGE 1-3 ABOVE), WHICH ARE PART OF THIS APPLICATION. ACCEPTANCE OF THIS APPLICATION BY THE UB DENTAL ALUMNI ASSOCIATION CONSTITUTES A CONTRACT.

Exhibitor
Authorized signature _____

Date _____

Space confirmation FOR OFFICE USE ONLY

Date received: _____ Check No: _____

Booth Assigned: _____ Amt enclosed: \$ _____

Sponsor
Authorized signature _____

Date _____

2018 BNDM Sponsorship Opportunities

Shuttle Bus - \$5,000 Exclusive Sponsor



This sponsorship includes one company getting their logo displayed on all shuttle buses that will transport attendees from Buffalo Riverworks to and from the Buffalo Niagara Convention Center all day on Thursday and Friday of the dental meeting. And an opportunity to have a representative on the bus highlighting their company and/or playing a CD advertising their company inside the bus throughout the day.

Attendee Giveaway Sponsor - \$5,000 Exclusive



This sponsorship includes one company getting their logo on merchandise given out at the Buffalo Niagara Convention Center during the three-day Dental Meeting.

Lobby Sponsor - \$5,000 Exclusive



This sponsorship includes one company getting their logo displayed throughout the lobby at the Buffalo Niagara Convention Center during the three-day Dental Meeting.

Shuttle Bus Co-Sponsor - \$2,500



This co-sponsorship includes one company getting their logo displayed on all shuttle buses that will transport attendees from Buffalo Riverworks to and from the Buffalo Niagara Convention Center on Friday of the dental meeting. And an opportunity to play a CD inside the bus throughout the day.

Reunion Reception Sponsor - \$2500



This sponsorship includes being the exclusive sponsor of the Remember When Reunion Reception at the Hyatt Regency on Thursday evening for all 5-year dental classes from UB School of Dental Medicine.

Attendee Giveaway Co-Sponsor - \$2,500 Exclusive



This sponsorship includes one company getting their logo on merchandise given out at the Buffalo Niagara Convention Center during the three-day Dental Meeting.

Happy Hour Co-Sponsor - \$2,000



This sponsorship includes co-sponsorship for the Happy Hour on Thursday, September 27, 2018 on the exhibit floor of the Buffalo Niagara Convention Center from 4:30 - 6:00 pm.

Water Cooler Sponsor - \$2,000 Exclusive



This sponsorship includes one company getting their logo on over 20 water coolers throughout the Buffalo Niagara Convention Center during the three-day Dental Meeting.

Lanyard Sponsor - \$1,000



This sponsorship includes your company's name on lanyards given at the 2018 Buffalo Niagara Convention Center.

E-Blast Sponsor - \$500



Your message to pre-registered attendees. Highlight your new product or let attendees know of your show special. E-mails will be sent out before the meeting to our member dentist and past/current attendees. As an e-blast sponsor you will receive logo recognition, up to 250 words or body text and live link to your website

Mailer Insert Sponsor - \$500



Your marketing flyer can be included in all pre-registration convention packets mailed to pre-registered attendees at least 3 weeks prior to BNDM! Show off your product/service, invite attendees to your booth, promote a drawing or announce a show special. Take advantage of turnkey direct mail opportunity.

*All \$5,000 sponsors receive a 10' x 10" Exhibit booth, their logo displayed on plasma screens, logo in all printed BNDM advertising, logo displayed on Sponsor Wall, logo and link on the new BNDM website and a full-page colored ad in the BNDM Program.

*All \$2500 sponsors receive logo displayed on Sponsor Wall, logo and link on the new BNDM website, logo displayed on plasma screens, name recognition in all BNDM advertising and a half-page colored ad in the BNDM Program.

*All \$2,000 Sponsors will receive their logo and link on the new BNDM website, logo displayed on plasma screens, logo displayed on Sponsor Wall, name recognition in all BNDM advertising and a quarter-page colored ad in the BNDM Program.

2018 Sponsorship Agreement

YES! We want to take advantage of these special marketing opportunities

\$5,000 Sponsor

_____ Shuttle Bus Exclusive Sponsor
_____ Attendee Giveaway Sponsor
_____ Lobby Sponsor

\$2,500 Sponsor

_____ Shuttle Bus Co-Sponsor Sponsor ____ Thursday ____ Friday
_____ Attendee Giveaway Co-Sponsor
_____ Remember When Reunion Reception Sponsor

\$2,000 Sponsor

_____ Exhibitor Happy Hour Sponsor
_____ Water Cooler Sponsor

\$1000 Sponsor

_____ Lanyard Sponsor

\$500 Sponsor

_____ E-mail Blast Sponsor
_____ Mailer Insert Sponsor
_____ Co-Sponsor. Please apply my sponsorship where it is needed most.

Other Opportunities

_____ Donate pens to be distributed in registration Area

Contact and Payment Information

Company: _____ Contact Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Payment ☐ Check ☐ Mastercard ☐ Visa ☐ Amex

Credit Card Number _____ Exp Date _____ Sec. Code _____

Name of Card Holder _____ Signature _____

Mail or fax this agreement and payment to:
UB Dental Alumni Association, 337 Squire Hall, Buffalo, NY 14214-8006
ljerebko@buffalo.edu Phone: 716-829-2061 Fax: 716-829-3609

Buffalo Niagara Dental Meeting

Sponsorship Opportunities

As the Buffalo Niagara Dental Meeting (BNDM) celebrates its 41st year on September 26-28, 2018 we are pleased to offer some fantastic sponsorship opportunities with maximum exposure for the sponsors. Sponsorship with the BNDM distinguishes organizations as active supporters of continuing dental education.

Look through the sponsorship opportunities on the opposite page and pick one that's right for your organization. We offer several levels of sponsorship with corresponding benefits. Sponsorship gives you the added visibility and extra recognition you need to really stand out.

You do not need to be an exhibitor in order to become a sponsor. All companies and individuals are invited to become a sponsor at the Buffalo Niagara Dental Meeting. All sponsorship levels list your company in the 40,000+ mailers we send out each year! Not only will your company receive a lot of exposure for very little dollar commitment but you are supporting the Buffalo Niagara Dental Meeting that is presented by the UB Dental Alumni Association.

If you do not see a sponsorship package that appeals to you, we are always open to new ideas. We want you to receive the most exposure for your money! If you have any questions or comments, please contact the UB Dental Alumni Office at (716) 829-2061 or (800) 756-0328 ext. 2. If you wish to become a sponsor please complete the form on the next page and mail to: UB Dental Alumni Association, 337 Squire Hall, Buffalo, NY 14214-8006 or Fax (716) 829-3609.

2017 Major Sponsors of the Buffalo Niagara Dental Meeting:



2017 ATTENDANCE BREAKDOWN

575	275	125	500	325	2450
Dentists	Assistants	Staff	Students	Exhibitor Reps	Total

EXHIBIT SPACE SUBCONTRACTOR AGREEMENT

This agreement by and between the University at Buffalo Dental Alumni Association, with offices at 337 Squire Hall, Buffalo, NY 14214-8006, hereinafter called 'Sponsor' and the exhibitor who executed the Exhibit Space Application and Contract (page 5 below), hereinafter called 'Exhibitor'. Acceptance of the Exhibit Space Application and Contract by the Sponsor constitutes a contract effective the date of signature at the bottom of page 5 below.

WITNESSETH:

IN CONSIDERATION of the fees and covenants hereinafter expressed, the Sponsor hereby grants to the Exhibitor, and the Exhibitor hereby accepts, pursuant to the conditions hereinafter expressed, the right, privilege and permission to utilize the portion or portions of the Buffalo Convention Center exhibit space licensed to the Sponsor by the Buffalo Convention Center Management Corporation for the 41st Annual Buffalo Niagara Dental Meeting (Meeting) and described in the Configuration of Available Booths, by indicating such locations in the appropriate place set forth for such purpose in the Exhibit Space Application/Configuration.

1. Purpose. Exhibitor shall use contracted exhibit space for the sole and exclusive purpose of exhibiting and demonstrating products to participants of the Meeting, under the terms of this Agreement. Each Exhibitor is requested to make three booth selections in order of preference on the Exhibit Space Application. All assignments of space will be made by Sponsor's Commercial Exhibits Committee, and are subject to change at Sponsor's sole discretion.

2. Dates of Use. Use of the contracted exhibit space shall be as follows: Exhibit installation may take place Wednesday, Sept. 26, 2018, from 9:00 AM-5:00 PM. Exhibit times are from 5:30-8:00 PM, Wednesday, Sept. 26, 2018; 7:30 AM-6:00 PM, Thursday, Sept. 27, 2018; and 7:30 AM-1:30 PM, Friday, Sept. 28, 2018 and move-out must be completed by 5:00 PM, Friday, Sept. 28, 2018.

3. Cancellation. Space not fully paid by Sept. 1, 2018 may be forfeited and the Chairman of the Commercial Exhibits Committee will have the right to dispose of exhibit privileges and space without liability of any kind on his/her part. No refunds will be made on spaces cancelled after Sept. 1, 2018. Failure to appear at the event does not release the exhibitor from responsibility for payment of the full cost of the space rented. The Commercial Exhibits Committee, in its sole discretion, may offer the exhibitor who either cancels after Sept. 1, 2018, or fails to appear, an exhibit booth credit of one-half their 2019 payment towards the following year's meeting, if the exhibitor shall decide to attend. No exhibits will be allowed in the exhibition room until all payments have been made and all terms of the contract fulfilled. Booths may not be occupied or set up before final payment is received.

4. Relocation. If it becomes necessary to relocate an exhibitor for any reason prior to the Meeting, they will be contacted by telephone to discuss alternatives. If an exhibitor is disappointed with their booth location upon arrival, a minimal number of alternate spaces may be available. Relocation is sole discretion of the Exhibits Chair.

5. Character, Dimensions and Limitations of Exhibits. Each booth contains approximately 10' deep by 10' wide of exhibit space at the Buffalo Niagara Convention Center, as indicated on the Configuration of Available Booths. An 8' high background drape, a 32" high side drape, one **UNDRAPE**d table, 2 folding chairs, and a 2-line ID sign are included. Additional furniture, carpeting, electrical service, etc., are available through the exposition service contractor. All curtains, flags, decorative material, etc., must conform to the requirements of the Fire Department and Board of Insurance Underwriters of Buffalo, NY and be approved by the Commercial Exhibits Committee as otherwise stated in this contract.

Exhibits must be constructed so as not to obstruct the general view of adjoining booths. Permission to display equipment taller than 8' must be obtained in writing from the Commercial Exhibits Committee, and exhibitor will be advised of which booth locations will meet their requirements. In the front half of the booth, no display material shall exceed a height of 4', without special permission. Exhibitors must confine their displays and materials within the dimensions of the booth assigned.

(a) Management has the right to relocate exhibitors to comparable spaces other than those specified by the exhibitor, if deemed advisable and in the best interests of the Meeting. Exhibitors will be notified promptly and given the option to cancel with full refund of all payments made in the event the relocation is unacceptable.

(b) The Commercial Exhibits Committee reserves the right to terminate Exhibitor's rights under this Contract for good cause, which includes, but is not limited to, Sponsor's right to decline, prohibit or close down any exhibit, or part of an exhibit, exhibitor, or proposed exhibit which, in its opinion, is not suitable to, or in keeping with, the character of the exhibition, is misleading or deceptive, and/or does not meet current, accepted ADA exhibiting standards or eligibility requirements. In the event Sponsor terminates this Agreement, as set forth in this section, or where Sponsor's license to use said exhibit space is terminated, then this Agreement shall be terminated. In this event, Sponsor shall refund payments made for the term of this Contract prevented or interrupted, and Exhibitor hereby expressly waives any claim for damages or compensation should this Contract be so terminated.

6. Circumstances Beyond Control. In the event of fire, strikes, the elements, or other unavoidable circumstances making the building and exhibit space unfit for use, Sponsor shall refund payments made for the term of this Contract prevented or interrupted, and Exhibitor hereby expressly waives any claim for damages or compensation should this Contract be so terminated.

7. No Liability. Sponsor shall not be held responsible for any damage, theft or disappearance of exhibitor materials. Sponsor shall not be responsible for loss due to fire, acts of God, strikes, lockouts, or work stoppages of any kind. Sponsor shall not be liable whatsoever for any actual, potential, or assumed loss of profits or revenues or for any collateral costs which may result from any loss or damage to any exhibitor materials which may make it impossible or impractical to exhibit same. Sponsor's maximum liability will not, in any case, exceed the payment made to Sponsor by Exhibitor under this Agreement.

8. Indemnification. Exhibitor agrees to indemnify, defend and hold harmless Sponsor, the City of Buffalo and the County of Erie for any damage to the Buffalo Niagara Convention Center or its furnishings and fixtures, in any part thereof, due to any act of the Exhibitor, its agents or employees, or by any person attending the Meeting, by reason of the use thereof by Exhibitor.

Exhibitor further agrees to indemnify, defend and hold harmless Sponsor against any and all workers compensation and employer liability claims, and any and all other claims, causes of action, liabilities (including, without limitation, commercial general liability, contractual, products liability, and automobile liability where applicable), damages, losses, fines, penalties, costs and expenses (including attorney fees and costs) on account of personal injury or death or damage to, or loss of, property arising out of or resulting from any act, omission, negligence, fault or violation of law or ordinance or breach of this Agreement by the Exhibitor or its officers, directors, employees, agents, representatives, contractors, or any person who is responsible for delivering, setting up or dismantling the Exhibitor's booth installations and decorations while and during the time the Exhibitor is occupying and using space in the Buffalo Niagara Convention Center, parking area, adjoining streets or premises and for any monies paid in satisfaction of claims or judgments against Sponsor, as a result of such losses, causes of action or claims aforesaid and Exhibitor agrees to defend Sponsor against prosecution of such claims or causes of action on written request of Sponsor, and in any event, it will pay for legal fees and court costs incurred in such defense of Sponsor, with reference to such claims or judgments.

9. Subcontracting. It is hereby agreed the Exhibitor will not sublet, assign or subcontract any of the space applied for without the consent of the Commercial Exhibits Committee. Non-exhibitors, not directly contracting for exhibit space with Sponsor under this Agreement, may not solicit, demonstrate or exhibit at the meeting in any form, including subletting, leasing, subcontracting, or by mutual agreement basis.

The Commercial Exhibits Committee reserves the right to remove, by security force, if necessary, anyone violating the above stipulation, so as to protect the rights of those exhibitors who have properly registered and paid for such rights.

10. Electrical Service. The exhibit area is equipped to provide 60 cycle AC 115 volt single phase, or single phase 220 volt. Necessary connections will be provided by the exposition service contractor at a cost according to load. This will be billed to the exhibitor. Electrical request will be included in the Exhibitor Services Manual, to download go directly to www.HaleExpo.com after July 1, 2018.

11. Care of Building. The Commercial Exhibits Committee will provide security beginning Wednesday morning through the close of the meeting. Exhibitors will be held responsible for any damage done to the building by them or their employees. No nails, tacks or screws shall be driven into the walls, woodwork or floor of the building. No gasoline, kerosene, acetylene, nor other flammable or explosive substances will be permitted in the building. Exhibits in operation must be so protected that dripping of oil on the floor does not occur.

12. Signs and Display Advertisements. The placement of all signs, banners and advertising matter shall be subject to the approval of the Commercial Exhibits Committee, who will cooperate with the exhibitors to secure the best results, and, at the same time, maintain a uniform appearance in the exhibit hall. ALL AISLE SPACE is under control of the Commercial Exhibits Committee and shall not be used for exhibit purposes, demonstrations or solicitation of business.

13. Appropriate Badges. All exhibiting companies should register their personnel in advance. Four exhibit badges are provided free of charge per each 10' x 10' booth space. After four badges, there will be a \$25 charge for each additional representative. This same \$25 charge will apply to ALL representatives who are not pre-registered. All badges can be picked up on site and each company representative must wear his/her own badge for admission to and while in the Exhibit Hall. Badges are not transferable among company employees, representatives, dealers, guests and/or others. Supplementing the official badge with business cards, ribbons, or company logos is not permitted.

14. Shipping Instructions. The Expositions Service Contractor is Hale Northeastern, Inc., 828 E. Ferry Street, Buffalo, NY 14211, 716-896-6170, Fax: 716-896-8908.

All exhibit material is to be shipped prepaid according to the instructions in the Exhibitors Manual. Shipments can be made to Hale Northeastern, Inc., so they arrive up to 4 weeks prior to the meeting, but no later than Monday, Oct. 2, 2017. All shipments will go to the storage company as per the Exhibitors Manual, since there is no storage facility at the Buffalo Niagara Convention Center. Exhibitor assumes all responsibility for any goods or materials which may be placed in storage before, during, or after event.

Appropriate charges will be made for storage, transportation of exhibit from storage to Convention Center, uncrating and recrating (if required), temporary removal of shipping crates during show, and return of shipping crates following show for re-packing of exhibits. In addition, please contact the service contractor to handle the arrangements for the outbound shipping.

Exhibitor understands that no shipments will be received by the Buffalo Convention Center prior to Monday, September 24, 2018.

15. Dismantling of Exhibits. No exhibitor will be allowed to remove any portion of their exhibit until the close of the exhibition without the consent of the Commercial Exhibits Committee. The exhibit hall will be available Friday, Sept. 28, 2018, **1:30 PM - 5:00 PM** for the removal of crated goods and equipment by the appropriate trucker.

16. Insurance. The exhibitor must provide the UB Alumni Association / Buffalo Niagara Dental Meeting with an original Certificate of Insurance by Sept. 1, 2018, showing the policy is in effect through Sept. 29, 2018 and issued by an insurance carrier authorized to do business in the State of New York.

- 1) Additionally, the Certificate of Insurance must show insurance coverage with minimum limits of \$1 million combined single limit for bodily injury or death and property damage, including coverages for personal injury, broad form, and operation of mobile equipment, products and liquor and liability (if applicable).
- 2) Workers' Compensation Insurance required by NY law;
- 3) Employer's Liability Insurance with limits not less than \$1,000,000 for each occurrence;
- 4) Automobile Liability Insurance with limits not less than \$1,000,000 each occurrence combined single limit for bodily injury and property damage, including coverages for owned, non-owned and hired vehicles, including loading and unloading operators.

In addition to the exhibitor, such certificate of insurance will name as additional insured The Buffalo Niagara Dental Meeting (BNDM), UB Dental Alumni Association, Buffalo Niagara Convention Center, City of Buffalo, and County of Erie, and the directors, members, officers, agents and employees of each of the above.

Exhibitors should be reminded to have a rider on their insurance policies concerning their exhibits during travel from their home base to the show, during the show, and when transporting their merchandise back. Exhibitors shall be aware that the UB Dental Alumni Association and the Buffalo Niagara Dental Meeting – as well as the security contractor, and service contractor – will not be responsible for any property of the exhibitor due to loss, theft, pilferage or mysterious disappearance.

17. Compliance with Laws. Exhibitor will comply with all laws of the United States, State of New York, County of Erie, and all local statutes of the County, ordinances of the City of Buffalo and all rules and regulations established by any authorized agency of, or department of, such entities and by all rules and regulations from time to time adopted or prescribed by the Sponsor, or the government, or management of the Buffalo Niagara Convention Center, and Exhibitor will not permit anything to be done in connection with its use of exhibit space, in violation of any such laws, statutes, ordinances, rules and regulations and will require that its agents, employees, or subcontractors comply therewith.

18. Taxes. Exhibitor agrees to pay promptly all taxes, excise or license fees and to obtain and pay for all licenses or permits for use of licensed space as required by federal, state or local laws and ordinances. Exhibitor agrees to provide evidence of same to Sponsor on call. All Exhibitors who take orders or sell goods on a wholesale or retail basis shall appropriately file applicable sales tax, designating sales were made in Erie County, New York, and pay all sales tax in full.

19. No Discrimination. Exhibitor agrees that neither it nor any of its agents or employees shall discriminate against any employee or participant in the Meeting during the term of this Agreement with respect to its hiring, tenure, terms, conditions or privileges of employment or any matter directly, or indirectly, related to race, color, religion, national origin, age and ancestry. Breach of this covenant may be regarded as a material breach of this Agreement.

20. Attorney's Fees. Should Sponsor institute suit or other action against Exhibitor as a result of Exhibitor's failure to comply with any term of this Agreement, Sponsor shall recover all damages provided by law, all costs and disbursements provided by statute and all costs actually incurred, including reasonable attorney's fees.

21. Binding. All terms and conditions of this written contract shall be binding upon the parties, their heirs or representatives and assigns, and cannot be waived by any oral representation or the promise of any agent or other representative of the parties unless the same be in writing and signed by the duly authorized agent or agents who executed this Agreement. Such written document must be incorporated by specific reference as a part of this Agreement.

22. Sponsor's Discretion. It is solely agreed that any matters not expressly provided for in this Agreement will be at the sole discretion of Sponsor.

23. Headings. The paragraph headings contained in this Agreement are for reference purposes only, and shall not effect, in any way, the meaning or interpretation of this Agreement.

24. Entire Agreement. This Agreement contains the entire Agreement between the parties with respect to the transaction contemplated. Neither the Sponsor nor the Exhibitor have made or make any warranties or representations, express or implied, other than those that have been expressly set forth in this Agreement, and the attached documents.

25. No Smoking Regulations: The Buffalo Convention Center is considered a smoke free facility. In accordance with the laws of New York State, no smoking is allowed in the building.

26. Hotel Information: Special accommodation rates are provided by Hyatt Regency Buffalo (adjacent to the Buffalo Niagara Convention Center). **Call 800-233-1234 and mention the UB Dental Alumni Association code 'UB Dental' before Sept. 13, 2018 to take advantage of this offer.** For other hotel options visit www.visitbuffaloniagara.com.

27. Incorporated by Reference. The attached Buffalo Niagara Dental Meeting Prospectus and Exhibit Space Application are hereby made part of the Exhibit Space Subcontractor Agreement. In addition, the authorized signature of the Exhibitor on the Exhibit Space Application and acceptance of the Exhibit Space Application by the Sponsor constitutes a binding contractual agreement between the parties to the terms contained in the Exhibit Space Subcontractor Agreement, the Buffalo Niagara Dental Meeting Prospectus and Exhibit Space Application.

28. Governing Law, Jurisdiction and Venue. This agreement shall be interpreted, construed, and governed according to the internal laws of the State of New York, without reference to its choice of law rules. Any suit involving any dispute or matter arising under this Agreement may only be brought in the United States District Court for the Western District of New York, or in any New York state court having jurisdiction over the subject matter of the dispute or matter. All parties hereby irrevocably consent to the exercise of the personal jurisdiction and venue by any such Court with respect to any such proceeding.

2017 Buffalo Niagara Dental Meeting Exhibitors

3M ORAL CARE	KAVO DENTAL
A-DEC INC	LIBERTY DENTAL PLAN
A. TITAN INSTRUMENTS	LUMADENT
ALEXION	MEDICAL LIABILITY MUTUAL INSURANCE
APEX ENDODONTICS & CORNERSTONE PERIODONTICS	MIDWEST DENTAL
ASPEN DENTAL	MVP NETWORK CONSULTING
AVENTIC LLC	ORAPHARMA INC
AXA ADVISORS LLC	ORASCOPTIC
BANK OF AMERICA PRACTICE SOLUTIONS	OTTO TRADING INC
BANKERS HEALTHCARE GROUP	PARAGON DENTAL PRACTICE TRANSITIONS
BEST INSTRUMENTS USA	PATTERSON DENTAL
BEYES DENTAL CANADA INC	PHILIPS SONICARE ZOOM
BIOGENIC DENTAL CORP	PLANMECA USA INC
BRASSELER USA	PLANNED FUTURES FINANCIAL GROUP
BROOK BEAM DENTAL	PORTER ROYAL SALES
BUFFALO DENTAL ASSISTANTS SOCIETY	PRACTICE REAL ESTATE GROUP
CARECREDIT	PRO-ESTHETICS DENTAL LAB
CITIZENS BANK	PROCTER & GAMBLE
COLGATE ORAL PHARMACEUTICALS	PROFESSIONAL SALES ASSOCIATES
DARKHORSE TECH INC	RIGHTWAY CONSULTING
DELTA DENTAL	ROCHESTER TECHNICAL GROUP
DENTAL DYNAMICS INC	ROSE MICRO SOLUTIONS
DENTALEZ INTEGRATED SOLUTIONS	SCICAN INC
DENTSPLY SIRONA ENDODONTICS	SIRONA DENTAL SYSTEMS
DESIGNS FOR VISION INC	SOLUTIONREACH
DIGITAL DOC INC	STRAUMANN
EASTERN DENTISTS INSURANCE CO	SUNSTAR AMERICAS
EASYMARKIT	SURGICALLY CLEAN AIR
ECLIPSE LOUPES AND PRODUCTS	SURGITEL
EIGHTH DISTRICT DENTAL SOCIETY	UB CONTINUING DENTAL EDUCATION
EMBLEM HEALTH DENTAL	UB DENTAL ALUMNI ASSOCIATION
ENOVATIVE TECHNOLOGIES	UB HEALTH SCIENCES LIBRARY
FINANCIAL PARTNERS OF UPSTATE NY	UB SMILE TEAM
GARFIELD REFINING COMPANY	ULTRADENT PRODUCTS INC
GC AMERICA INC	ULTRALIGHT OPTICS INC
GLAXO SMITH KLINE CONSUMER HEALTHCARE	UNITEDHEALTHCARE
HALYARD HEALTH	US ARMY HEALTHCARE
HAWAIIAN MOON	VATECH AMERICA INC
HAYES HANDPIECE / SHARPEEZ COMPANY	VITAL DENTAL LAB
HEALTHPLEX INC	VOCO AMERICA INC
HENRY SCHEIN DENTAL	WALSH DUFFIELD COS INC
HUDSON TRANSITION PARTNERS INC	WESTERN NEW YORK DENTAL GROUP PC
IGNITEDDS	WESTSTAR COMPUTER CONSULTING INC
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