



July 26-27, 2024
Marriott Marquis Hotel
Houston, TX

Star of the South Dental Meeting

Exhibitor & Partner Prospectus

Hosted by the Greater Houston Dental Society

Star of the South Dental Meeting

July 26-27, 2024, Marriott Marquis Hotel

Exhibit Prospectus

The Greater Houston Dental Society is excited to host the 52nd annual [Star of the South Dental Meeting July 26-27, 2024, at the Marriott Marquis Houston Hotel](#). We invite you to join your colleagues in participating and encourage you to reserve your booth space early to get your preferred location!

EARLY BIRD BOOTH FEES (August 25, 2023 – April 12, 2024)

10' x 10' Inline Booth.....	\$1,300
10' x 10' Corner Booth.....	\$1,500
10 x 10' Prime Booth.....	\$1,700

STANDARD BOOTH FEES (April 13, 2024 – July 25, 2024)

10' x 10' Inline Booth.....	\$1,500
10' x 10' Corner Booth.....	\$1,700
10 x 10' Prime Booth.....	\$1,900

BOOTH FURNISHINGS and SPECIFICATIONS

The booth fee for each 10' x 10' booth includes:

- 3 Complimentary Exhibitor Name Badges
- 3 Complimentary Lunch Tickets
(Information on purchasing additional name badges/lunch tickets & selection coming soon)
- Standard 8' high back drape and 3' high side divider drape
- Standard 7" x 44" booth ID sign
- Listing on the Star of the South website and Mobile App
- Post show attendee mailing list (complimentary)
- NOTE: Exhibit Hall if fully carpeted

Booth does not include display units, furnishings, utilities, internet, accessories, or other items not listed above. These items can be ordered through the official show decorator or service contractors at the hotel. Service Kit, with order forms will be available online at www.starofthesouth.org.

RESERVE BOOTH SPACE

Please refer to the live floor plan [here](#) to view available booth space before submitting contract.

Complete the online Exhibitor Contract [here](#), or you may complete the attached contract and return it by mail with a check. The completed contract along with the [Contract Terms and Conditions](#) constitute the entire agreement between the parties upon acceptance by the Star of the South Dental Meeting. Please read this information carefully. **NOTE: FULL PAYMENT IS DUE WITH CONTRACT.** Booth assignments are made on a first paid, first served basis.

Contracts received after April 12, 2024, are subject to STANDARD PRICING. **Booths contracted within 15 days of the start of the meeting must be paid in full by cash or credit card only. Checks are not accepted within this time.**

CANCELLATION

Cancellations received **after** April 12, 2024, are not eligible for a refund. Cancellations received **prior** to April 12, 2024, are eligible for a 50% refund. All cancellations must be made in writing and sent to the attention of the Director of Education listed on this page.

EXHIBITOR MOVE OUT

Exhibitor Move-out is scheduled for Saturday, July 27 beginning at 2:00 pm. **Early move-out is not allowed. Any exhibitor moving out prior to 2:00 pm on July 27 may be penalized and/or restricted from exhibiting at future Star of the South meetings.**

EXHIBIT HALL HOURS

Thursday, July 25

12:00 pm – 6:30 pm Exhibitor Move-in

Friday, July 26

9:00 am – 6:00 pm Exhibitor Hall Open

Saturday, July 27

10:00 am – 2:00 pm Exhibitor Hall Open

2:00 pm – 5:00 pm Exhibitor Move-out

Children (under the age of 18) are **NOT** allowed in the Exhibit Hall during Exhibitor Move-in and Move-out hours.

EXHIBIT HALL ACTIVITIES

Dedicated Exhibit Hall Hours:

Friday, July 26

9:00 am – 9:30 am – Coffee with Dentists Only

12:00 pm – 1:00 pm – Lunch with Exhibitors, Lunch Chats

4:00 pm – 6:00 pm – Opening Reception, Booth Bingo winner announcements

Saturday, July 27

1:00 pm - Cash Prize Drawings, Exhibit Hall Booth Bingo winner announcements, cash bar.

HOUSING

The Greater Houston Dental Society has negotiated a special discounted room rate of \$199.00 per night for our 2024 Star of the South Dental Meeting. **This rate is only available if booked through the Star of the South room block, using the link below.** The reservation deadline date is [July 23, 2024](#). Rooms are limited, so make your reservations today!

Marriott Marquis Hotel

1777 Walker St, Houston, TX 77010

713-654-1777

[Click Here to book your lodging for the 2024 Star of the South Dental Meeting!](#)

CONTACT INFORMATION

Star of the South Dental Meeting

Director of Education

Charlotte Bolls, Greater Houston Dental Society

6565 West Loop South, Ste. 210

Bellaire, Texas 77401

(713) 961-4337, Ext. 108

cbolls@ghds.org

Freeman Decorating (Official Show Decorator)

JETCO

C/O Freeman

3010 Aldine Bender Rd

Houston, TX 77032

Freeman Exhibitor Support (888) 508-5054

ExhibitorSupport@freeman.com

Partner Opportunities

CLINICIAN – EDUCATIONAL PARTNER*

Numerous Opportunities

The largest component of the Star of the South Dental Meeting is the continuing education program. A variety of lectures and workshops are offered and presented by well-known and highly respected clinicians within the dental industry. Clinician partner levels **begin at the BRONZE LEVEL** and are available to multiple partners. Exclusive partnership is available. In addition to the Partner Level benefits, clinician partners may choose to distribute literature on a table placed outside the classroom. **For more information on Clinician Partner opportunities, contact Charlotte Bolls cbolls@ghds.org or 713-961-4337, ext. 108.**

EXHIBIT HALL LUNCH

\$5,000 Shared Opportunity (2 Max)

The Exhibit Hall Lunch is scheduled on Friday, 12:00 pm – 1:00 pm. Attendees will grab a “walking lunch” so they can eat and meander the Exhibit Hall aisles. Benefits of Partnership include:

- Partner Recognition prominently displayed at Exhibit Hall Entrance
- Partner Recognition prominently displayed in Food Locations
- Plus, additional perks as outlined under specific Partner Level (dependent on exclusive or multi-opportunity)

PRODUCT TRAINING – DENTIST COFFEE (Exhibit Hall)

\$5,000 Exclusive or \$2,500 Shared Opportunity (2 Max)

The Coffee with Exhibitors is scheduled for Friday, 9:00 am–9:30 am. Registered Dentists only can enjoy your sponsored coffee as they meander the aisles while receiving product training from you. Benefits of Partnership include:

- Company rep at each coffee station (dependent on exclusive or multi-opportunity)
- Partner Recognition prominently displayed at Exhibit Hall Entrance
- Plus, additional perks as outlined under specific Partner Levels (dependent on exclusive or multi-opportunity)

LANYARDS

\$3,000 Exclusive (Can be In-Kind)

Partner will provide 2,500 lanyards or neck wallet badge holders, featuring your company name and logo. Item will be distributed at registration.

- Partner name and logo on signage in registration area
- Plus, additional perks as outlined under specific Partner Levels (dependent on exclusive or multi-opportunity)

OPENING RECEPTION

\$15,000 Exclusive or \$2,500 Shared Opportunity (6 max)

The Opening Reception is scheduled on Friday from 4:00 pm – 6:00 pm. In the Exhibit Hall. This fun event includes light bites, cash bars, a roaming magician and plenty of time to make last minute sales. It is open to all attendees. Benefits of Partnership include:

- Partner Recognition prominently displayed at event
- Partner Recognition in event marketing
- Plus, additional perks as outlined under specific Partner level (dependent on exclusive or multi-opportunity)

AV PARTNER

\$5,000 Exclusive

Audio Visual is used in all Continuing Education rooms (more than 15 meeting rooms), and is a significant expense. Benefits of Partnership include:

- Partner Recognition slide at every CE session. 30+ sessions
- Partner Recognition from the podium at every CE session.
- Plus, additional perks as outlined under Silver Partner Levels

SIGNS PARTNER

\$5,000 Exclusive

Signage is an important aspect of the meeting, providing information and serving as a resource. Here is your opportunity to be viewed in numerous locations, throughout the entire meeting. Benefits of Partnership include:

- Partner’s logo printed on session and events signs throughout the meeting.
- Plus, additional perks as outlined under Silver Partner Levels

CE CENTER

\$2,000 Exclusive or \$1,000 Shared Opportunity (2 Max)

The CE Center is comprised of computer stations where dentists and staff obtain their continuing education verification. Benefits of Partnership include.

- Partner name and logo may be placed on computer screens.
- Partner name on signage at entrance of CE Center
- Plus, additional perks as outlined under specific Partner Levels (dependent on exclusive or multi-opportunity)

**For more information on all Star of the South Partner Opportunities or if you do not see a Partner Opportunity that fits your needs, contact Charlotte Bolls – Phone 713-961-4337, Ext. 108
Email cbolls@ghds.org.**

Partner Levels

PLATINUM PARTNER.....\$15,000 and above

- Name on Star of the South Marketing E-Blasts (Value \$2,500 per E-Blast, up to 5 E-Blasts – Actual number determined by date of contract)
- Exhibit Booth Credit equal to Early Bird inline booth space (Value \$1,300)
- One page color advertisement in GHDS Journal (Special Winter Edition mailed to all Members and Non-Members - Value \$1,050)
- Dedicated one-page Eblast to GHDS membership (Value \$1,000)
- Large Banner Ad in Newsletter for 1 month (Value \$750)
- Mobile App Slider Ad (Value \$250)
- Attendee mailing list (Value \$250)
- Exhibit Booth Show Special Ad (Value \$50)
- Partner Level Recognition Prominently displayed at Exhibit Booth (Value \$50)
- Partner signage in prominent locations at meeting
- Company Logo and Link placed on Star of the South website Partners page
- Recognition with Link on the Partner Page of the Star of the South Dental Meeting Mobile App
- Recognition with Link on the Partner Page on the GHDS Website
- Plus, additional perks as outlined under specific Partner Opportunities (Value determined by Opportunity Level)

GOLD PARTNER\$10,000 - \$14,999

- Exhibit Booth Credit equal to Early Bird inline booth space (Value \$1,300)
- Dedicated one-page Eblast to GHDS membership (Value \$1,000)
- One-half page color advertisement in GHDS Journal (Special Winter Edition mailed to all Members and Non-Members - Value \$850)
- Large Banner Ad in Newsletter for 1 month (Value \$750)
- Mobile App Slider Ad (Value \$250)
- Attendee mailing list (Value \$250)
- Exhibit Booth Show Special Ad (Value \$50)
- Partner Level Recognition Prominently displayed at Exhibit Booth (Value \$50)
- Partner signage in prominent locations at meeting
- Company Logo and Link placed on Star of the South website Partners page
- Recognition with Link on the Partner Page of the Star of the South Dental Meeting Mobile App
- Recognition with Link on the Partner Page on the GHDS Website
- Plus, additional perks as outlined under specific Partner Opportunities (Value determined by Opportunity Level)

SILVER PARTNER..... \$5,000 - \$9,999

- Large Banner Ad in Newsletter for 1 month (Value \$750)
- One-quarter page color advertisement in GHDS Journal (Special Winter Edition mailed to all Members and Non-Members - Value \$700)
- Mobile App Slider Ad (Value \$250)
- Attendee mailing list (Value \$250)
- Exhibit Booth Show Special Ad (Value \$50)
- Partner Level Recognition Prominently displayed at Exhibit Booth (Value \$50)
- Partner signage in prominent locations at meeting
- Company Logo and Link placed on Star of the South website Partners page
- Recognition with Link on the Partner Page of the Star of the South Dental Meeting Mobile App
- Recognition with Link on the Partner Page on the GHDS Website
- Plus, additional perks as outlined under specific Partner Opportunities (Value determined by Opportunity Level)

BRONZE PARTNER..... \$1,000 - \$4,999

- Mobile App Slider Ad (Value \$250)
- Attendee mailing list (Value \$250)
- Exhibit Booth Show Special Ad (Value \$50)
- Partner Level Recognition displayed at Exhibit Booth
- Partner signage in prominent locations at meeting
- Company Logo and Link placed on Star of the South website Partners page
- Recognition with Link on the Partner Page of the Star of the South Dental Meeting Mobile App
- Recognition with Link on the Partner Page on the GHDS Website
- Plus, additional perks as outlined under specific Partner Opportunities (Value determined by Opportunity Level)

PARTNER\$500 - \$999

- Company Logo and Link placed on Star of the South website Partners page
- Recognition with Link on the Partner Page of the Star of the South Dental Meeting Mobile App
- Recognition with Link on the Partner Page on the GHDS Website
- Plus, additional perks as outlined under specific Partner Opportunities (Value determined by Opportunity Level)

IN-KIND (Workshop Supplies/Lanyards/etc.) TBD By Value

Advertising

MOBILE APP – HOME PAGE SLIDER \$250 (10 Maximum)

Company logo or ad will be placed at the bottom of the home page on the Mobile App and will rotate between each advertiser. The logo/ad can be hyperlinked to your website. You must provide a 900 x 300 px .png or .eps file.

The Star of the South Mobile App is available 1 month prior, during and 6 months after the meeting. The Mobile App serves as the onsite program, exhibit hall map, exhibitor lists and any exhibitor specials, speakers, courses, handouts, messaging opportunities and alerts.

MOBILE APP – SHOW SPECIAL.....\$50

Show Specials will be listed under the Exhibit Hall tab on the Star Mobile App. Show special ads are text only and include fifty (50) words or less. They are searchable by company or booth number.

EXHIBIT HALL BOOTH BINGO\$100+

Booth Bingo will be on the Star Mobile App under the Exhibit Hall tab and will list all participating exhibitors. Participating exhibitors will be given a QR code to display at their booth. Attendees must visit all participating booths and scan the QR code to be eligible to win a prize. Winners will be chosen at the end of each day.

**In addition to the stated fee all participating exhibitors will be asked to donate one or more prizes valued at \$50 or less.*

IMPORTANT DEADLINES	
April 2024	Name Badge Registration, Extra Name Badge Purchase, and Lunch Selection Open
May 3, 2024	Early Bird Booth Rate Expires
May 3, 2024	Booth Cancellation Deadline (no refunds if cancelled after this date)
June 14, 2024	Deadline to submit Mobile App Slider Logo and Link
June 14, 2024	Deadline to submit Show Special listing for Mobile App
July 5, 2024	Third Party Exhibitor Authorized Contractor Form Due
July 23, 2024	Hotel Reservation Deadline
July 5, 2024	Proof of Insurance Due
March 25, 2024	Name Badge Registration, Extra Name Badge Purchase, and Lunch Selection Due

EXHIBIT HALL HOURS/ACTIVITIES		
July 25, 2024	12:00 pm – 6:30 pm	Exhibitor Move-In
July 26, 2024	9:00 am – 6:00 pm	Exhibit Hall Open
	9:00 am – 9:30 am	Coffee With Exhibitors (Dedicated time with Dentists Only)
	12:00 pm – 1:00 pm	Lunch with Exhibitors
	4:00 pm – 6:00 pm	Opening Reception in Exhibit Hall
July 27, 2024	9:00 am – 2:00 pm	Exhibit Hall Open
	1:00 pm	Drawings – Exhibitor Prizes and Cash Prize
	2:00 pm – 6:30 pm	Exhibitor Move Out

2024 Star of the South Dental Meeting

Exhibitor/Partner/Advertising Contract

EXHIBIT BOOTH SELECTION

CLICK HERE TO VIEW FLOOR PLAN or type in <https://fp37.a2zinc.net/clients/fpGHDS/SOTS24/Public/EventMap.aspx?shavailable=1&ID=479&sortMenu=103000>

Enter preferred booth number(s) in order of 1st through 3rd choice and list the company (if any) you wish to exhibit near or away from. Booth assignments are made on a first paid, first served basis. Every effort will be made to honor your request however, selections are not guaranteed and are dependent on availability or other circumstances beyond the exhibit coordinator's control.

1 st _____	2 nd _____	3 rd _____
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I would like to be next to or across from: _____ I do not want to be next to or across from: _____

PLEASE INDICATE BOOTH TYPE, PARTNER LEVEL, AND ADVERTISING BELOW				AMOUNT
BOOTH TYPE	EARLY BIRD RATE (July 28 – April 12, 2024)	STANDARD RATE (April 13 – July 25, 2024)	QUANTITY	
10' x 10' Inline Booth	\$1,300	\$1,500		\$
10' x 10' Corner Booth	\$1,500	\$1,700		\$
10' x 10' Prime Booth	\$1700	\$1900		
PARTNER LEVEL	PARTNER OPPORTUNITY (Indicate Partner Opportunity Selection)	PARTNER COMMITMENT		
Platinum Partner (Includes Booth Credit, Mobile App Slider & Show Special)		\$15,000 and above		\$
Gold Partner (Includes Booth Credit, Mobile App Slider & Show Special)		\$10,000 - \$14,999		\$
Silver Partner		\$5,000 - \$9,999		\$
Bronze Partner		\$1,000 - \$4,999		\$
Partner		\$500 - \$999		\$
ADVERTISING		RATE		
Mobile App – Home Page Slider	10 Opportunities Only	\$250		\$
Mobile App – Show Special	Unlimited Opportunities	\$50		\$
Exhibit Hall Booth Bingo	Unlimited Opportunities	\$100		\$
		TOTAL		\$

PAYMENT METHOD (Please select preferred payment method below)

Credit Card: Mastercard/Visa American Express (**NOTE:** If paying by credit card, an online invoice will be sent to the email listed below)

Check: (Make checks payable to the Greater Houston Dental Society)

Company Name: _____

Company Primary Contact: _____

Contact Phone#: _____ Contact Email: _____

Company Address: _____

City: _____ State: _____ Zip code: _____

Product/Service: _____ Website: _____

***CLINICIAN-EDUCATIONAL PARTNER** - The Greater Houston Dental Society is an ADA CERP Provider. As an ADA CERP Recognized Provider the Star of the South Dental Meeting's continuing dental education activities must follow the guidelines regarding "Commercial and Promotional Conflict of Interest." Product-promotion material or advertisement and/or sales is prohibited immediately before, during, or after a continuing education activity. By becoming a Clinician-Educational Partner, I acknowledge that I have read, understand, and agree that the funds that I am providing are unrestricted. **NOTE: Please contact GHDS (see below) to discuss Clinician-Educational speakers and programs.**

By executing this contract, I have applied to the Greater Houston Dental Society (GHDS) for exhibit space, Partner Opportunities, and/or Advertising at the Star of the South Dental Meeting, July 26-27, 2024, at the Marriott Marquis Hotel, 1777 Walker St., Houston, TX 77010. I agree that I have read, understand, and accept all terms of this agreement including full payment of all selected items and have read, understand, and accept all terms of the Contract Terms and Conditions – Exhibit.

Printed Name of Authorized Company Representative

Signature of Authorized Company Representative

Date

Submit to: Attn: Charlotte Bolls, GHDS • Email: cbolls@ghds.org • Mail: 6565 West Loop South, Ste. 210, Bellaire, TX 77401

Questions: Please call Charlotte Bolls - Phone: 713-961-4337, Extension #108

2024 Star of the South Dental Meeting

Contract Terms and Conditions - Exhibit

Terms of Payment

Full payment is due with signed contract. Booth space will not be reserved or assigned without full payment. Contracts received before April 12, 2024, are eligible for **EARLY BIRD** pricing. Contracts received after April 12, 2024 are subject to **STANDARD** pricing. Booths contracted within 15 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.

Application Approval

All exhibitor applications are subject to approval by the Star of the South Dental Meeting. The Greater Houston Dental Society and/or The Star of the South Dental Meeting Council may accept or reject any application to exhibit in its sole discretion, and has full and final authority to interpret, amend or supplement these Guidelines, Rules and Regulations.

Cancellation Deadline

Cancellations received prior to April 12, 2024, are eligible for a **50% refund**. Cancellations received after April 12, 2024, are **not eligible for refund**. All cancellations must be made in writing and sent to the attention of the Director of Education, Meetings and Exhibitions.

Booth Furnishings and Specifications

The booth fee for each 10'x10' booth includes: 3 complimentary Exhibitor Name Badges, 3 complimentary lunch tickets, 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.), listing on the Star of the South website and Mobile App, and post show attendee mailing list (complimentary). **Please note that the Exhibit Hall is fully carpeted.**

Display units, furnishings (including tables and chairs), utilities, internet, accessories, cleaning, or other items not listed above are **NOT INCLUDED** in the booth fee and can be ordered through the official show decorator or service contractors of the hotel. An Exhibitor Service Kit containing order forms for all services will be available online at www.starofthesouth.org prior to the convention.

Exhibitor Registration

Online badge registration will be available April 8, 2024. Registration and name badge identification are required for every employee, representative, and attendee of the exhibition. Exhibitors may register up to 3 booth personnel at no charge for each 10'x10' booth space purchased. Additional personnel will be charged a fee of \$55.00 each. Each 10' x 10' booth is limited to 5 total personnel. All registrations must be submitted prior to the start of the exhibition. The name badge issued at the time of registration must be worn at all times during the show. Exhibitors rendering badges to unauthorized persons shall forfeit their exhibit space without eligibility for a refund and future exhibition privileges.

Exhibitor move-out is scheduled for **Saturday, July 27th beginning at 2:00 pm. Early move-out is not allowed.** Any exhibitor who moves out prior to 2:00 pm on March 5 may be penalized and/or restricted from exhibiting at future Star of the South Dental Meetings.

Assignment of Subletting

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, name badge 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. Non-exhibiting companies are not allowed at any function or activity at the Star of the South Dental Meeting. Violators will be asked to exit the premises.**

Insurance

Exhibiting company agrees to carry insurance for a single limit of not less than \$1,000,000 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. The exhibitor agrees to provide Workers' Compensation Insurance providing benefits for the state of Texas and Employers' Liability of \$100,000 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; Greater Houston Dental Society; Freeman, and the Marriott Marquis Hotel. Exhibitor must provide a Certificate of Insurance showing the policy in effect through July 27, 2024. **EXHIBITORS MUST PROVIDE PROOF OF INSURANCE NO LATER THAN JULY 25, 2024.**

Shipping Instructions

Shipping instructions, deadlines, and labels for advance warehouse shipping and direct shipping to show are included in the Exhibitor Service Manual, available online at www.starofthesouth.org prior to the show.

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.
- Loud sound speakers or sound interference are not permitted.
- Helium balloons or combustible materials are not permitted.
- Empty crates must be removed from the exhibit hall for proper storage. Storage of freight, cartons, excelsior, etc., within the booth is prohibited.
- Using outside contractors for the following services is prohibited: electrical, internet, telephone, exhibit booth cleaning, facility-affixed audio, lighting and structural rigging, and parking.
- Use of nitrogen tanks within booth is subject to prior approval by show management. Equipment in operation must provide protection against any damage to the Marriott Marquis Hotel, or any Star of the South vendors, etc.

General Exhibit Regulations

The Star of the South has developed these exhibit regulations 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:

• Inline and Corner Booths

A standard 10'x10' Inline booth, is any booth that shares a common back wall and adjoins other exhibits on two sides. A standard 10'x10' Corner booth, is any booth that shares a common back wall and adjoins other exhibits on one side. **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 Inline 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 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.

• End-Cap Booth

An End-cap Booth is exposed to aisles on three sides and comprised of two 10' x 10' booths. End-cap Booths are 10' deep by 20' 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.

Hanging signs/graphics are NOT permitted.

Third Party Contractors

Exhibitors utilizing third-party contractors agree to submit a completed Exhibitor Authorized Contractor Notice with proof of insurance by **July 5, 2024**. Contact the Star of the South Director of Education, Meetings and Exhibitions for an EAC Form.

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, Freeman, the official show contractor, the Marriott Marquis Hotel, 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 show, including installation and dismantle periods. By signing the contract exhibiting company gives consent for the Greater Houston Dental Society / the Star of the South Dental Meeting to share its company and contact information with the Official Show Contractor. **NOTE: Absolutely no children under age 18 are allowed in the exhibit hall during exhibitor move-in and move-out hours.**

Default

The Star of the South Dental Meeting reserves the right to cancel this contract if an exhibitor displays, sells a product which is not authorized by the show management after being notified to discontinue such display or sale; or breaks any other regulation. 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 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 reserves the right to make such additional rules and regulations as it deems proper to cover the conduct and to promote the success of the meeting. 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.

Security

Security will be provided in the exhibit hall on a 24-hour basis. However, The Star of the South Dental Meeting, the Greater Houston Dental Society, the Marriott Marquis Hotel or Freeman shall NOT 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.

Miscellaneous

On all matters not herein covered, or on any differences, final decisions are subject to the judgment of the Star of the South Dental Meeting and the Greater Houston Dental Society. Additionally, factors beyond our control (pandemics, etc.) could impact the layout of the exhibit hall. Should this occur, show management reserves the right to modify the exhibit hall layout accordingly.

Correspondence

Exhibit correspondence should be addressed to Director of Education, Greater Houston Dental Society, 6565 West Loop South, Ste. 210, Bellaire, TX 77401, (713) 961-4337 or cbolls@ghds.org.

Governing Laws & Compliance with Law

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