



Annual Session - Sept. 13-16, 2012 - Columbus, Ohio

www.oda.org

House of Delegates

**Expansive
Exhibit Hall**

**Well-known
Speakers**

Something for Everyone



2012 Exhibition Information

2012 ODA Annual Session Sept. 13-16, 2012 Greater Columbus Convention Center

The 2012 Ohio Dental Association Annual Session, held Sept. 13-16, is sure to be the highlight event of the year for Ohio dentists.

The ODA Exhibit Hall has consistently been one of the largest dental exhibitions in the five-state region.

As an exhibitor, you will have the attention of nearly 5,000 dental professionals – including dentists, hygienists, front office staff and dental students – all in one place!

Held at the Greater Columbus Convention Center, the ODA Annual Session takes place near several unique and exciting attractions in Columbus, Ohio.

Plus, you'll have plenty of opportunities for networking while enjoying the friendly, high-spirited environment.

Featured 2012 Speakers

Dr. Gary DeWood

Dr. Corky Willhite

Dr. Lee Ann Brady

Dr. Robert Edwab

Dr. Douglas Lambert

Dr. John Flucke

Dr. Sebastian Ciancio

Dr. John Gobetti

Ms. Kelli Vrla

Mr. Kirk Behrendt

Ms. Laci Phillips

And more!



Booth Cost

Please note that the pricing structure for booth space features three levels:

Premium \$1450

Intermediate \$1250

Standard \$1050

Please see the exhibit hall map on the back of this prospectus to determine the cost of your preferred space(s).

Exhibitor Applications

Complete the enclosed application and forward it to the ODA with a minimum deposit of 50% of the total booth rental fee. An application may also be filled out electronically on the ODA Web site: www.oda.org.

Please note that acceptance of payment does not constitute a contract to exhibit. You will receive written confirmation of acceptance of your application.

If submitting a contract after **July 1, 2012**, full payment must be included.

Specifications

Each exhibit booth is **10 feet wide by 10 feet deep**. Each booth is furnished with a two-line sign, 7 inches by 44 inches. Standing signage may not exceed 10 feet in height from the floor of your booth. Signs hanging from the ceiling of the Greater Columbus Convention Center are permitted. Convention Center personnel must be hired for both installation and removal of suspended signage. Maximum weight limit is 75 lbs.

Space Assignments

All applications received by Jan. 16, 2012, will have priority. Please list your first five choices of location (see map of hall) and note booth type and location preferences on the enclosed application.

Assignment of exhibit space shall be made solely at the discretion of the association on a first-come, first-served basis. The number of continuous years of participation in the ODA Annual Session and the type of space requirements needed by the exhibitor shall also be taken into consideration.

Whenever possible, booth space will be assigned in accordance with the exhibitor's preference. However, the ODA reserves the right to make exceptions as follows:

- To accommodate exhibitors who make early application and payment
- To accommodate former exhibitors of long standing who request a space comparable to what they have had in previous years
- To avoid placing competitive exhibits in the same area

The association does not guarantee that it will assign the space requested.

Cancellations

All cancellations must be in writing. Cancellations received after **April 2, 2012**, will be assessed a \$100 administrative fee per booth. **No refunds will be issued after July 2, 2012.**

Show Decorator

Booth space does not include tables, chairs or other equipment, nor does it include electricity or other services. All utilities (including internet, electrical outlets, water, drainage, etc.) must be pre-ordered from the Greater Columbus Convention Center. Order forms for all such materials and services will be included in the service kit supplied by the official show decorator. The service kit will be available online as well as in hard-copy format. Furniture, floor covering, booth accessories, display labor and other services are available on a rental basis through this firm.

Information regarding rental and service orders with descriptions and rates for all items will be made available to every confirmed exhibitor by the official show decorator at least 60 days prior to the convention or upon receipt of a completed application thereafter.

The official show decorator is the **Fern Expositions & Events, 1500 Old Leonard Ave., Columbus, OH 43219, (614) 253-1500, www.fernexpo.com.** Advance material shipments may be sent to this address; shipping information will be included in the service kit.

Promotional Opportunities

Exhibitors contracting by **Aug. 1, 2012**, will be included in the Exhibitor Directory of the Annual Session Final Program, which is distributed to all attendees at the convention. To ensure inclusion in this directory, organizations must submit their contract and full payment no later than Aug. 1. All contracted exhibitors will be listed in the online directory posted at www.oda.org.

Advertising

Advertising space in the Annual Session Final Program is available on a first-come, first-served basis to all confirmed exhibitors. Contact the ODA for additional information, including costs and mechanical requirements. Artwork and full payment must be received by **Aug. 1, 2012**.

Pre-show mailings

Various types of show logos, promotional materials and mailing lists will be available for pre-show mailings upon request.

Sponsorships

Many sponsorship opportunities are available, including continuing education courses, item giveaways, door prizes, food and beverage events, social events and unique signage and display opportunities. Details will be provided to confirmed exhibitors. Contact the ODA at (614) 486-2700 or visit www.oda.org in the spring of 2012 for more information.

Exhibit Hall Map

Be sure to examine the layout on the back of this prospectus carefully when choosing your space, as changes are made to the floor plan from year to year.

Visit www.oda.org in the spring of 2012 for an interactive floor plan and updated information regarding space availability and company locations.

Apply online at www.oda.org!

**Let us reserve a spot
for your company
today!**

**Call (614) 486-2700 or email
amy@oda.org**

CE Programming & Event Information

For updated information about the ODA Annual Session, including CE programs and events, directions, hotels and specific information for exhibitors, visit the ODA Web site at www.oda.org in the spring of 2012.

Questions?

Please contact Amy Szmania, Exhibit Hall Manager, at (614) 486-2700 or amy@oda.org with any questions.

Schedule of Events

Set-up

Wed., Sept. 12, 8:00 a.m. - 6:00 p.m.

Thurs., Sept. 13, 7:00 a.m. - 12:00 p.m.

Hall Hours

Thurs., Sept. 13, 12:00 p.m. - 7:00 p.m.

Fri., Sept. 14, 10:00 a.m. - 6:00 p.m.

Sat., Sept. 15, 9:30 a.m. - 2:00 p.m.

Tear-down

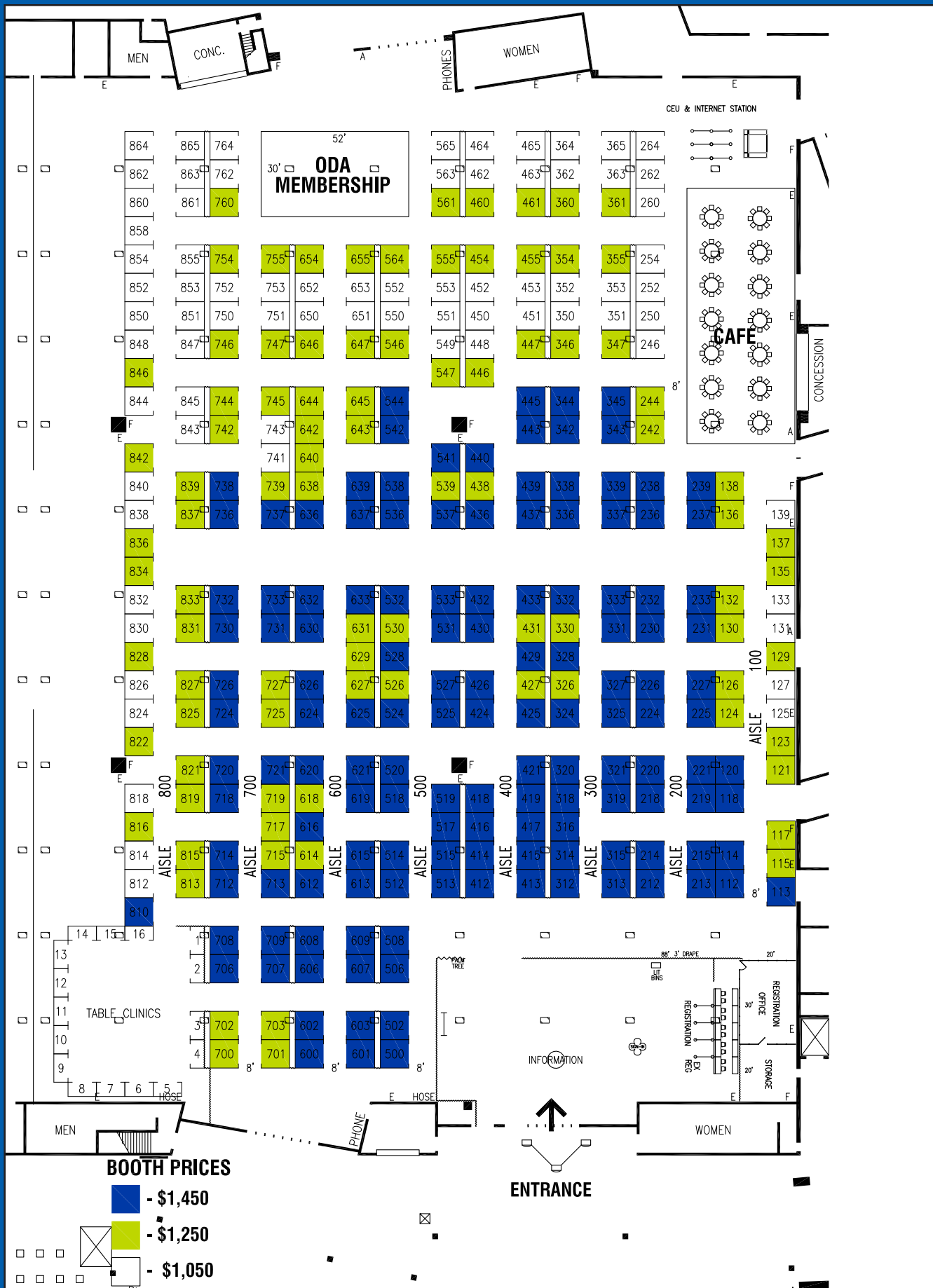
Sat., Sept. 16, 2:00 p.m. - 10:00 p.m.

NOTE: Times subject to change.

Show Location

The 2012 ODA Annual Session will take place at the Greater Columbus Convention Center, located at 400 North High Street in downtown Columbus, Ohio.

The Hyatt Regency Columbus, located at 350 North High Street, will serve as the headquarters hotel and is directly connected to the Convention Center.



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