

INVITATION TO EXHIBIT

2016 NESO Annual Meeting

OCTOBER 6-9, 2016 ■ NEW YORK MARRIOTT MARQUIS




NESO NYC16
World Class Speakers. World Class City.
We Have It All.

INVITATION TO EXHIBIT

INVITATION TO EXHIBIT AND PARTICIPATE AT NESO 2016 TIMES SQUARE

Welcome Exhibitors	3
2016 Annual Meeting Planning Committee	3

SCHEDULE AT A GLANCE

Thursday, October 6, 2016	4
Friday, October 7, 2016	4-6
Saturday, October 8, 2016	6-8
Sunday, October 9, 2016	8

EXHIBITOR INFORMATION

Exhibitor Rules and Regulations	9-11
Exhibit Hall Map	12
Exhibitor Contract	13

FUTURE NESO MEETINGS

Back Cover

NESO'S FIRST-EVER HAPPY SAVINGS HOUR IN NYC

The Happy Savings Hour is a free event taking place from 3:30pm - 5:00pm on Friday and Saturday in the Exhibit Hall. NESO is asking each exhibitor to put an item on sale for these two days during the 90-minute window of time only. This sale can promote one product, or multiple products. There will be no advance notice for the details of the sale item(s). Registrants will find out in the Hall during the Happy Savings Hour what is "ON SALE."

NESO is offering each exhibitor an advertisement displayed on the big screen in the Exhibit Hall as an added benefit. This 14 x 8-foot screen will be the primary showcase for the SALE. In addition, there will be flyers distributed advertising these exclusive sale items. The sky is the limit and subject to your creativity! NESO will provide appetizers and there will be a beer and wine cash bar available in Hall.

BENEFITS:

- ▲ No fee to participate
- ▲ Additional exposure prior to standard exhibit hall hours
- ▲ Advertisement on the Exhibit Hall big screen

The Exhibit Hall at #NESONYC16 is going to be a lively environment full of excitement. It is our hope that this event is an excellent kick-start to two days of heavy traffic and activity in your booth! To sign up for the Happy Saving Hour, please email your request to NESO at NESOinfo@aaortho.org.

Invitation to Exhibit and Participate at NESO 2016 Times Square

The 2016 NESO Annual Meeting will take place on Oct 6-9, 2016 at the Marriott Marquis in Times Square in New York City. On behalf of the 2016 Annual Meeting Planning Committee, we invite you to exhibit and participate in our widely expanded participation (sponsorship) program.

In response to our membership survey and recommendations of our Industry Advisory Council, we believe this year's meeting will be the best ever. Our members told us they want more choices in the scientific programs, so we have added a third doctor track. Please watch our informational video on www.neso.org to see the highlights of our speaker program. We have all marquis speakers, and we expect our registration numbers to break new highs.

You will find three new programs in the Exhibit Hall all designed to increase traffic in the Hall and by your booths. We would like to thank and give credit to the Southern Association of Orthodontists and their Executive Director, Heather Hunt for graciously sharing their debut program Orthovation with NESO. We are building the NESO Office of the Future, which will debut Columbus Day weekend 2016 in the Marriott Marquis. Many thanks to the Whiddon Group, ShelterBlue, and Joyce Matlack for helping with our new initiatives. NESO will also be debuting the "Selfie Scavenger Hunt" in the Hall, a promotional fun challenge, which will bring traffic to all of the exhibitor participants. And as recommended by our Industry Advisory Council we will have a special "Happy Savings Hour" during the last 90 minutes in the Exhibit Hall. Details of all three innovative programs will arrive to you under separate cover.

Come to NYC, join us at the Marriott Marquis. Watch our promo video at www.neso.org and feel the energy. Come join the meeting in Times Square October 6-9, 2016.

2016 Annual Meeting Planning Committee



**World Class Speakers. World Class City.
We Have It All.**



2016 ANNUAL MEETING PLANNING COMMITTEE

- ▲ Dr. Christina R. Carter
NESO President
- ▲ Dr. Jack Kacewicz and
Dr. Michal Kleinlerer
General Co-Chairs
- ▲ Dr. Deb New
Registration Chair
- ▲ Dr. Jack Kacewicz and
Dr. Michal Kleinlerer
Sponsor Co-Chairs
- ▲ Dr. Katie Klein
Doctor Scientific Chair
- ▲ Dr. Dan Ryan and
Dr. Marlin Salmon
Staff Co-Chairs
- ▲ Dr. Dani Phillis
*New and Younger Member
Chair*
- ▲ Dr. Andrè Ruest
Exhibit Chair
- ▲ Dr. Kirsten Romani
Office of the Future Chair
- ▲ Dr. Dan Ryan
Selfie Scavenger Hunt Chair



THURSDAY, OCTOBER 6, 2016

1:00PM - 5:00PM	Registration Open	Gilbert
8:30PM - 11:00PM	Exhibitor Setup	Westside Ballroom

FRIDAY, OCTOBER 7, 2016

7:00AM - 5:00PM	Registration Open	East Pre-Function Area
8:30AM - 5:00PM	Exhibit Hall Open	Westside Ballroom
8:30AM - 5:00PM	Women in Orthodontics Symposium <i>Dr. Ann Gorczyca and Dr. Donna Galante</i> Hosted by American Orthodontics	Wilder

DOCTOR SCIENTIFIC LECTURE

8:30AM - 10:00AM	The Contemporary Blend of Esthetic Smile Design and Case Presentation <i>Dr. David Sarver</i>	Broadway South Center
------------------	--	-----------------------

DOCTOR SCIENTIFIC LECTURE

8:30AM - 10:00AM	Spooky Orthodontic Stuff “Things That Go Bump in the Night” <i>Dr. Gerry Samson and Dr. Jay Bowman</i>	Broadway North Center
------------------	---	-----------------------

DOCTOR PRACTICE MANAGEMENT

8:30AM - 10:00AM	Transitions: They Only Effect Everything <i>Mr. Roger Hill</i>	Majestic Complex
------------------	---	------------------

STAFF SESSION

8:30AM - 10:00AM	Title TBA <i>Ms. Rosemary Bray</i>	Marquis Ballroom
------------------	---------------------------------------	------------------

STAFF SESSION - HANDS-ON

8:30AM - 10:00AM	Camera, Lights, Action! Patient Photography Made Easy <i>Ms. Rita Bauer</i>	Inside the Exhibit Hall
------------------	--	-------------------------

10:00AM - 10:30AM	Mid-Morning Coffee Break	Westside Ballroom
-------------------	--------------------------	-------------------

DOCTOR SCIENTIFIC LECTURE

10:30AM - 12:00NN	A New Era in Class III Correction <i>Dr. Luis Carriere</i> Sponsored by Henry Schein Ortho	Broadway South Center
-------------------	--	-----------------------

DOCTOR SCIENTIFIC LECTURE

10:30AM - 12:00NN	The Cost of Imaging Versus the Benefits Derived: X-rays and the Images They Produce <i>Dr. Rolf Behrents</i>	Broadway North Center
-------------------	---	-----------------------



10:30AM - 12:00NN	<p>DOCTOR PRACTICE MANAGEMENT</p> <p>Transitions: They Only Effect Everything <i>(continued)</i> Mr. Roger Hill</p>	Majestic Complex
10:30AM - 12:00NN	<p>STAFF SESSION</p> <p>Title TBA <i>(continued)</i> Ms. Rosemary Bray</p>	Marquis Ballroom
10:30AM - 12:00NN	<p>STAFF SESSION - HANDS-ON</p> <p>Camera, Lights, Action! Patient Photography Made Easy <i>(continued)</i> Ms. Rita Bauer</p>	Inside the Exhibit Hall
12:00NN - 1:00PM	Lunch <i>(available for purchase)</i>	Westside Ballroom
1:00PM - 4:00PM	<p>DOCTOR SCIENTIFIC LECTURE</p> <p>Pearls of Dr. Gianelly Drs. Jack Bednar, Victor Dietz and Negaar Sagafi</p>	Broadway South Center
1:00PM - 3:00PM	<p>DOCTOR PANEL DISCUSSION</p> <p>Mixed Dentition Mechanics Dr. Lysle Johnston – Panelist: Drs. David Sarver, Rolf Behrents, Eustaquio Araujo, Gerry Samson and Jay Bowman</p>	Broadway North Center
1:00PM - 3:00PM	<p>DOCTOR SCIENTIFIC LECTURE</p> <p>Orthodontic Strategies for Sleep Apnea Dr. Dave Paquette Sponsored by Henry Schein Ortho</p>	Majestic Complex
1:00PM - 3:00PM	<p>STAFF SESSION</p> <p>Combining Technology and Marketing for Real-world Application Mr. Bill Poss, President, Solutions By Design Sponsored by Solutions By Design</p>	Marquis Ballroom
1:00PM - 3:00PM	<p>STAFF SESSION - HANDS-ON</p> <p>Work with Me Baby! Learn How to Pose and Find the Photogenic You! <i>(continued)</i> Ms. Rita Bauer</p>	Inside the Exhibit Hall
3:30PM - 5:00PM	<p>Happy Savings Hour</p> <p><i>Free opportunity for exhibitors to offer a special item promotion for a 90-minute window of time and gain exclusive benefits.</i></p> <p>See details on page 2</p>	Westside Ballroom
3:30PM - 5:00PM	<p>DOCTOR PANEL DISCUSSION</p> <p>Mixed Dentition Mechanics <i>(continued)</i> Dr. Lysle Johnston – Panelist: Drs. David Sarver, Rolf Behrents, Eustaquio Araujo, Gerry Samson and Jay Bowman</p>	Broadway North Center



	DOCTOR SCIENTIFIC LECTURE	Majestic Complex
3:30PM - 5:00PM	Orthodontic Strategies for Sleep Apnea <i>(continued)</i> Dr. Dave Paquette	
	STAFF SESSION	Marquis Ballroom
3:30PM - 5:00PM	Nutrition in the Office Ms. Stephanie Middleberg	
	STAFF SESSION - HANDS-ON	Inside the Exhibit Hall
3:30PM - 5:00PM	Work with me Baby! Learn how to pose and find the Photogenic You! <i>(continued)</i> Ms. Rita Bauer	
5:00PM - 6:00PM	President's Reception	Broadway Lounge & Promenade
SATURDAY, OCTOBER 8, 2016		
7:00AM - 5:00PM	Registration Open	East Pre-Function Area
8:30AM - 5:00PM	Exhibit Hall Open	Westside Ballroom
	DOCTOR SCIENTIFIC LECTURE	Broadway South Center
8:30AM - 10:00AM	Efficient and Effective Uses of Dentofacial Orthopedics in Everyday Practice Dr. Lorenzo Franchi and Dr. Jim McNamara	
	DOCTOR SCIENTIFIC LECTURE	Broadway North Center
8:30AM - 10:00AM	Pearls of UNC: Short-Term Success + Long-Term Stability = Happiness Using TADs Dr. Nicole Scheffler and Dr. Mike Mayhew <i>Sponsored by Ormco</i>	
	DOCTOR SCIENTIFIC LECTURE	Majestic Complex
8:30AM - 10:00AM	Byting into Technology in the Big Apple: Improving Patient Care Dr. Lee Graber and Dr. Katie Graber	
	STAFF SESSION	Marquis Ballroom
8:30AM - 10:00AM	"Threats and Opportunities" Career Strategies for Changing Times Dr. Gerry Samson	
	STAFF SESSION - HANDS-ON	Inside the Exhibit Hall
8:30AM - 10:00AM	Hands On Digital Impressions – Learning How to Scan (Scanners) Ms. Rita Johnson <i>Sponsored by 3M Oral Care</i>	
10:00AM - 10:30AM	Mid-Morning Coffee Break	Westside Ballroom



10:30AM - 12:00NN	<p>DOCTOR SCIENTIFIC LECTURE</p> <p>Efficient and Effective Uses of Dentofacial Orthopedics in Everyday Practice <i>(continued)</i> <i>Dr. Lorenzo Franchi and Dr. Jim McNamara</i></p>	Broadway South Center
10:30AM - 12:00NN	<p>DOCTOR SCIENTIFIC LECTURE</p> <p>Pearls of UNC: Technology in Orthodontics: Separating Fact from Fiction <i>(continued)</i> <i>Dr. Tung Nguyen</i></p>	Broadway North Center
10:30AM - 12:00NN	<p>DOCTOR PRACTICE MANAGEMENT</p> <p>Metrics Matter: Something Old, Something New <i>Dr. Bob Bray</i></p>	Majestic Complex
10:30AM - 12:00NN	<p>STAFF SESSION</p> <p>“Threats and Opportunities” Career Strategies for Changing Times <i>(continued)</i> <i>Dr. Gerry Samson</i></p>	Marquis Ballroom
10:30AM - 12:00NN	<p>STAFF SESSION - HANDS-ON</p> <p>Hands On Digital Impressions – Learning How to Scan <i>Ms. Rita Johnson</i> <i>Sponsored by 3M Oral Care</i></p>	Inside the Exhibit Hall
12:00NN - 1:00PM	Lunch <i>(available for purchase)</i>	Westside Ballroom
1:00PM - 3:00PM	<p>DOCTOR SCIENTIFIC LECTURE</p> <p>21st Century Orthodontics: Water Seeks its Own Level <i>Dr. Lysle Johnston</i></p>	Broadway South Center
1:00PM - 3:00PM	<p>DOCTOR SCIENTIFIC LECTURE</p> <p>The Development, Etiology and Treatment of Skeletal Open Bite Cases <i>Dr. Peter Buschang</i></p>	Broadway North Center
1:00PM - 3:00PM	<p>STAFF SESSION <i>(Doctors are welcome to attend)</i></p> <p>Autism Spectrum Disorder: Behavior Management Strategies During Orthodontic Treatment <i>Dr. Purnima Hernandez</i></p>	Marquis Ballroom
1:00PM - 3:00PM	<p>New and Younger Member Program – All Doctors Welcome <i>Dr. Antonino Secchi</i> <i>Sponsored by GAC</i></p>	Majestic Complex
3:00PM - 4:30PM	<p>DOCTOR SCIENTIFIC LECTURE</p> <p>TBD <i>Dr. Mike Mayhew</i> <i>Sponsored by Ormco</i></p>	Broadway North Center



DOCTOR SCIENTIFIC LECTURE

Broadway South Center

3:00PM - 5:00PM
 Comprehensive Treatment with Clear Aligners
 Dr. Ken Fischer
 Sponsored by ClearCorrect

STAFF SESSION *(Doctors are welcome to attend)*

Marquis Ballroom

3:00PM - 5:00PM
 Autism Spectrum Disorder: Behavior Management Strategies During Orthodontic Treatment *(continued)*
 Dr. Purnima Hernandez

3:00PM - 5:00PM
 New and Younger Member Program – All Doctors Welcome *(continued)*
 Dr. Antonino Secchi
 Sponsored by GAC

Majestic Complex

3:30PM - 5:00PM
 Happy Savings Hour
Free opportunity for exhibitors to offer a special item promotion for a 90-minute window of time and gain exclusive benefits.
 See details on page 2

Westside Ballroom

5:00PM - 8:00PM
 Exhibitor Move Out

Westside Ballroom

SUNDAY, OCTOBER 9, 2016

7:30AM - 12:00NN
 Registration Open

East Pre-Function Area

DOCTOR PANEL DISCUSSION

Westside Ballroom

8:30AM - 10:00AM
 Treating Open Bites Panel
 Dr. Lee Graber – Panelist: Drs. Lorenzo Franchi, Peter Buschang, Jay Bowman and Lysle Johnston

9:00AM - 12:00MM
 User Meeting: Cloud9

Julliard Complex – Julliard

9:00AM - 12:00MM
 User Meeting: Dolphin

Julliard Complex – Broadhurst

9:00AM - 12:00MM
 User Meeting: Ortho2

TBD

9:00AM - 12:00MM
 User Meeting: OrthoTrac

Julliard Complex – Imperial

9:00AM - 12:00MM
 User Meeting: topsOrtho

Julliard Complex – Belasco

10:00AM - 12:30PM
 Mid-Morning Coffee Service

Westside Ballroom Foyer

DOCTOR PANEL DISCUSSION

Westside Ballroom

10:30AM - 12:00NN
 Treating Open Bites Panel *(continued)*
 Dr. Lee Graber – Panelist: Drs. Lorenzo Franchi, Peter Buschang, Jay Bowman and Lysle Johnston



Rules & Regulations

The Northeastern Society of Orthodontists (NESO) represents over 1,250 members from Rhode Island, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont, and the Canadian Provinces of Québec, New Brunswick, Prince Edward Island, Nova Scotia, and Newfoundland.

- ▲ Total attendance expected at the 2016 NESO Annual Meeting is 1400 including doctors and staff.
- ▲ 16 dedicated Exhibit Hall hours.
- ▲ Lunch for purchase in the Exhibit Hall.
- ▲ Dedicated exhibit hours both days.

RESERVE SPACE NOW!

SPACE ASSIGNED ON A FIRST COME BASIS

Exhibit space will be assigned in June 2016. Space will be assigned on a first-come basis based on date application to exhibit was received.

NESO TECHNICAL EXHIBITS

The technical exhibits will be held in the New York Marriott Marquis in the Westside Ballroom.

CAPTURE ATTENDEES DURING:

- ▲ Lunch for purchase in the Exhibit Hall Friday and Saturday.
- ▲ Four refreshment breaks.

INVESTMENT PER 8' DEEP X 10' WIDE BOOTH:

- ▲ \$2,400/booth

EXHIBIT SET-UP HOURS

- ▲ Thursday, October 6 8:30PM - 11:00PM
- ▲ Friday, October 7 6:00AM - 7:30AM

All exhibits must be completely set up by 7:30am on Friday, October 7. Children under the age of 16 are not permitted in the Exhibit Hall during set up and tear down.

DECORATOR

FREEMAN DECORATING SERVICES

- ▲ Decorator kit e-mailed to exhibitors in June 2016.

HEADQUARTERS HOTEL AND MEETING SITE

- ▲ New York Marriott Marquis
1535 Broadway
New York City, NY 10036 USA

PHONE: 212-398-1900

HOUSING

To make your hotel reservations on line go to www.NESO.org or call the NESO housing services toll-Free at 866-575-4133 Please make your hotel reservations no later than September 16, 2016 to receive the group rates. Any reservations made after September 16, 2016 will be confirmed on a space available basis at the current rates.

NEW YORK MARRIOTT MARQUIS

Surround yourself with the sights and sounds of the city at New York Marriott Marquis. Nestled in the heart of Times Square, our Broadway hotel in New York gives you easy access to the Javits Center, exciting shows and several subway lines to access any part of NYC. Located near Fifth Avenue shopping, Radio City Music Hall, Rockefeller Center, Central Park, Lincoln Center and Madison Square Garden, our hotel puts travelers in the midst of popular NYC attractions and business destinations. Visit New York Marriott Marquis and experience the excitement and excellent service for yourself!



EXHIBIT HALL HOURS

Friday, October 7	8:30AM - 5:00PM
Saturday, October 8	8:30AM - 5:00PM

NESO reserves the right to modify the official exhibit hours based on the final program.

EXHIBIT TEAR-DOWN HOURS

Saturday, October 8	5:00PM - 10:00PM
---------------------	------------------

Exhibitors may not tear down prior to 5:00pm on Saturday, October 8, in accordance to the rules and policies stated in the Invitation to Exhibit.

ON-SITE REGISTRATION HOURS

Thursday, October 6	1:00PM - 5:00PM
Friday, October 7	7:00AM - 5:00PM
Saturday, October 8	7:00AM - 5:00PM
Sunday, October 9	8:00AM - 12:00NN

CONTRACT

Applicants for booth space are required to complete the contract on pages 13-14 and submit with payment.

SHIPPING

Shipping information will be available in the exhibitor service kit.

CONTACT

If you have any questions about the 2016 NESO Invitation to Exhibit or floor plan, please contact Darrin Crittington at 314-292-6539 or dcrittington@aaortho.org.

DEPOSIT

A fifty percent (50%) deposit must be submitted with the completed application form. Applications will not be accepted or processed without deposit.

BALANCE OF PAYMENT

Payment in full must be received in the NESO office no later than June 30, 2016.

NESO reserves the right to cancel any unpaid space after June 30, 2016, and resell the space without liability or refund of deposit.

REJECTED APPLICATIONS

In the event an exhibit application is not accepted by NESO, the deposit for the exhibit space will be refunded to the applicant.

ASSIGNMENT

Exhibitors at the 2016 NESO Annual Meeting will be assigned in order of contract receipt. Booth assignments will be made in June 2016. Space assignments will be forwarded directly to the designated contact on this form. NESO reserves the right to rearrange floor plan and relocate and exhibit upon consultation with said exhibitor. Spaces cannot be assigned, sublet or otherwise disposed of without consent from NESO. Any space not claimed or occupied may be reassigned by NESO without refund of rental paid. NESO reserves the right of final booth assignments and the right to limit the number of booths. If an exhibitor's display is not erected by the show opening, NESO will authorize the official contractor to install the display and/or remove empty containers with all costs being the responsibility of the exhibitor.

CANCELLATION

Exhibitors must notify the NESO office in writing by June 30, 2016 to qualify for a refund of any deposit for cancelled exhibit space. The date the exhibitor's written notice of cancellation is received in the NESO office will be the official cancellation date. No refunds will be made for cancellations received after June 30, 2016. If NESO should be prevented from conducting the NESO 2016 Annual Meeting and cannot permit the exhibitor to occupy this exhibit space or determines not to offer the 2016 Annual Meeting at its sole discretion, NESO will refund the exhibitor the amount paid for the space with no further obligation or liability to the exhibitor. There are no exceptions to this policy. All cancellations will be assessed a minimum processing fee of \$150.



LIABILITY, INSURANCE, AND INDEMNIFICATION

Certificate of Insurance is due to the NESO office by June 30, 2016. Certificates are to name Northeastern Society of Orthodontists as additional insured with policy date through October 8, 2016. Exhibitor is responsible for all damages to the exhibit premises used by the exhibitor, its employees, servants, agents, licensees or contractors occasioned by their negligence and hereby agrees to indemnify NESO, Freeman Decorating Services, the New York Marriot Marquis and its employees or agents, directors and sponsors, against all claims, losses or damages to persons or property, and costs of defending claims arising out of or caused by any negligence on the part of the exhibitor in installation, removal, maintenance, occupancy or use of the exhibition premises or part thereof. It is the sole responsibility of exhibitor to obtain the proper insurance and be able to provide proof of insurance when needed.

EXHIBITS

NESO reserves the right to determine the eligibility of any company, product, promotion or part thereof, that in its opinion is not in keeping with the character and purpose of the show. Exhibits which detract from the character of the show, including persons, conduct or printed matter, may be evicted by NESO without refund of rental fees or expenses. Action may be taken by NESO against exhibitors who violate any rules or policies which may include being prohibited from participating in future NESO Annual Meetings.

SET-UP AND DISMANTLING RESTRICTIONS

Exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. Any additions or improvements to space other than included equipment shall be at the exhibitor's expense and must comply with fire department and underwriter rules. The aisles, passageways and overhead spaces remain strictly under control of NESO. Except for islands, exhibitors may not erect a back wall higher than 8' or side higher than 3'. Side walls shall not extend more than 4' from the back of the booth. All items left in hall after dismantling hours will be disposed of or handled at the contractor's discretion at exhibitor's expense. The exhibitor must surrender his display space in the same condition as it was when he occupied it. No smoking, helium balloons or flammable materials are allowed. Compliance with local fire and state tax ordinances is required.

SOUND

Booth noise may not interfere with the display and conversation of other exhibitors. The use of music in booth requires an appropriate license from BMI, ASCAP or other similar licensing organizations.

SECURITY

NESO will provide security for the show period, but NESO, Freeman Decorating and the New York Marriot Marquis or their agents are not responsible for loss of any material by or for any cause.

REGISTRATION AND DECORATION KIT

An exhibitor's service kit will be available on-line in June. Exhibit personnel must wear an official name badge to enter hall and while on the floor. Only employees of the exhibiting company may receive complimentary exhibitor registration (business card may be requested for on-site registration). The transfer of a badge or registration of non-employee attendees will bar involvement from this and future meetings. Exhibitors must keep the exhibit open and staffed at all times during the show hours. Exhibitors are restricted to four reps per booth (first two are complimentary).

SOLICITATION, SOCIAL FUNCTIONS AND CONCURRENT MEETINGS

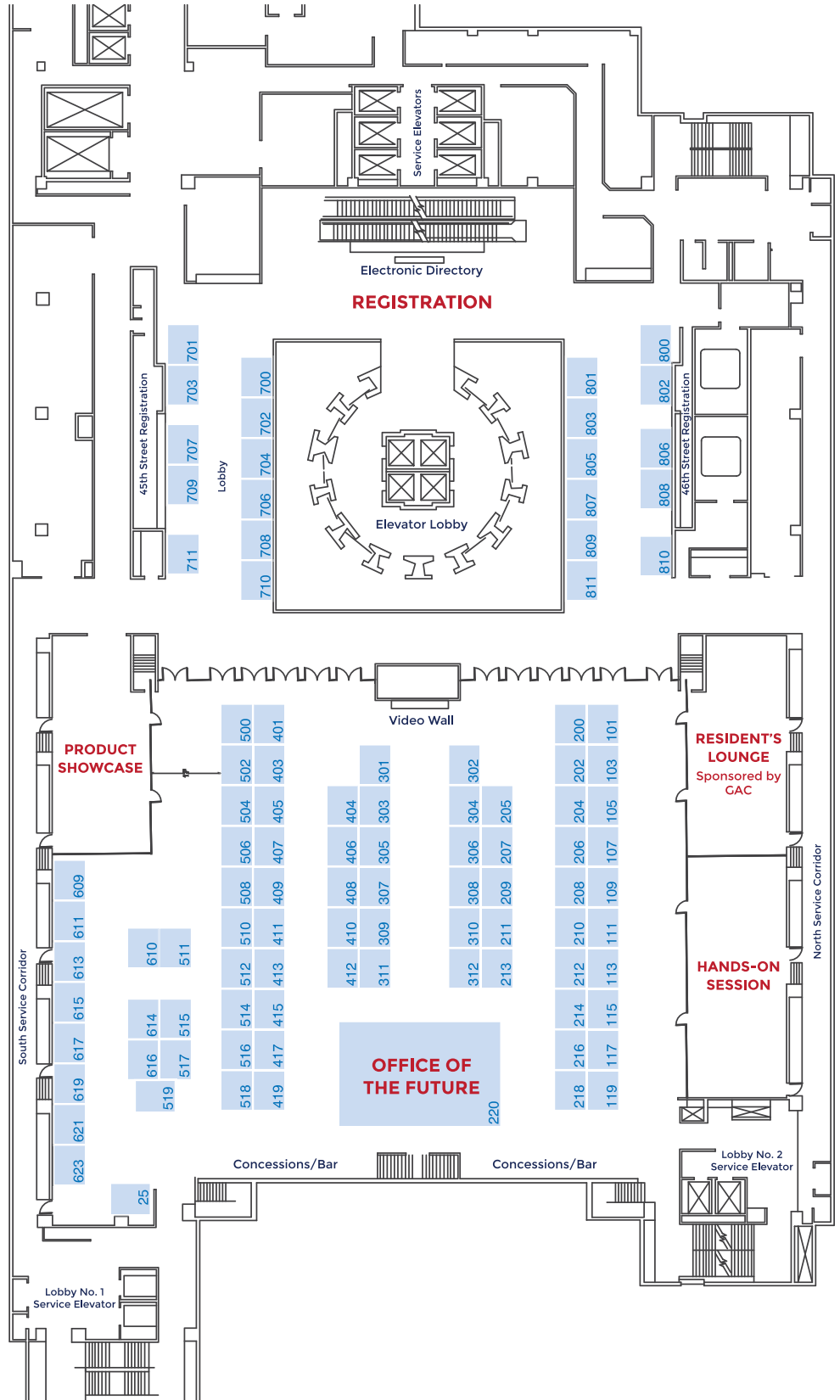
Functions sponsored by other organizations must have prior approval of the NESO offices and cannot conflict with exhibit hours or any program meeting and activities conducted by NESO for this event. The distribution of materials by exhibitors or their agents is limited to the area rented by the exhibitor in the exhibit hall. Materials may not be delivered to hotel rooms of NESO Annual Meeting attendees without advance permission from NESO and the hotel. Any costs of such distribution shall be the sole responsibility of the exhibitor. Persons whose firms have not rented exhibit space are prohibited from soliciting business from NESO Annual Meeting attendees or members in any form at the New York Marriott Marquis. The only solicitation/presentations allowed in the exhibit area will be by registered exhibitor personnel and must be held within the contracted exhibit space and cannot overflow into public aisles.



Exhibitor Hall Map

2016 NESO ANNUAL MEETING | OCTOBER 6-9, 2016

New York Marriott Marquis – 5th Floor





Exhibitor Contract

2016 NESO ANNUAL MEETING | OCTOBER 6-9, 2016

New York Marriott Marquis

Mail contract with payment to:

Northeastern Society of Orthodontists
Attention: Darrin Crittington
401 N. Lindbergh Blvd.
St. Louis, MO 63141

Or fax to: 314-997-1745 | Email: dcrittington@aaortho.org



Company Name

State of Incorporation

If company has exhibited with NESO under a different name, please list name

EXHIBIT FEES

\$2,400 per 80 square feet (8' x 10' configuration).

A minimum payment of 50 percent of the total cost must be enclosed for space to be assigned.

Total square feet requested

A check is enclosed in the amount of \$ *(payable to NESO in U.S. dollars only)*

Please charge my credit card in the amount of \$

Visa Mastercard American Express *(no other credit cards accepted)*

Credit Card # V Code Expiration Date

Name on Card

Signature of Cardholder

EXHIBIT LOCATION PREFERENCE

1st Choice 2nd Choice

3rd Choice 4th Choice

List up two exhibitors you do want in close proximity.

1. 2.

List up two exhibitors you do not want in close proximity.

1. 2.

Every effort will be made to accommodate your request.



Exhibitor Contract continued

Each exhibiting company submitting prior to June 30, 2016 is entitled to a listing in the *On-Site Program & Exhibit Guide*.

If no information is supplied, only the company name and exhibit location will be published.

ALPHABETICAL LISTING

List name exactly how it should appear in the *On-Site Program & Exhibit Guide*.

Please Print

Company Name

Contact Person *(for NESO use only)*

President/CEO

Address

City/State/Zip

Phone

Fax

Email

Website

Contact email and phone *(if different than program listing)*

NARRATIVE DESCRIPTION

Each exhibitor should submit a 10-word description of the company's products or services. This is an informational listing; do not use superlatives. Use ® for registered product names, ™ for all trademarks. Please proofread carefully. NESO reserves the right to edit text to conform to format and length requirements.

Example

"Develops, markets and supports 'Planner X' – a computer-aided diagnostic and treatment planning software for orthodontics."

WE AGREE TO:

- ▮ To abide by all the conditions, rules and regulations for exhibitors as set forth in the Invitation to Exhibit and any related material, including all new policies set forth for the 2016 NESO Annual Meeting.
- ▮ That certificates of insurance are due by June 30, 2016.
- ▮ That payment in full is due by June 30, 2016 or space will be forfeited.
- ▮ The person signing this contract has the authority to sign for this company.

Authorized Signature

Date

Applications without an authorized signature or deposit will be returned unprocessed.

Date Received



JOIN US IN BOSTON, MASSACHUSETTS

November 9-12, 2017

- ▲ Marriott Copley Place Hotel
Boston, Massachusetts

JOIN US IN BOSTON, MASSACHUSETTS

September 27-29, 2019

- ▲ Seaport Boston Hotel
Boston, Massachusetts

JOIN US IN NEW YORK, NEW YORK

November 2-4, 2018

- ▲ Marriott Marquis
New York, New York

JOIN US IN MONTREAL, QUEBEC

November 5-8, 2020

- ▲ Hotel Bonaventure Montreal
Montreal, Quebec, Canada