

# Significant Dates\* – The 2009 American Dental Association Annual Session

## DECEMBER 2008

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

### FRIDAY, DECEMBER 12

**Exhibits** – Deposit payment deadline for exhibitors who selected booth space during the ADA Space Selection in San Antonio.

## JANUARY 2009

### FRIDAY, JANUARY 12

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

## FEBRUARY 2009

### WEEK OF FEBRUARY 16

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

## MARCH 2009

### FRIDAY, MARCH 6

**Exhibits** – Balance due for all booth fees. Deadline for booth cancellations/reductions with a fee of \$500 per 10ft. x 10ft. booth or equivalent. Any booth cancellations/reductions received after March 6, 2009 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.**

### TUESDAY, MARCH 31

**Housing** – Individual non-block exhibitor housing opens online at [www.ada.org/goto/session](http://www.ada.org/goto/session) in the Exhibitor Resources section.

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

## MAY 2009

### MONDAY, MAY 11

**Exhibits** – Exhibitor Service Manual available online.

## JUNE 2009

### FRIDAY, JUNE 12

**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 26, deposits are non-refundable.

## JULY 2009

### FRIDAY, JULY 10

**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 2009

### MONDAY, AUGUST 10

**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

### FRIDAY, AUGUST 28

**Exhibits** – Deadline for GES order forms to get discount pricing.

**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 August 28, 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 2009

### THURSDAY, SEPTEMBER 10

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

### MONDAY, SEPTEMBER 14

**Exhibits** – Last day freight will be received at GES advance warehouse in Los Angeles.

### MONDAY, SEPTEMBER 28

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

### TUESDAY, SEPTEMBER 29

**Exhibits** – Set-up 8:00am–5:00pm

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

### WEDNESDAY, SEPTEMBER 30

**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.

## OCTOBER 2009

### THURSDAY, OCTOBER 1

– **SATURDAY, OCTOBER 3**

**Exhibits** – open 7:30am–3:30 pm

### SATURDAY, OCTOBER 3

**Exhibits** – Move-out 3:30pm–9:30pm

### SUNDAY, OCTOBER 4

**Exhibits** – Move-out 8:00am–5:00pm

### MONDAY, OCTOBER 5

**Exhibits** – Set-up 8:00am–5:00pm

### For More Information, Contact:

ADA Exhibit Office  
American Dental Association  
211 East Chicago Avenue  
Suite 200  
Chicago, IL 60611-2678  
Tel: 312.440.2876  
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](http://www.ada.org/goto/session).

\*\* Indicates that the form in the Exhibit Service CD Rom must be completed and returned to the ADA.