

## Coupon Book / Application Form

Promote your products/services with a coupon at SmileCon™ to attract attendees to your Dental Central booth. Your coupon will be **digitally available to all attendees in the mobile app as well as printed in a booklet** to be distributed onsite in Houston, TX. Complete this form and return it via email with your coupon artwork no later than **August 5, 2022**.

Company Name \_\_\_\_\_ Booth No. \_\_\_\_\_

Contact Person \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

**By applying to participate in the Coupon Book program, the exhibiting company agrees to abide by the following terms:**

**TERMS:** Exhibitors who wish to participate in the Coupon Book opportunity must complete, sign and submit this application—accompanied with their logo/artwork and payment of coupons ordered (\$850 for one coupon, \$1,450 for two coupons = 15% savings on each coupon from one coupon price, \$1,850 for three coupons = 25% savings on each coupon from one coupon price). Orders, artwork, AND payment must be received for coupons no later than August 5, 2022 or the coupon will not be featured in the book. Eligible coupons shall be included on a first-come/first-served basis.

All copy submitted for inclusion is subject to review by the ADA. Coupons must be in good taste and not deceptive or misleading. ADA reserves the right to decline or prohibit any coupon from inclusion for any reason it deems appropriate, including but not limited to the following: (i) the coupon, in the ADA's judgment, is not suitable to or in keeping with the character of the Exhibition; (ii) the coupon contains comparative claims; (iii) the coupon is considered offensive in text or artwork; (iv) the coupon appears to violate federal, state or local law; (v) the coupon conflicts with or appears to violate the Constitution and Bylaws of the ADA, policies of the Association, or the ADA Principles of Ethics and Code of Professional Conduct; (vi) the coupon can offer specials, discounts, or giveaways for future orders (no show site cash purchases).

All exhibited products and services referred to in the exhibitor's coupon(s) must fully comply with the official published Exhibiting Standards of the American Dental Association. The exhibitor agrees to defend and indemnify the American Dental Association, its subsidiaries and affiliates, and their respective officers, trustees, directors, employees, agents and contractors, and hold them harmless in the event of any claims, causes of action or liability resulting from the exhibitor's application or participation in the Coupon Book opportunity.

**DISCLAIMER:** Exhibitors who have placed coupons in this Coupon Book are solely responsible for any representatives, promises, claims, warranties or guarantees they make in the Coupon Book. The ADA makes no representations or warranties in regard to, and specifically disclaims any and all liability for damages arising out of, the accuracy, timeliness or completeness of the exhibitor's information in this Coupon Book.

### Coupon Pricing:

\$850 for one coupon

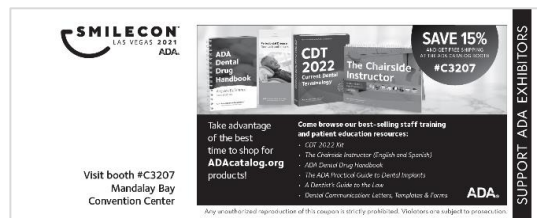
\$1,450 for two coupons = 15% savings on each coupon from one coupon price

\$1,850 for three coupons = 25% savings on each coupon from one coupon price

Please indicate the number of coupons: \_\_\_\_\_ Total Due \$ \_\_\_\_\_

Please make your credit card payment via our secure online portal, [here!](#)

*The ADA will not change the spelling of words or assume responsibility for composition errors, illegible writing or vague instructions.*



**Coupon Book** – the ADA will only accept complete files and will not be responsible for compiling artwork or laying out the coupon.

**Coupon art size is 4.75" wide x 2.75" tall.** Files should be provided in grayscale at trim size without crops or bleed in .jpg, .tif or .pdf format (fonts imbedded).

Email form with final artwork in PDF/X-1a format/description to:

Angela Hobbs [hobbsa@ada.org](mailto:hobbsa@ada.org)

Manager, Industry Relations

Questions: 312.440.2662