

Significant Dates – The 2010 American Dental Association Annual Session

NOVEMBER 2009

Housing – Instructions for securing housing blocks will be e-mailed in late November. You can also visit www.ada.org/goto/session and refer to the Exhibitor Resources section for instructions.

JANUARY 2010

FRIDAY, JANUARY 8

Housing – Deadline to submit form to reserve sleeping room blocks of 20 rooms or more.

FRIDAY, JANUARY 22

Exhibits – If space was not assigned in the onsite space selection process, you may submit application for space assignment with \$1,000 deposit per 10' x 10' space by January 22 in order to be assigned by priority point. Certificate of Insurance is due with application and deposit.

All applications received after January 22, 2010 will be assigned on a first-come, first-served basis.

FEBRUARY 2010

FRIDAY, FEBRUARY 19

Exhibits – Notices of booth assignments are mailed. Full payment due to ADA by March 12, 2010.

WEEK OF FEBRUARY 22

Housing – Confirmations of block assignments emailed to main contact for sleeping room blocks of 20 rooms or more.

MARCH 2010

FRIDAY, MARCH 12

Exhibits – Balance due for all booth fees. Deadline for booth cancellations/reductions with a fee of \$1,000 per 10ft. x 10ft. booth or equivalent. Any booth cancellations/reductions received after March 12, 2010 will result in the exhibitor forfeiting 100% of the total exhibit fees for the space assigned. **New applications for space require 100% of total amount due with application.**

APRIL 2010

WEDNESDAY, APRIL 7

Housing – Individual non-block exhibitor housing opens online at www.ada.org/goto/session in the Exhibitor Resources section.

Registration – Exhibitor registration opens online at www.ada.org/goto/session in the Exhibitor Resources section. Registration password and user ID will be faxed directly from Experient.

MAY 2010

MONDAY, MAY 10

Exhibits – Exhibitor Service Manual available online.

JUNE 2010

FRIDAY, JUNE 18

Housing – Deadline to cancel sleeping room blocks of 20 or more rooms. Deposits due for sleeping room blocks of 20 or more rooms. Rooms will be released if deposits are not received. On or after Friday, June 18, deposits are non-refundable.

JULY 2010

FRIDAY, JULY 16

Housing – Rooming lists due for sleeping room blocks of 20 or more rooms.

Note: A 2-night deposit of \$250 per night is required for each reservation (\$500).

AUGUST 2010

MONDAY, AUGUST 16

Exhibits – Exhibitor-appointed contractor deadlines.

- Deadline for exhibiting companies to submit vendor name of exhibitor-appointed contractor

- Deadline for exhibitor-appointed contractors to supply names of clients

- Deadline to submit booth and hanging sign variance forms for approval

- Deadline for receipt of certificate of insurance from exhibitor appointed contractors

- Deadline for giveaways, prizes, raffles to be submitted for approval

- Deadline to submit early move-in/late move-out variance forms for approval

SEPTEMBER 2010

FRIDAY, SEPTEMBER 10

Housing – Non-block hotel reservations: Housing closes at 5:00pm CST. Last day to cancel and receive refund of deposit.

Registration – Advance exhibitor registration closes at 5:00pm CST. Refer to the Exhibitor Guidelines, Rules & Regulations for more detailed registration information. After September 10, all remaining exhibitor registrations must be handled on-site. There will be a fee of \$35 per badge for all on-site exhibitor registrations.

SEPTEMBER 2010

WEDNESDAY, SEPTEMBER 15

Exhibits – Deadline for general contractor order forms to get discount pricing.

WEDNESDAY, SEPTEMBER 29

Housing – All changes and new reservations need to be made directly with hotel.

THURSDAY, SEPTEMBER 30

Exhibits – Last day freight will be received at general contractor advance warehouse.

OCTOBER 2010

WEDNESDAY, OCTOBER 6

Exhibits – Move-in begins 8:00am–5:00pm

THURSDAY, OCTOBER 7

Exhibits – Set-up 8:00am–5:00pm

Registration – Exhibitor on-site registration opens at 8:00am

FRIDAY, OCTOBER 8

Exhibits – Set-up 8:00am–4:00pm

Exhibits are to be installed and all empty crates, cartons and containers labeled for pick-up by 4:00pm.

SATURDAY, OCTOBER 9 –

MONDAY, OCTOBER 11

Exhibits – open 9:30am–5:30 pm

MONDAY, OCTOBER 11

Exhibits – Move-out 5:30pm–9:00pm

TUESDAY, OCTOBER 12

Exhibits – Move-out 8:00am–5:00pm

WEDNESDAY, OCTOBER 13

Exhibits – Move-out 8:00am–12:00pm

For More Information, Contact:

ADA Exhibit Office
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Fax: 312-440-2707

For your convenience, you may access other important information regarding the Annual Session on the ADA Web site at www.ada.org/goto/session.