

2019 Star of the South

February 7-8, 2019

*George R. Brown Convention Center
Houston, TX*



Exhibitor Prospectus

2019 Exhibitor Prospectus

The Greater Houston Dental Society is excited to host the 48th annual Star of the South Dental Meeting in Houston, Texas February 7-8, 2019. The Star of the South attracts thousands of dental professionals to its continuing education conference and exhibition. We invite you to join your colleagues in exhibiting and we encourage you to reserve your booth space early to get your preferred location!

The Exhibitor Prospectus is designed to assist you in planning for a successful and rewarding exhibition. The signed contract along with the Contract Terms and Conditions and the General Exhibit Regulations constitute the entire agreement between the parties upon acceptance by the Star of the South Dental Meeting. Please read this information carefully.

TRAFFIC BUILDING EXHIBIT HALL ACTIVITIES!

- Happy Hours
- Activity Stations
- Free Popcorn
- Food Court in back of the Hall

STANDARD BOOTH FEES (2/2/18 – 1/2/19)

10' x 10' Inline Booth.....	\$1,050
10' x 10' Corner Booth.....	\$1,200
10' x 10' Booth facing a 20x20 Activity Station.....	\$1,200

LAST MINUTE BOOTH FEES (1/3/19 – 2/8/19)

10' x 10' Inline Booth.....	\$1,200
10' x 10' Corner Booth.....	\$1,350
10' x 10' Booth facing a 20x20 Activity Station.....	\$1,350

PAYMENT

A non-refundable deposit of \$550.00 per 10 x 10 booth (payable to GHDS) is required with your signed contract; otherwise, booth space is not guaranteed. A confirmation will be sent once deposit is received and booth space is assigned. The balance is due in full by Friday, January 2, 2019. If the total balance due is not received on or before the deadline date, booth space is subject to cancellation and may be resold by show management without notification. All contracts received after January 2, 2019 are subject to LAST MINUTE pricing and must include full payment with contract.

Booths contracted within 10 days of the start of the meeting must be paid in full by cash or credit card only. Checks are not accepted within this period.

Cancellations received after January 2, 2019 are not eligible for a refund. For cancellations received prior to January 2, 2019, the deposit is non refundable. If paid in full at time of contract you will be eligible for a 50% refund. All cancellations must be made in writing and sent to the attention of the Meeting Planner.

EXHIBIT HALL HOURS

Wednesday, February 6, 2019

Exhibitor Move-in 10:00 a.m. - 7:00 p.m.

Thursday, February 7, 2019

Exhibit Hall Open 10:00 a.m. - 6:00 p.m.

Friday, February 8, 2019

Exhibit Hall Open 10:00 a.m. - 6:00 p.m.

Exhibitor Move-out 6:00 p.m. - 11:00 p.m.

No early move-out allowed.

Early move-out penalty: \$300.00.

Absolutely no children (under the age of 18) are allowed in the Exhibit Hall during Exhibitor Move-in and Exhibitor Move-out hours. Exhibitors are required to man booth space at all times during exhibit hall hours.

CONTACT INFORMATION

Meeting Planner / Exhibits Coordinator

Contact: Charlotte Bolls, Greater Houston Dental Society
One Greenway Plaza, Suite 110
Houston, Texas 77046
(713) 961-4337, (713) 961-3617 fax
cbolls@ghds.org

George R. Brown Convention Center

1001 Avenida de Las Americas
Houston, Texas 77010
(713) 853-8000
www.houstonconventionctr.com

Hilton-Americas (Headquarter Hotel)

1600 Lamar
Houston, Texas 77010
Room blocks are also available at the **Four Seasons, Holiday Inn Express, Hyatt Regency and Marriott Marquis Hotels**. Make your reservations through our official housing provider, Eventsphere at 855-678-5865 or online at www.starofthesouth.org.

Freeman Decorating (Official Show Decorator)

Contact: Ashton Almond
9258 Park South View, Suite 100
Houston, TX 77051
713-770-6754, 713-733-0660 Fax
ashton.almond@freemanco.com

How to Reserve Booth Space:

Online: refer to our [live floor plan](http://www.starofthesouth.org) (available in August) at www.starofthesouth.org to choose your booth space and contract online or,
Via email, fax or mail: complete and return the attached contract with payment (payable to GHDS)

ALL APPLICANTS ARE SUBJECT TO APPROVAL BY THE STAR OF THE SOUTH DENTAL MEETING.

Furniture, carpet, electricity, and accessories are not included and must be ordered separately from the Online Service Kit at www.starofthesouth.org beginning October 2018.

Please refer to the Contract Terms and Conditions and

GENERAL EXHIBIT REGULATIONS

The Star of the South has developed these exhibit regulations in order to provide a well-balanced, well-regulated, attractive and successful event. No exceptions to these regulations will be permitted. The Star of the South reserves the right to enforce strict compliance with these Exhibit Regulations. Each Exhibitor understands and agrees that the Exhibit Regulations are an integral and binding part of the Application/Contract for Exhibit Space.

Booth Display Types

LINEAR BOOTH

A standard/linear 10'x10' booth, (also known as an in-line and/or corner booth), is any booth that shares a common back wall and adjoins other exhibits on one or two sides.

The maximum back wall height is eight-feet three-inches (8'3") and is allowed only in the rear half of the booth space.

A four-foot (4') height restriction is imposed on all materials in the remaining space forward to the aisle. NOTE: when three or more Linear Booths are used in combination as a single exhibit space, the 4ft height limitation is applied only to that portion of exhibit space which is within 10ft of an adjoining booth.

Exhibitor must leave room for back pipe and drape to be shared between their booth and the booth behind them. Booth should not be set so that the plate for the pipe and drape is completely in a neighboring booth.

Hanging signs/graphics are **NOT** permitted over standard/linear booths.

PERIMETER BOOTH

A Perimeter Booth (10'x10') is a standard/linear booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

The maximum back wall height is twelve feet (12') and is allowed only in the rear half of the booth space.

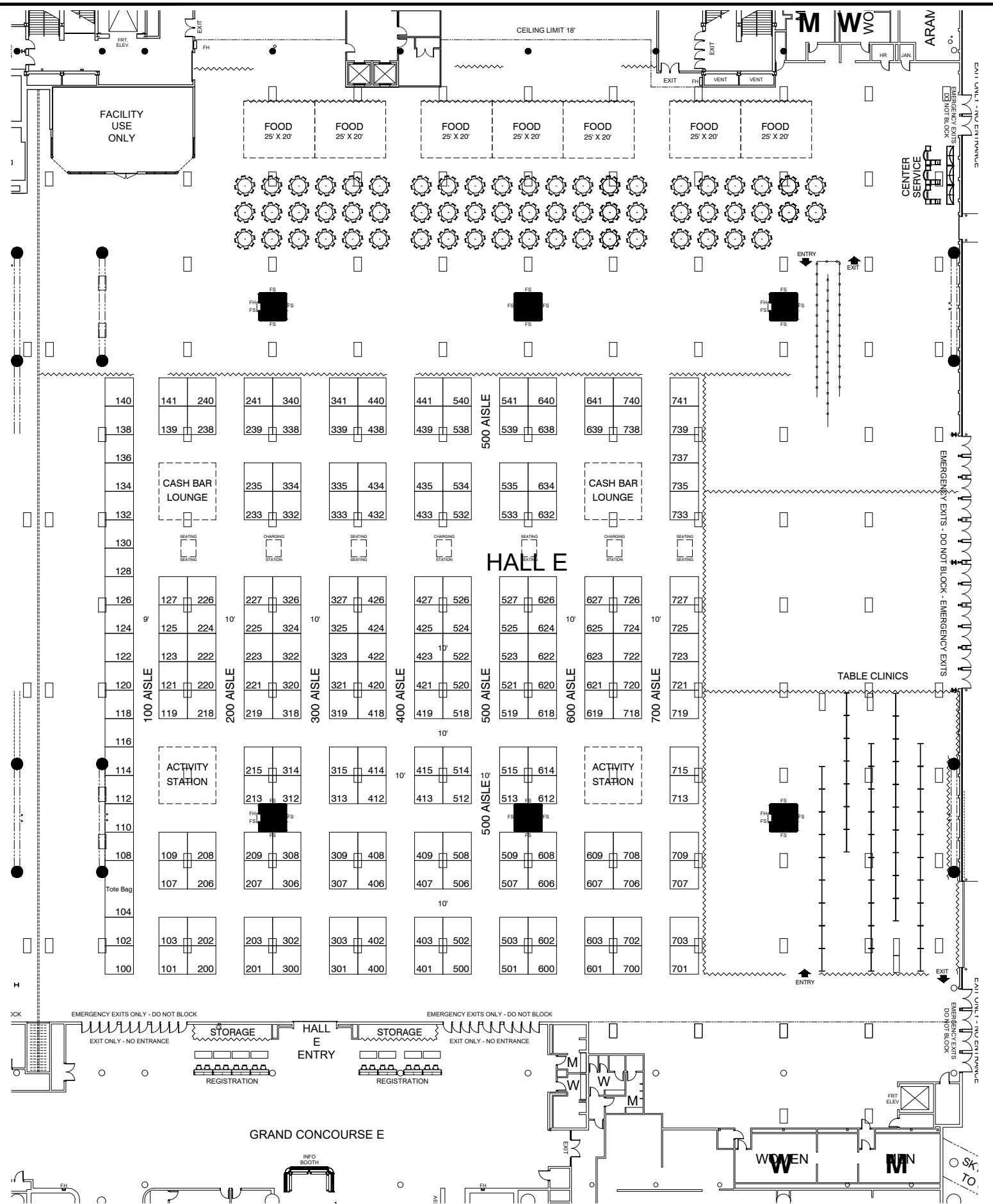
A four-foot (4') height restriction is imposed on all materials in the remaining space forward to the aisle.

Hanging signs/graphics are **NOT** permitted over standard/ linear perimeter booths.

END-CAP BOOTH

An End-cap Booth is exposed to aisles on three sides and comprised of two booths.

End-cap Booths are generally 10ft deep by 20ft wide. The maximum back wall height of 8'3" is allowed only in the rear half of the booth space and within 5ft (1.52m) of the two side aisles, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle.



STAR OF THE SOUTH - FEBRUARY 7-8, 2019

GEORGE R. BROWN CONVENTION CENTER - LEVEL 1 - HALL E - HOUSTON, TEXAS

February 7-8, 2019
GEORGE R. BROWN CONVENTION CENTER
HOUSTON, TX

2019 Star of the South Exhibitor Contract

STANDARD PRICING (FEBRUARY 2, 2018 - JANUARY 2, 2019):

10' x 10' Inline Booth.....\$1,050
10' x 10' Corner Booth.....\$1,200
10' x 10' Booth facing an Activity Station.....\$1,200

LAST MINUTE PRICING (JANUARY 3 - FEBRUARY 7, 2019):

10' x 10' Inline Booth.....\$1,200
10' x 10' Corner Booth.....\$1,350
10' x 10' Booth facing an Activity Station.....\$1,350

A **non-refundable** deposit of \$550.00 per 10' x 10' booth is required with your signed contract; otherwise booth space is not guaranteed. Full payment is due by January 2, 2019. Booths contracted within 10 days of the start of the meeting must be paid in full by cash or credit card only. Checks are not accepted within this period. Cancellations received after January 2, 2019 are not eligible for a refund under any circumstances. For cancellations received prior to January 2, 2019 the \$550.00 deposit is non-refundable. If paid in full at time of contract you will be eligible for a 50% refund.

PROOF OF INSURANCE, AS IDENTIFIED ON BACK PAGE, IS REQUIRED. NO EARLY MOVE-OUT ALLOWED - \$300 PENALTY!

EXHIBITORS ARE PROHIBITED FROM GIVING BADGES TO NON-EXHIBITING COMPANIES/REPRESENTATIVES! NON-EXHIBITING COMPANIES ARE NOT ALLOWED IN THE EXHIBIT HALL. VIOLATORS WILL BE ASKED TO EXIT THE PREMISES.

BOOTH LOCATION REQUEST

Please refer to our live floor plan attached or at www.starofthesouth.org beginning July 2018. Please enter your preferred booth number(s) in order of first through third choice and list the company or companies (if any) you wish to exhibit near or away from. Booth assignments are made on a first come, first served basis. Every effort is made to honor your requests, however, selections may not be guaranteed depending on availability or other circumstances beyond the exhibit coordinator's control.

1ST CHOICE _____ 2ND CHOICE _____ 3RD CHOICE _____

EXHIBITOR(S) I'D LIKE TO BE NEXT TO OR ACROSS FROM _____

EXHIBITOR(S) I DO NOT WANT TO BE NEXT TO OR ACROSS FROM _____

EXECUTION OF CONTRACT

The undersigned exhibitor has applied to the Greater Houston Dental Society (GHDS) for exhibit space at the Star of the South Dental Meeting, set for February 7-8, 2019, held at the George R. Brown Convention Center in Houston, Texas. By executing this contract, the exhibitor agrees to all terms, conditions, and provisions of this agreement, and all rules and regulations of the exhibition. The exhibitor agrees to assume all risks for injury, damage or loss arising out of the use and/or occupancy of the assigned space, and the exhibitor agrees to hold the GHDS, its officers, employees and agents free and harmless for any cause of actions, claims, or demands that may result from the exhibitor's use or occupancy of the assigned space or for any matter arising out of the agreement.

EXHIBITING COMPANY _____ EXHIBITING COMPANY NAME *(As you would like listed in the program guide)* _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

PHONE NUMBER _____ FAX NUMBER _____ E-MAIL ADDRESS _____

AUTHORIZATION SIGNATURE _____ DATE _____

PRINT NAME _____ TITLE _____

LIST COMPANY PRODUCTS AND CLASSIFICATION _____

CONTACT PERSON FOR RECEIVING INVOICES, AND FOR MAKING BOOTH ARRANGEMENTS (IF DIFFERENT FROM ABOVE)

CONTACT _____ TITLE _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

PHONE NUMBER _____ FAX NUMBER _____ E-MAIL ADDRESS _____

AUTHORIZATION OF PAYMENT

AMOUNT \$ **(Non-refundable deposit of \$550.00 per booth due with contract. Balance due by January 2, 2019)** PAYMENT METHOD: Check Mastercard Visa American Express
*Checks should be payable to **Greater Houston Dental Society**.
Note: Checks are not accepted for booths contracted after January 28, 2019*

CREDIT CARD NUMBER _____ EXPIRATION DATE _____ CVV CODE _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

SIGNATURE _____ PRINT NAME _____ DATE _____

Submit signed contract with payment to: Exhibits Coordinator, Greater Houston Dental Society
One Greenway Plaza, Suite 110, Houston, Texas 77046
Phone (713) 961-4337 FAX (713) 961-3617 www.starofthesouth.org
Star of The South – Top Copy Exhibitor – Carbon Copy

CONTRACT TERMS AND CONDITIONS

Terms of Payment

A non-refundable deposit of \$550.00 per 10' x 10' booth is required with your signed contract; otherwise booth space is not guaranteed. Full payment is due by January 2, 2019. If the total balance due is not received on or before the deadline date, booth space will be subject to cancellation and may be resold by show management without notification. Booths contracted after January 28, 2019 must be paid in full by cash or credit card only. Checks are not accepted within this period. For cancellations received prior to January 2, 2019 the \$550.00 deposit is non-refundable. If paid in full at time of contract you will be eligible for a 50% refund. All cancellations must be made in writing and sent to the attention of the Exhibits Coordinator.

Compliance with Law

The exhibiting company, its employees, and representatives, shall observe and comply with all federal, state, and municipal laws, and all rules and regulations in the use of such exhibit space. Products/services offered at exhibit booths, and delivery of any services within exhibit booths is subject to prior approval of The Star of the South show management.

Exhibit Limitations

The exhibitor shall conform to and comply with the following requirements:

- All displays must be confined within the limits of the booth space and approved by The Star of the South show management or its designated representative. Exhibitor must follow Star of the South Regulations for Booth Display (see insert).
- Loud sound speakers or sound interference is not permitted.**
- Helium balloons or combustible materials are not permitted. Equipment in operation must provide adequate protection against the dripping of any liquid on the floor.
- Empty crates must be removed from the exhibit hall for proper storage. Storage of freight, cartons, excelsior, etc. within the booth is prohibited.
- The services listed are operated and controlled by the George R. Brown Convention Center and should be ordered through the Exhibitor Service Manual if needed. Using outside contractors for the following services is prohibited: Temporary Utility Service (electrical and plumbing), Food and Beverage Service, Telephone Communication, Exhibit Booth Cleaning, Facility-affixed Audio, Lighting and Structural Rigging, and Parking.
- Restrictions apply for automobiles or vehicles that are being used for booth displays. Exhibitors must obtain approval from the exhibits coordinator as well as the regulations and procedures for vehicle displays at least two months prior to the start of the exhibition.
- If using your company employee(s) to move-in/out, proof of employment will be required, i.e. pay stub, etc.
- Use of nitrogen tanks within booth is subject to prior approval by show management and must conform to George R. Brown regulations for installation and usage.

Assignment of Subletting

The exhibiting company shall use its booth space solely and exclusively for the exhibition of material, equipment, or services normally manufactured, distributed, or furnished by it in the regular course of its business, and for no other items or purposes of any kind. The exhibitor shall not assign, sublet, license, or otherwise release, transfer, apportion, or dispose of its exhibit space or any part thereof. Any use of all or part of said space by or for any person, firm, or entity other than the exhibitor will cause the exhibitor and the person, firm, or entity to be asked to leave the meeting without a refund.

EXHIBITORS ARE PROHIBITED FROM GIVING BADGES TO NON-EXHIBITING COMPANIES/REPRESENTATIVES! NON-EXHIBITING COMPANIES ARE NOT ALLOWED IN THE EXHIBIT HALL. VIOLATORS WILL BE ASKED TO EXIT THE PREMISES.

Exhibitor Registration

Registration and name badge identification are required for every employee, representative, and attendee of the exhibition. The name badge issued at the time of registration must be visibly worn at all times during the show. Exhibitors who render their badges to unauthorized persons shall forfeit their exhibit space without eligibility for a refund and future exhibition privileges. Exhibitors may register up to 6 employees or representatives at no charge for each 10'x10' booth space purchased. Additional representatives will be charged a fee of \$45.00 each. All registrations must be submitted prior to the start of the exhibition.

Booth Furnishings and Specifications

The booth fee for each 10'x10' booth includes standard 8' high back drape in show colors, 3' high side divider drape in one of the show colors, standard 7" x 44" booth identification sign (21 characters per line, max.), 6 employee or representative registrations, and listing in the onsite program directory and Star of the South website. Carpet, display units, furnishings, and utilities are not included in the booth fee and may be ordered through the official show decorator and the exclusive service contractors of the convention center. An Exhibitor Manual containing order forms for all of these services is available online at www.starofthesouth.org approximately three months prior to the convention. Orders may also be placed online at www.starofthesouth.org beginning November 2018. Booth displays must follow the Star of the South Exhibit Regulations.

Shipping Instructions

Shipping instructions, deadlines, and labels for advance shipping to the warehouse and direct shipping to show site are included in the Exhibitor Service Manual provided by Freeman Decorating and only online at www.starofthesouth.org beginning November 2018.

Insurance

The exhibiting company agrees to carry insurance for a single limit of not less than one million dollars for its employees, agents, contractors, and representatives present at The Star of the South Dental Meeting in each of the following categories: Broad Form General Liability and Automobile Liability. In addition, the exhibitor agrees to provide Workers' Compensation Insurance providing benefits for the state of Texas and Employers' Liability of one hundred thousand dollars per accident. An umbrella liability policy would be

satisfactory provided all these areas are covered. The policy must name as additional insureds: The Star of the South Dental Meeting; the Greater Houston Dental Society; the officials show contractor; and the City of Houston. Exhibitor must provide a Certificate of Insurance showing the policy in effect through February 8, 2019. **ALL EXHIBITORS MUST PROVIDE PROOF OF INSURANCE AND THERE WILL BE NO EXCEPTIONS.**

Decorator

The official decorating contractor will provide a standard 7" x 44" booth identification sign consisting of a maximum of 21 characters per line at no charge for each exhibitor. The identification sign will contain the name of the company listed on the exhibitor contract that was submitted to the exhibits coordinator. Also included at no charge for each 10'x10' booth is an 8' high back drape in show colors and 3' high side divider drapes in one show color. Unless a third party contractor is used by the exhibitor, all carpet, furnishings, and accessories should be ordered through the official show decorator.

Third Party Contractors

Exhibitors utilizing third party contractors agree to submit a completed Third Party Contractor Notice with proof of insurance by **January 11, 2019**. Third Party Contractor Notices are contained in the Exhibitor Service Manual. Exhibitors utilizing third party contractors agree to indemnify and hold harmless The Star of the South Dental Meeting, the Greater Houston Dental Society (including its officers and employees), the official show contractor and the George R. Brown Convention Center from any and all liability, including attorney's fees, which may arise due to the third party contractor's presence or actions. All third party contractors must maintain the following General Liability Insurance Coverage: General Liability (broad form - one million dollars); Automobile Liability (any auto - one million dollars); Workers' Compensation as required in the State of Texas; and Employers' Liability (one-hundred thousand dollars). Umbrella Form Excess Liability may be used to bring coverage levels up to these requirements. In addition, the policy must name as additional insureds: The Star of the South Dental Meeting; the Greater Houston Dental Society; the official show contractor; and the George R. Brown Convention Center.

Indemnification and Liability

The exhibiting firm, its agents, employees, contractors, or representatives assumes and agrees to indemnify, protect, save and hold harmless the Star of the South Dental Meeting, the Greater Houston Dental Society, the official show contractor, and the George R. Brown Convention Center, its agents, employees, contractors or representatives, from and against any and all losses, damages, injuries, claims, demands and expenses, including legal expenses, of whatsoever kind or nature, arising due to the exhibitor's conduct or negligence during participation in The Star of the South Dental Meeting over the installation period, show hours or dismantle period. Absolutely no children (under age 18) are allowed in the exhibit hall during exhibitor move-in and move-out hours. **Exhibitors are required to man booth space all times during exhibit hall hours. No early move-out allowed. Early move-out penalty: \$300.00.**

Default

The Star of the South Dental Meeting reserves the right to cancel this contract if an exhibitor displays or sells a product which is not authorized by the show management after being notified to discontinue such display or sale; and if the premises is damaged so as to render the premises untenable or unfit for use. In such event, all payments previously made on this contract are non-refundable. The Star of the South Dental Meeting and the Greater Houston Dental Society shall be released from any and all claims for damages, loss, costs or expenses sustained or incurred by the exhibitor by reason of such cancellation.

Rules and Regulations

The Star of the South Dental Meeting shall have the right, which is hereby expressly reserved, to make such additional rules and regulations as it deems proper to cover the conduct and to promote the success of the meeting. Show management may change and amend such rules and regulations from time to time. The breach of any such rule and regulation by the exhibitor, after being notified in writing thereof, shall be grounds for dismissal from the meeting with no recourse for refund or claims for any loss or damages on such grounds.

Security

Security will be provided inside the exhibit hall on a 24-hour basis. However, neither The Star of the South Dental Meeting nor the Greater Houston Dental Society shall be held responsible for any loss or damage to equipment, materials, or products within the exhibit hall. It is the responsibility of the exhibitor to provide for any damages or losses of any kind to the equipment, materials, or products on display, including insurance coverage if so desired.

Miscellaneous

On all matters not herein covered, or on any possible differences, final decisions are subject to the judgment of The Star of the South Dental Meeting and Greater Houston Dental Society.

Correspondence

All correspondence relating to exhibits should be addressed to: Exhibits Manager, Greater Houston Dental Society, One Greenway Plaza, Suite 110, Houston, Texas Houston, Texas 77046, (713) 961-4337 or cbolls@ghds.org.

Governing Laws

The Laws of the State of Texas will govern any disputes arising from this agreement or the terms thereof.