

Dear Exhibitor:

The ADA's Exhibit Advisory Committee was created to represent our exhibiting companies, acting as advisors to show management on rules and procedures, and to keep us up-to-date on industry trends and issues. The Exhibit Advisory Committee Policy and Procedures is attached.

We are actively soliciting exhibitors for new or renewing EAC members. Each of the new committee members must be able to serve a three-year term, from September 1, 2011 through August 31, 2014.

Please submit an application (enclosed) if you are interested in serving and meet the qualifications listed below.

The deadline for the receipt of the application is **August 31, 2011**. Each applicant must provide pertinent background information and a brief platform statement demonstrating a commitment to the association's Exhibitor Advisory Committee. This information should be attached to the application.

Exhibit Advisory Committee Responsibilities:

1. The EAC will represent the voice of all exhibitors and communicate the concerns of exhibitors to ADA in a timely fashion.
2. The EAC will advise ADA in the planning and managing of the exhibition.
3. The EAC will assist with ideas for traffic building in the exhibit hall and develop recommendations to enhance the exhibiting experience at the Annual Session.
4. The EAC may be asked to aid the ADA's Council on ADA Sessions staff in explaining policies and procedures to the ADA exhibitor community.
5. The EAC will act as mentors to first-time exhibitors, advising them before and onsite at the Annual Session.
6. The EAC will demonstrate a commitment to the objectives of the ADA Annual Session.

Membership and Composition of the Exhibitor Advisory Committee

1. Members must represent companies that are currently contracted to exhibit at the ADA Annual Session.
2. Each member will be invited to serve on the committee by the ADA's Manager, Exhibition and Sponsorship Sales, in writing on official ADA letterhead.
3. The length of the term shall be three years, unless the appointment is to fill an unexpired term.
4. A new term will begin on September 1 of each year. At this time each year members who have served their term will be rotated off of the committee and new members will be added.
5. Absence from two meetings within one term will be cause for any member to be rotated off of the committee

The EAC will meet three times a year. The three meetings will be planned with this approximate schedule:

- February, Saturday during the Chicago Midwinter Meeting
- June/July, 2-day Summit meeting in Chicago
- October, morning following close of ADA's World Marketplace Exhibition

Please assist us in the continued success of the ADA World Marketplace Exhibition by submitting your application.

ADA EXHIBITOR ADVISORY COMMITTEE APPLICATION

RETURN NO LATER THAN AUGUST 31, 2011 TO:

American Dental Association
Catherine Mills
Director, Council on ADA Sessions
211 E. Chicago Avenue
Chicago, IL 60611
Phone: 312.440.2581
Fax: 312.440.2707
E-mail: millsc@ada.org

Please Type/Print Name:

Title:

Company:

Street Address:

City, State and ZIP Code:

Telephone:

Fax:

Email

Approximate number of years you have exhibited at the ADA Annual Session:

Other involvement or support of the ADA:

Brief Platform Statement:
