



13-15 MARCH 2020
INTERNATIONAL
CONVENTION
CENTRE SYDNEY

ADX20 SYDNEY EXHIBITION PROSPECTUS

If your business wants to strengthen links with new and existing clients, build brand awareness or launch new products, the ADX20 Sydney is your business' strongest asset.

ADIA MEMBER
APPLICATIONS OPEN
4 MARCH 2019

NON-MEMBER APPLICATIONS
OPEN 3 JUNE 2019
(SUBJECT TO AVAILABILITY)

INTRODUCTION

ADX20 SYDNEY – AUSTRALIA'S PREMIER DENTAL EVENT

Excitement is already building for ADX20 Sydney, Australia's premier dental event approaching ten thousand participants from Australia's dental community. To be held over 13 to 15 March 2020 at the new International Convention Centre Sydney, Darling Harbour (ICC). ADX20 Sydney is the nation's largest healthcare trade show affording your business the opportunity to reach the greatest number of decision makers from dental practices nationwide.



Targeted Marketing & Promotion

First and foremost, ADX20 Sydney is designed as a vehicle to promote your business and drive sales. For this reason, in the months leading up to the event, there is an extensive nation-wide promotional campaign focused on maximising attendance. By the time the doors open at ADX20 Sydney your business will already have been exposed to several thousand dental professionals.



Making It Easier To Meet With New Customers

The main reason your business will be participating in ADX20 Sydney is to meet new customers. To ensure you get every opportunity to do so, ADIA has made special arrangements to connect you with prospective clients. Dentists and allied oral healthcare professionals will be able to download the ADX20 Sydney app and make an appointment to meet you in one of the exclusive meeting rooms.



Support In Getting Your Stand Together

One of the great things businesses like about exhibitions convened by ADIA is the great support that exhibitors receive. From detailed exhibitor guidelines, to advice on shipping goods to and from the exhibition hall, the team at ADIA can point you in the right direction. Exhibitors at ADX20 Sydney can book furniture online at discounted rates – and don't worry about on-site storage, we provide it for free!



Created With Your Business In Mind

ADIA first convened a trade show more than fifty years ago and this experience, combined with the advice and guidance from member businesses just like yours, is why it rates so highly from an exhibitor's perspective.

The ADX20 Sydney is convened by the Australian Dental Industry Association (ADIA), the peak business organisation representing manufacturers and suppliers of dental products. Our focus is on ensuring that this event is a commercial success for every exhibitor.

Take the next step in the growth of your business and secure your space at ADX20 Sydney today.

For information on ADX Sydney exhibition booth sales, logistics, partnerships and continuing professional development contact

Jan Van Dyk

Exhibitions Operations Manager

jan.vandyk@adia.org.au

1300 943 094

Exceptional Exhibitor Endorsement

The advice from businesses large and small is that this exhibition is without equal when it comes to providing sales and promotional opportunities when based on exhibitor feedback on the quality of leads.

The quality of leads was excellent — 14.1%

The quality of leads was good — 36.3%

The quality of leads was acceptable — 42.4%

This was the feedback from the last instalment of Australia's premier dental event and there is every sign that ADX20 Sydney will set new benchmarks for exhibitor satisfaction.

No other dental trade show in the nation commits itself to promoting exhibitors to the same extent, and that's why your business should not miss ADX20 Sydney, a sales opportunity without peer.

A FOCUS ON EXHIBITORS

ADX20 SYDNEY – AUSTRALIA'S PREMIER DENTAL EVENT

ADX20 Sydney Pre-event Marketing

- Advertising in all leading dental publications
- Electronic and direct mail advertising to more than twenty thousand professionals with an interest in dentistry
- Extensive social media engagement via Facebook, Twitter and dedicated ADX20 Sydney event mobile app
- Dedicated website that profiles members, product launches and discounted travel and accommodation
- Tailored resources for each exhibitor to highlight your participation at the event

ADIA recognises that participation in trade shows is a large expense. That's why we have negotiated with our event partners to bring you a range of discounts associated with your participation in the ADX20 Sydney. It's more cost-effective than ever to bring your key sales staff from across the country with the benefits your business will enjoy.

ADX20 Sydney Exhibitor Benefits And Resources

- Unrivalled support, from a team of staff with extensive exhibition experience
- Tailored guides providing exhibition tips and handy advice on measuring your success
- Extensive exhibitor manuals covering everything you need to know about exhibiting
- Discounted airfares to get to ADX20 Sydney from any destination within Australia
- Discounted accommodation for hotels in areas close to the exhibition venue

ADX20 Sydney Benefits Exclusively For Member Businesses

- Discounted furniture hire and exhibition booths
- First and preferential allocation of booths over non-members
- Exclusive use of meeting rooms on-site to hold high-level discussions with clients
- Exclusive access to resources on the website to promote your exhibit and list your products

There are few other dental trade shows like this anywhere in the world, an event tailored specifically to put your business in touch with the dentists and allied oral healthcare professionals who have purchasing responsibility. Allowing you to introduce your products and services to this target group is behind every feature of the ADX20 Sydney.

For exhibitors, ADX20 Sydney is without peer in Australia. The event's sole purpose is to bring together the maximum number of dentists and allied healthcare professionals and allow them to meet businesses just like yours, the leading suppliers of products and services. The ADX20 Sydney is an event organised by industry, for industry – be sure to secure your exhibition space today.

Exhibiting at ADX20 Sydney, Australia's premier dental event, is your chance to be part of something special. By exhibiting, your business will be able to reach the many dentists and allied health care professionals who buy your products and utilise your services. Whether you want to launch the latest dental products or highlight your services, doing it at ADX20 Sydney will help you to grow your business.

Where Dentists Go To Buy More

Based upon the visitor profile from last time the event was held, as an exhibitor at ADX20 Sydney you can expect to reach around 6,000 dental professionals in the following categories:

Dentists and related specialists	- 48.8%
Dental practice manager	- 7.2%
Dental assistant/nurse	- 9.1%
Laboratory technician	- 5.1%
Dental hygienist/therapist	- 10.1%
Prosthetist	- 2.0%
Government/education	- 4.3%

In addition to these numbers there were approximately 1,500 representatives of product and service suppliers from more than 150 separate companies exhibiting at the event.

HOW TO APPLY FOR SPACE ADX20 SYDNEY – AUSTRALIA'S PREMIER DENTAL EVENT

The location of your booth at ADX20 Sydney is important in bringing traffic to your display area, which correlates to the potential number of leads and sales you can ultimately achieve. ADIA member businesses enjoy a number of benefits that include access to discounted space and preferential booth selection. Importantly, ADIA member businesses that apply for space in the initial and primary allocations are guaranteed space – in previous exhibitions, many non-member businesses missed out on booking space altogether.

Initial Allocation – 6 or More Booths

- ADIA member businesses wanting go into the initial allocation must email jan.vandyk@adia.org.au by 9.00am [AEDT] on **Wednesday 27 March 2019** noting the business name and how many booths are required.
- A member of your business with authority to select booths is expected to attend the ballot which will take place on **Wednesday 27 March 2019** at 10.00am [AEDT] at the ADIA National Office in Sydney.
- The largest exhibitor will be drawn first, then the second largest etc. If there are two or more businesses wanting the same size space a ballot will be held. that space will be available at this stage.

10% deposit due: 1 May 2019 | 40% deposit due: 30 July 2019 | 50% deposit due: 30 November 2019

Primary Allocation – 1-5 or More Booths

- ADIA member businesses wanting to go into the primary allocation for space simply need to access the online map on the ADX20 Sydney website and select 20 preferences. Businesses will be invited to lodge their application for space from **Monday 8 April 2019** and all applications must by **Friday 3 May 2019** at [5pm AEST].
- The easy-to-use online form allows you to select any combination from one to five booths from the plan, then submit them for inclusion in the ballot. You will receive email confirmation that your selections have been received.
- Four booth islands will be allocated first, followed by those businesses wanting one to five booths.
- The allocation to these businesses will be undertaken by two random ballots (one for four booth islands and one for businesses wanting 1-5 booths) on **Wednesday 8 May 2019**.

- This process typically takes up to two weeks as some members' selections may not be available. Notification of allocations will be dispatched via mail and emailed two weeks after the ballot is first completed.

10% deposit due: 1 June 2019 | 40% deposit due: 30 July 2019 | 50% deposit due: 30 November 2019

Additional Space If Required (Subject To Availability)

- ADIA members will be notified of their booth allocation via mail and email two weeks after the ballot is completed.
- Upon notification members can apply for additional space or an ADIA member that has not already been allocated space may apply.
- Please note that due to strong demand there is no guarantee that space will be available at this stage.

NON-MEMBERS (subject to availability)

- Non-members will be able to select from remaining booths (if any) from **Monday 3 June 2019**.
- An email confirmation will be received along with an invoice for space. In the event that this invoice is not paid for within 30 days, the space will be released and resold.
- If you have any questions or experience problems, there is also dedicated support available to exhibitors which is available during business hours. Simply send an email to jan.vandyk@adia.org.au or telephone 1300 943 094.
- Please note that due to strong demand there is no guarantee that space will be available at this stage.

Key date: 3 June 2019 | Full payment due: Thirty days after allocation

EXHIBITION FLOORPLAN ADX20 SYDNEY – AUSTRALIA'S PREMIER DENTAL EVENT HALLS 5-7



- Booths are for businesses booking a single booth only
- Booths are sold as four booth islands
- Booths can be configured into groups (i.e. two or three)
- International pavilion
- Red carpet aisles are 3m wide
- Not available for sale
- No build zones

Entry and Exit Doors

The entry and exit doors will be rotated daily.
The order to be determined by the toss of a coin on day one.

The floor plan may be subject to change to meet ICC requirements.

CONFIRMED BOOTHS

70	Optima	283	Henry Schein
74	BOQ Specialist	326	A-dec
77	Dentsply Sirona	331	Henry Schein
106	GSK	368	Ivoclar Vivadent
117	Dentsply Sirona	375	Henry Schein
135	Ark Health	379	Henry Schein
148	Anthos	412	Ivoclar Vivadent
152	Kerr / Nobel	419	Henry Schein
159	Dentsply Sirona	423	Henry Schein
190	Minimax	460	Race Dental
194	Henry Schein	465	Gunz
197	Henry Schein	470	SDI
200	Dentsply Sirona	500	NSK Oceania
230	Centaur	511	3M Australia
236	Minimax	542	Ampac Dental
237	Henry Schein	548	Inline
278	William Green		

BOOTH OPTIONS & EXHIBITION COSTS ADX20 SYDNEY – AUSTRALIA'S PREMIER DENTAL EVENT

Standard Exhibition Booth

- One exhibition booth measuring 3m x 3m with grey carpet flooring
- Aspen seamless walling and backlit digitally printed exhibitor name
- Two 150w floodlights and one 4amp power point
- Exhibitor name on the directories at the exhibition entrance
- Listing in the ADX20 Sydney exhibitors' guide (ADIA members only)
- Website link on the ADX20 Sydney website (ADIA members only)



MEMBERS
\$5,150 ex GST
Save \$1,940
NON-MEMBERS
\$7,090 ex GST*

Furnished Exhibition Booth

- One exhibition booth measuring 3m x 3m with grey carpet flooring
- Aspen seamless walling and backlit digitally printed exhibitor name
- Standard colour furniture package: one dry bar table; two poly bar stools
- One zig-zag brochure stand; and one lockable computer display stand
- Two 150w spotlights floodlights and one 4amp power point
- Exhibitor name on the directories at the exhibition entrance
- Listing in the ADX20 Sydney exhibitors' guide (ADIA members only)
- Website link on the ADX20 Sydney website (ADIA members only)



MEMBERS
\$5,750 ex GST
Save \$1,850
NON-MEMBERS
\$7,600 ex GST*

Four Booth Island Space Prices

- Four booth island raw space – concrete space only, no carpets, walls, signage or furniture
- Four booth island shell scheme includes carpet and signage (no furniture)

MEMBERS
\$24,500 ex GST*
Save \$8,510
NON-MEMBERS
\$33,010 ex GST*

MEMBERS
\$25,950 ex GST*
Save \$9,370
NON-MEMBERS
\$35,320 ex GST*

Raw Space For Custom Stands

- Cost per 3m x 3m bare concrete space

MEMBERS
\$4,750 ex GST
Save \$2,815
NON-MEMBERS
\$6,565 ex GST*

Furniture Sales

- To customise your furniture order requirements you can book furniture at a discounted rate through the ADX20 exhibitor portal at www.adx.sydney

MORE SUPPORT THAN EVER BEFORE ADX20 SYDNEY – AUSTRALIA'S PREMIER DENTAL EVENT

What makes ADX20 Sydney different from an exhibitor's perspective is that it's an event designed by industry for industry and that's why so much effort has gone into providing additional support for exhibitors. Not only will your business benefit from extensive pre-event publicity, it has access to a range of additional services that are designed to maximise the commercial benefit to be derived from exhibiting at Australia's premier dental event.



Website & Social Media Promotion

Already the Facebook page for ADX20 Sydney is one of the largest in Australia's dental community and this is a great platform that's used to promote your business. ADIA member businesses receive a free profile on the website and this is not only referenced on the Facebook page, but also the ADX20 Sydney Twitter feed. If you are launching a new product, be sure to make the best of these popular promotional avenues.



When Potential Clients Schedule Meetings

There is nothing better than when a potential client schedules a meeting with you and this is something that's encouraged at ADX20 Sydney. Visitors to Australia's premier dental event can book meetings with your business via the ADX20 Sydney app. This is just one of the many extras that exhibitors receive to maximise the return from your investment in this event.



Exclusive Board Room & Meeting Room Access

This event is all about sales and we want to create the right environment where your business can get that contract signed. As an exhibitor you have access to private meeting spaces that include two separate board rooms suitable for round-table discussions with up to a dozen people and a further two meeting rooms that are great for private sales negotiations. These rooms can be booked free of charge in one-hour blocks.



Exhibitor Information Session

It doesn't matter whether this is your first trade show or whether your business has participated in many more beforehand, the ADX20 Sydney exhibitor briefing is going to be a great help. It provides helpful advice and guidance on everything from setting up your booth, freight and logistics, on-site catering through to how to maximise sales via pre-event marketing.

Promotional Tools For Your Business

When your business commits to participating at ADX20 Sydney you have access to a range of promotional resources designed to attract people to your booth including:

- Logos for use on your website
- Email footer with your booth number
- Invitation to the welcome reception

The best part is there is no additional charge for these, you simply let ADIA know how many you need and they will be sent to you the moment they are available.

It's little things like this that make ADX20 Sydney the preferred exhibition opportunity for business.

There are few other dental trade shows like this anywhere in the world, an event tailored specifically to put your business in touch with the dentists and allied oral healthcare professionals who have purchasing responsibility. Allowing you to introduce your products and services to this target group is behind every feature of the ADX20 Sydney. Take the next step in the growth of your business and secure your space at ADX20 Sydney today.

VENUE, TRAVEL & ACCOMMODATION ADX20 SYDNEY – AUSTRALIA'S PREMIER DENTAL EVENT

Following extensive feedback from businesses just like yours, there are a number of aspects to ADX20 Sydney which are focused on ensuring that the event is a commercial success. Our focus goes beyond selling you exhibition space, but supporting all facets of your business' participation in ADX20 Sydney, Australia's premier dental event.



International Convention Centre (ICC) Sydney

ADX20 Sydney is being held at the ICC Sydney, Asia Pacific's premier integrated convention, exhibition and entertainment precinct, providing the perfect home for the nation's largest healthcare tradeshow.

With striking contemporary design and state of the art technology, the new location will provide the ideal venue for connecting leaders of invention, business and professional practice. Located in the heart of Darling Harbour on Cockle Bay, it will allow regional, interstate and international visitors an abundance of choices for nearby accommodation and entertainment options.



Discounted Hotel Rooms

With a commitment to making your business' participation in ADX20 Sydney cost effective, as an exhibitor you have access to discounted accommodation in a number of hotels only a short distance from the ICC Sydney. These can be booked via the ADX20 Sydney website, so be sure to take advantage of these discounts and book your entire team in early.



Freight & Storage

One of the biggest challenges in participating in an event such as ADX20 Sydney is getting your stock to and from the venue. For instance, who will sign for your stock if it arrives before you do? ADIA has preferential supply agreements with freight companies that will, for a reasonable fee, pick your stock up from your business and deliver it directly to your ADX20 Sydney booth. There is also free on-site storage.

The ADX20 Sydney is convened by the ADIA, the peak business organisation representing manufacturers and suppliers of dental products and services. Our focus is on ensuring that this event is a commercial success for every exhibitor.

Take the next step in the growth of your business and secure your space at ADX20 Sydney today.

Promotion In All Leading
ADIA Member Trade Magazines

We have teamed up with the region's most prestigious dental publications to strengthen the profile of ADX20 Sydney as Australia's premier dental event.

Advertising for the ADX20 Sydney exhibition appears in:

- Australasian Dentist
- Bite Magazine

ADX20 Sydney has a strong social media presence and already its Facebook page is one of Australia's most watched social media sites for dentistry. The marketing strategy that supports the ADX20 Sydney has been designed with the sole purpose of driving new business to your booth.

ADX20 SYDNEY – ADVERTISING OPPORTUNITIES



ICC Sydney – Signage Opportunities
\$5,000 - \$10,000 ex GST (6 opportunities available)

With a brand-new convention centre and brand-new space for ADX20 Sydney there are many custom opportunities available for promotional signage. Available signage packages shall all be customisable and you are invited to contact Jan Van Dyk at ADIA for further information.



ADX20 Sydney – Exhibition App Advertising
\$1,000 ex GST (10 opportunities available)

As a first for ADX Exhibitions, ADX20 Sydney will be launching an exhibition app. This app is designed to help visitors and exhibitors alike make the most of their ADX20 Sydney experience. The app will have a host of useful features and will assist you with everything you need regarding ADX20 Sydney. Features will include, CPD Check-in; Exhibition Map; Session Notes; Networking and Find Your Way Around.

The ADX20 Sydney App will be launched in June 2019 and for \$1000 you will have an opportunity to advertise on the app from that date through to the close of ADX20 Sydney. This is effectively 10 months of advertising on a growing social community for \$1000. These opportunities are sure to sell out early.



ADX20 Sydney – Visitor Bag Inserts
(flyer or promotional item)
\$1,500 ex GST (16 opportunities)

Take up this opportunity to showcase your product or service to every visitor to ADX20 Sydney through placement of your marketing collateral in the ADX20 Sydney Visitor Bags. As a sponsor, you will receive the following benefits:

- Bag Insert:** Place a flyer or piece of marketing collateral in the visitor bags (10 opportunities)
- Bag Promotional Item:** Place a promotional item in the visitor bags (6 opportunities)

ADX20 SYDNEY – ADVERTISING OPPORTUNITIES

- ICC Sydney Signage (6 opportunities)
- Visitor Bag Inserts (16 opportunities)
- Exhibition App Advertising (10 opportunities)
- Product Showcase (8 opportunities)

NOTE : Pricing attracts a 50% premium for non ADIA members. Prices are ex GST.

PARTNERSHIP OPPORTUNITIES ADX20 SYDNEY – AUSTRALIA'S PREMIER DENTAL EVENT

GOLD PARTNERSHIP OPPORTUNITIES



Large Café
\$20,000 ex GST (one opportunity)

There is no better way to build your company's profile than being a partner of the ADX20 Sydney large café.



Small Café
\$15,000 ex GST (one opportunity)

Another outstanding way to build your company's profile is to be a partner of the ADX20 Sydney small café.



ADX20 Sydney Professional Photography – Headshots
\$20,000 ex GST for three days or \$7,000 ex GST/day

There is no better way to build your company's profile than being an exclusive partner of the ADX20 Sydney professional headshots. You can exclusively partner for one, two or three days of the exhibition.



ADX20 Sydney Visitor Bags
\$10,000 ex GST (one opportunity)

Each visitor attending the ADX20 Sydney will receive a quality bag or like product. This product is a valued exhibition souvenir which can be re-used long after the exhibition, thus long-term brand name and exposure is assured.

SILVER PARTNERSHIP OPPORTUNITIES



ADX20 Sydney Visitor Lanyards
\$8,000 ex GST (one opportunity)

An excellent promotional opportunity to have your company name/logo printed on all visitor lanyards (please note sponsored lanyards are for visitors only, not exhibitors).



ADX20 Sydney Hydration Station
\$5,500 ex GST (one opportunity space and branding only)

This is a fantastic opportunity to promote your business. Providing water to thirsty visitors as they make their way around the exhibition.



ADX20 Sydney Charging Station
\$3,000 ex GST per opportunity (four opportunities available)

Mobile charge stations can be branded with your company logo. A great way to promote your business. Located in strategic positions around the ADX20 Sydney exhibition floor, your branded "charge station" will engage your customers in a way they've never experienced before. (Each opportunity is for the full period of ADX20 Sydney).

NOTE : Pricing attracts a 50% premium for non ADIA members. Prices are ex GST.

TERMS AND CONDITIONS

ADX20 SYDNEY – AUSTRALIA'S PREMIER DENTAL EVENT

1 Definitions & Interpretation

1.1 Definitions

1.1.1 ADIA is the Australian Dental Industry Association Limited.

1.1.2 ADIA Representative is the Chief Executive Officer of ADIA or his delegate.

1.1.3 Catering Services Provider means the organisation nominated by ADIA.

1.1.4 Custom Designed Stand means the layout of any display, signage, furniture arrangement or equipment placement tailored specifically for the Exhibition Space.

1.1.5 Exhibition means the ADX20 Sydney Dental Exhibition.

1.1.6 Exhibition installation date means 13-15 March 2020

1.1.7 Exhibition Prospectus means the document provided to the Exhibitors that sets out information about the Exhibition and rules governing participation in the Exhibition and the terms and condition for Exhibitors.

1.1.8 Exhibition Space means that part of the Exhibition Venue which is or may be licensed to the Exhibitor by ADIA in the sole discretion of ADIA and which the Exhibitor shall accept.

1.1.9 Exhibition Venue means International Convention Centre, Sydney, Darling Harbour.

1.1.10 Exhibitor means the applicant for Exhibition Space, where the applicant comprises two or more entities. Each entity is bound jointly and severally by the terms of the agreement.

1.1.11 Freight & Storage Service Provider means the organization nominated by ADIA.

1.1.12 Legislation means all Acts of Parliament, Federal or State, relating to products or services connected with the dental industry, and/or exhibiting at the Exhibition.

1.1.13 Licence means the Licence granted to occupy the Exhibition Space for the period of the Exhibition.

1.1.14 Licence Fee means the licence fee payable by the Exhibitor calculated in accordance with the terms in the Exhibition Prospectus and/or as calculated by ADIA.

1.1.15 Lighting Services Provider means the

organisation nominated by ADIA.

1.1.16 Payment Dates means the "deposits due dates" and the "final payment due date" as detailed in the Exhibition Prospectus.

1.1.17 Prospectus means this agreement and other documentation entitled "Exhibition Prospectus" relating to the Exhibition.

1.1.18. Registration Services Provider means the organization nominated by ADIA.

1.1.19 Special Conditions means any terms and conditions detailed at Schedule A (if attached).

1.1.20 Venue Management means International Convention Centre, Sydney, Darling Harbour.

1.1.21 Venue Management Guide means the documentation issued by the Venue Management that covers all venue requirements of, and services offered by, the Venue Management to Exhibitors.

1.1.22 Venue Rules means the requirements of the Venue Management that are available from ADIA.

1.2 Clause headings are inserted for convenience of reference only and must be ignored in the interpretation of this agreement.

1.3 Unless the context otherwise indicates:

1.3.1 References to a clause or schedule must be construed as references to a clause of this agreement;

1.3.2 References to (or to any specified provision of) this agreement must be construed as references to (or to that provision of) this agreement as amended or substituted with the agreement of the parties and in force at any relevant time;

1.3.3 References to any statute, ordinance or other law must include all subordinate regulations and other instruments and all consolidations, amendments, re-enactments or replacements;

1.3.4 Words importing the singular include the plural and vice versa;

1.3.5 Words importing a gender include the other genders; and

1.3.6 References to an organisation include a natural person, firm, a body corporate, an association (whether incorporated or not) a government and a governmental, semi governmental or local government authority or agency.

2 Acknowledgement by Exhibitor

2.1 The Exhibitor acknowledges that in applying for Exhibition Space the Exhibitor is committing the Exhibitor's company to the requirements set out in the Exhibition Prospectus.

2.2 The Exhibitor acknowledges that ADIA make no representation or warranty, express or implied as to:

2.2.1 The number of Exhibitors who will participate in the exhibition.

2.2.2 The number of visitors to the Exhibition.

2.2.3 The promotion and advertising of the Exhibition.

2.3 The Exhibitor acknowledges that the person applying for Exhibition Space has the authority to commit the Exhibitor's company to the requirements of this agreement and the Exhibition Prospectus.

2.4 The Exhibitor warrants that, unless approved in writing by the ADIA representative, the exhibition space will remain in operation until 3.00pm Sunday 15 March 2020 and that in the event that the exhibitor commences activities to discontinue the use of the exhibition space, a penalty of 50% of the Licence Fee will be payable.

3 Licence

3.1 Subject to the terms in this agreement, ADIA grants to the Exhibitor a Licence to occupy the Exhibition Space for the period of the Exhibition.

3.2 A Licence for Exhibition Space will not be granted to any business that owes funds to the Association (payable for any reason including but not limited to membership fees, exhibition fees and ADIA Code of Practice fines) that are more than thirty days in arrears unless a specific exception has been granted in writing by the ADIA Representative.

3.3 The Exhibitor agrees to pay the Licence Fee for the Exhibitor's right to occupy the Exhibition Space.

3.4 The Licence Fee shall be paid on or before the Payment Dates. Exhibitors who have not completed full payment of their Licence Fee as set out in Schedule A, will not be permitted to set up at the Exhibition Venue. ADIA reserves the right to legally recover the Licence Fee from the Exhibitor and the licence for the exhibition space cancelled.

3.5 Any money paid by the Exhibitor is not refundable, except pursuant to clause 8 of this agreement.

TERMS AND CONDITIONS ADX20 SYDNEY – AUSTRALIA'S PREMIER DENTAL EVENT

3.6 ADIA at its sole discretion may reduce or waive the Licence fee for an Exhibitor.

3.7 Exhibitors who are members of ADIA are entitled to receive a discounted Licence Fee. In order to receive the discounted Licence Fee, at the time of applying for a Licence the Exhibitor has applied for membership at the time the exhibition prospectus was released and pays in full any membership fees covering the period through to 30 June 2019 and renewed in the following year (FY19/20). If for any reason the Exhibitor's membership of ADIA ceases for any reason prior to the event the Exhibitor must pay the difference between the standard Licence Fee and the discounted Licence Fee.

3.8 The Exhibitor agrees that the Exhibitor will not assign their Licence or sub-let the Exhibitor's Exhibition Space or share the Exhibitor's Exhibition Space with another business without the prior written consent of the ADIA Representative which may be withheld for any reason.

3.9 Continuation of the Licence is contingent on the Exhibitor complying with any terms, conditions, obligations or requirements set in the Venue Management Guide.

3.10 In the event that the licence to use the exhibition space is cancelled under 3.4, ADIA reserves the right to resell the space.

4 Concurrent exhibitions or promotions

4.1 The Exhibitor agrees that during the period of the Exhibition the Exhibitor shall promote or deal in the Exhibitor's products and/or services, only from the Exhibitor allocated Exhibition Space.

4.2 The Exhibitor further agrees not to hold any exhibition, trade show, sales event, seminar, demonstration, or workshop relating to dental products or materials in Australia during the Exhibition Period without the prior written consent of the ADIA Representative.

5 Exhibition Layout and relocation of exhibition space

5.1 A draft exhibition hall design is included with the Exhibition Prospectus. The ADIA reserves the right to change the hall design as required. Updated hall designs will be posted on the ADIA website and will be available on request.

5.2 ADIA may relocate the Exhibition Space allotted to the Exhibitor and/or vary the area of the Exhibition Space at any time for any reason and

without notice, taking into account the design and limitations of the Exhibition Venue and any other special circumstances that may arise.

5.3 ADIA is not obliged to make any changes to its allocation of exhibition space and position, except at its sole discretion.

5.4 ADIA reserves the right to replan the allocation of space and amend the exhibition space or position at its discretion.

5.5 The Australian Dental Industry Association (ADIA) may at its absolute discretion amend the booth allocation quantity for any exhibitor that is, upon investigation, identified as being problematic in a regulatory context.

6 Installation of exhibition stands

6.1 The Exhibitor warrants that they will comply with the Exhibition Booth Design Rules at all times.

6.2 The approval of ADIA, which will not be unreasonably withheld, must be obtained for Custom Designed Stands.

6.3 The Exhibitor will tender their plans for a Custom Designed Stand to ADIA, for approval, at least forty-five days prior to the Exhibition Installation Date. The Exhibitor must not make any changes to an approved Custom Design Stand without the prior consent of ADIA. If consent is not obtained, ADIA reserves the right to request the Exhibitor to immediately rectify the Exhibition Space so that it is consistent with the approved Custom Design Stand or as approved by ADIA or cover-up or screen the Exhibitor's Exhibition Space in accordance with Clause 9.

6.4 The Exhibitor acknowledges that Exhibition Space installation; use and occupancy are strictly subject to compliance with the requirements that are set out by ADIA.

7 Use of Exhibition Space

7.1 Use of Exhibition Space is subject to meeting stand use and design criteria set out by ADIA which may be amended without notice. A failure to comply with this criteria may result in ADIA requesting the exhibitor to amend the design usage of the Exhibition Space.

7.2 All dental product advertising, promotion and solicitation must be undertaken in accordance with the provisions of the *Therapeutic Goods Advertising Code 2015* as published by the

Australian Government in addition to the *ADIA Code of Practice* and compliance with the latter applies to all Exhibitors, whether or not an ADIA member.

7.3 The Exhibitor agrees that the Exhibition Space will be continuously operated during the Exhibition opening hours as set out in the Exhibition Prospectus.

7.4 The Exhibitor agrees not to dismantle or remove any part of the Exhibitor's exhibit or goods and equipment forming part of the Exhibitor's exhibit prior to the close of the exhibition as set out in the Prospectus.

7.5 The Exhibitor agrees to use the Exhibition Space solely for the exhibition, demonstration, promotion and/or sale of the Exhibitor's equipment, goods and services.

7.6 The Exhibitor agrees not to photograph or film in any way any Exhibition Space without the prior written consent of the Exhibitor holding a Licence for that Exhibition Space.

7.7 Exhibitor displays and promotions must be discrete and tasteful. It is at the discretion of ADIA to determine what constitutes discrete and tasteful.

7.8 The Exhibitor may not enter the Exhibition Space of another Exhibitor without the prior consent of that Exhibitor.

7.9 In the event of an incident or accident the Exhibitor is responsible for immediately notifying the ADIA Representative of such incident or accident and no items are to be removed from the Exhibition Space without the prior approval of ADIA. Exhibitors are required to provide all reasonable assistance as requested by ADIA.

7.10 Exhibitors are required to remove all materials at the completion of the Exhibition and bring the Exhibition space back to the condition to which the space was when the Exhibitor arrived. Failure by the Exhibitor to remove all rubbish and return the Exhibition Space to its former condition will result in additional fees charged for such cleaning and reinstatement.

7.11 ADIA will not be responsible or liable for any property left or abandoned at the Exhibition Space before, during the Exhibition or after the Exhibition Period.

7.12 The ADIA Representative, Venue Management, and the Freight & Storage Service Provider have

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the right to enter the Exhibition Space at any time for purposes including (but not limited to) security, repairs and maintenance, cleaning, food and beverage and audiovisual services.

7.13 The Exhibitor agrees to make good or reimburse to ADIA the cost of making good any damage done by the Exhibitor or by the Exhibitor's employees, agents, licensees, contractors or invitees to the Exhibition area and any Exhibition Space and fixtures fittings furniture and furnishings.

7.14 All persons, including exhibition visitors and the Exhibitor's staff must be registered to enter the Exhibition Venue.

7.15 No person under the age of sixteen years old is allowed in the Exhibition Venue during the exhibition build, bump-in, bump-out and move-out times.

7.16 The Registration Services Provider will be providing visitor registration services for the event. If the Exhibitor wishes to record details of visitors to the Exhibitor's stand the Exhibitor can make arrangements to use the visitor tracking app through the Registration Services Provider. The Exhibitor must comply with the Privacy Act in relation to the collection, use, storage and disclosure of personal information from third parties.

7.17 If indicated, an Exhibitor lounge will be open to exhibitors and their staff for recreational purposes only, no business is to be conducted in the Exhibitor lounge. Exhibitors are not to store any items in the Exhibitor lounge.

7.18 If indicated, an Exhibitor meeting room will be available for exhibitors to book through ADIA for private business meetings. Exhibitors are not to store any items in the Exhibitor meeting room.

8 Cancellation of exhibition or booking

8.1 ADIA may cancel or postpone the Exhibition or otherwise change the dates of the Exhibition if necessitated by circumstances beyond its control.

8.2 If the Exhibition is cancelled under Clause 8.1, ADIA shall be entitled to retain the deposit but shall refund to the Exhibitor any other monies paid to ADIA by the Exhibitor for the Exhibition.

8.3 If the Exhibition is postponed under Clause 8.1, all payments made prior to the Exhibition will be transferred to the rescheduled Exhibition.

8.4 ADIA may cancel or postpone the Exhibition if

it reasonably believes that the Exhibition Venue, or access to the Exhibition Venue, will be unavailable or unfit for use by the Exhibitor during the Exhibition Period.

8.5 ADIA may cancel the Exhibitor's License to use Exhibition Space if this has been determined to be an appropriate penalty associated with a breach of the *ADIA Code of Practice*.

8.6 If ADIA cancels the Exhibition under Clause 8.4 or 8.5 ADIA will refund to the Exhibitor all fees paid.

8.7 If ADIA postpones the Exhibition, including changing the venue, all payments made prior to the Exhibition will be transferred to the rescheduled Exhibition.

8.8 In the event of any cancellation by the Exhibitor of the Exhibitor's participation in the Exhibition, the Exhibitor shall forfeit to ADIA all monies (including deposit monies) paid to ADIA to the date of receipt by ADIA of the Exhibitor's cancellation.

8.9 In the event that the Exhibitor notifies ADIA in writing prior to the Final Deposit Due Date that the Exhibitor wishes to cancel the Exhibitor's Exhibition Space ADIA may retain the deposit and the right to recover the outstanding balance.

8.10 In any event or circumstance where ADIA cancel or postpone the Exhibition, the Exhibitor shall not be entitled to any compensation or damages, except for any sums or monies which ADIA may be strictly bound to pay to the Exhibitor, in respect of any loss sustained by the Exhibitor as a result.

9 Covering-up an Exhibition Space

9.1 ADIA will cover-up or screen the Exhibitor's Exhibition Space where the Exhibitor has not complied with: Clause 3.8; Clause 6.4; Clause 7.1; Clause 7.3; Clause 7.4; Clause 7.6; Clause 11.1; or Clause 11.2.

9.2 ADIA reserves the right to cover-up an Exhibition Space at the absolute sole discretion of the ADIA Representative.

9.3 If ADIA covers-up the Exhibition Space pursuant to Clause 9.2 or Clause 9.1 the Exhibitor releases ADIA from all losses, including but not limited to the following:

9.3.1 Costs of preparing the Exhibition Space;

9.3.2 Costs of freighting goods and services to the Exhibition Venue;

9.3.3 Travel and accommodation costs associated with the Exhibitor's staff attending the Exhibition; and

9.4.4 Sales whether potential or unrealised.

9.4 If ADIA covers up the Exhibition Space pursuant to Clause 9.2 ADIA will not refund the Exhibitor's Licence Fee or any part of the License Fee paid by the Exhibitor.

10 Insurance, Risk and Liability

10.1 The Exhibitor acknowledges that Public Risk Insurance affected by ADIA will cover ADIA's legal liability only and will not cover the legal liability of the Exhibitor, the Exhibitor's employees, officers, contractors, agents or invitees.

10.2 The Exhibitor uses and occupies the Exhibition Space and accesses the Exhibition Venue at the risk of the Exhibitor. The Exhibitor releases ADIA from all liability resulting from any accident, loss, damage, or injury to persons or property occurring in the Exhibition Venue or Exhibition Space while occupied or used or accessed by the Exhibitor.

10.3 ADIA or its suppliers will not be held responsible or liable for any theft, injury or damage sustained by the Exhibitor or any of the Exhibitor's employees, officers, contractors, agents or invitees or caused by the act or omission of the Exhibitor or any of the Exhibitor's employees, officers, contractors, agents or invitees.

10.4 The Exhibitor shall be solely responsible for the Exhibitor's Exhibition Space, equipment and goods and must keep current during the Exhibition Period the following insurance policies:

10.4.1 workcover, workers compensation and employer's liability as required by law;

10.4.2 damage to or loss of the property of the Exhibitors and their respective employees, contractors and agents for \$20,000,000 in the aggregate for product liability;

10.4.3 public liability cover, including death, injury and loss of property of third parties including ADIA for \$20,000,000 for any one occurrence; and

10.4.4 comprehensive insurance cover relative to any display or goods in the Exhibitor's Space.

10.5 The Exhibitor must, upon request, provide ADIA with a certificate of currency in respect of the insurance required by Clause 10.4 to be effected by the Exhibitor when ADIA requests. The certificate of

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currency must be issued by the insurer and confirm the Exhibitor's policies.

10.6 The Exhibitor acknowledges that it has not relied on any representation made by or on behalf of ADIA in relation to these terms and conditions.

10.7 The liability of ADIA, whether in contract or tort (including negligence), arising out of the performance of these terms and conditions will not exceed \$1,000 and in no event will ADIA be liable for any indirect or consequential loss of profit.

11 Statutory & Code Compliance

11.1 All products, equipment, goods and/or services to be exhibited and/or promoted in any way during the Exhibition must: Meet the requirements set out in the *Therapeutic Goods Act (Cth)* 1989, including any subordinate regulations or Orders; any other statutory requirement associated with the products / services in addition to the Exhibition Venue.

11.2 The Exhibitor agrees to immediately remove from the Exhibition any equipment, goods and any information in respect of services, which ADIA determine contravene Therapeutic Goods Administration requirements the Therapeutic Goods Act, Regulations and Orders, the Therapeutic Goods Advertising Code, or any relevant Australian Government or State Government legislation and/or any requirements of the Exhibition Venue.

11.3 The Exhibitor must comply with the policies and guidelines of the owner of the site on which the Exhibition Venue is located and includes all car parks available for use in relation to the Exhibition Venue.

11.4 If required to do so, the Exhibitor agrees to complete and return a Risk Assessment Survey Form supplied by ADIA by the date stipulated.

11.5 The Exhibitor agrees to be bound by the ADIA Code of Practice and submit to the jurisdiction of ADIA for code enforcement purposes until 31 December 2020.

12 Breach of Agreement 2020

12.1 In the event of any breach of any part of the Exhibition Prospectus or this agreement, ADIA may by notice in writing to the Exhibitor:

12.1.1 Request the Exhibitor to immediately rectify the Exhibitor's conduct in accordance with ADIA directions; and/or

12.1.2 Request the Exhibitor to remove any person or party attending the Exhibitor's Exhibition Space in breach of any of these terms; and/or

12.1.3 Require the Exhibitor to take certain steps or give certain undertakings in accordance with ADIA's directions; and/or

12.1.4 Impose certain terms, conditions, obligations, commitments or requirements upon the Exhibitor in accordance with ADIA directions.

12.2 In the event that the remedy sought, restriction or condition imposed or request provided by ADIA does not satisfy ADIA as to the remedy of the breach by the Exhibitor, then ADIA may exercise clause 12.3.1 and/or 12.3.2.

12.3 In the event of any material breach of any part of the Exhibition Prospectus or this agreement, ADIA may give notice in writing to the Exhibitor:

12.3.1 terminate the Exhibitor's Licence to occupy the Exhibition Space or impose restrictions or conditions on all or any part of the Exhibitor's Exhibition rights; and/or

12.3.2 terminate the Exhibitor's Licence without any rebate of all or any part of the Licence Fee or any other monies to the Exhibitor.

12.4 In the event that ADIA terminate the Exhibitor's Licence by notice in writing served upon the Exhibitor, the Exhibitor shall have no claim against ADIA in respect of any loss or damage sustained by the Exhibitor as a result of or arising out of such termination.

13 Indemnities

13.1 The Exhibitor agrees that the Exhibitor is responsible for the Exhibitor's actions and those of the Exhibitor's employees, agents, contractors, licensees or visitors regarding the Exhibition Space and anything contained in it and the Exhibitor agrees to indemnify ADIA in respect of any claim made against ADIA for breach of this agreement, claims in connection with the Exhibitor's occupation and use of the Exhibition Space, claims associated with a display or demonstration of products and selling goods or services that misrepresent or infringe upon intellectual property rights that may arise as a result of any act of the Exhibitor and/or default or omission on the part of the Exhibitor. This indemnity extends to past and present ADIA staff and Directors.

14 Exclusion of Verbal Agreements

14.1 The Exhibitor acknowledges that the Exhibitor has entered into this agreement without relying upon any representations made by ADIA or ADIA's officers, employees or agents, and that no variation, amendment or addition to the agreement shall be binding on ADIA unless it is in writing and signed by the ADIA Representative.

15 Amendments

15.1 ADIA reserves the right to amend these terms and conditions without prior notice to the Exhibitor.

16 Dispute Resolution

16.1 In the event of a dispute, either party may give written notice to other setting out the substance of the dispute and requiring a meeting to resolve the dispute within seven days. If the dispute is not resolved within fourteen days, the parties may agree to refer the dispute to mediation to be conducted in accordance with the rules of the Australian Commercial Disputes Centre and thereafter attempt to resolve the dispute through mediation, as a precondition to commencing formal legal proceedings.

16.2 The proper law applicable to this Agreement is that of the State of New South Wales.

17 Force Majeure

17.1 Where ADIA is unable to carry out its obligations under this Agreement due to circumstances beyond its control or which it could not have prevented, those obligations are suspended whilst those circumstances continue, provided the Exhibitor is notified and the ADIA uses its best endeavors to overcome the circumstances preventing its obligations from being carried out.

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■ ADIA MEMBER BUSINESSES ■

1Group Property Advisory 3DMEDItech 3M Oral Care 3Shape Australia A.R. Medicom AADFA Acteon Australia / New Zealand A-dec Australia ADR Dental Aesthetic Prosthetics AHP Dental & Medical Ainsworth Dental Air Liquide Healthcare AJ Barber Ajax Dental Supplies Alldent Alliance Medical Finacne Alphabond Dental Amalgadent Dental Supplies Ampac Dental Andent Anthos in Australia ANZ Banking Group Ark Health Australasian Dentist Australian Imaging Australian Medical Suction Systems Babich Maintenance & Steriliser Services Biodegree Bioholistic Biomedex Biomil Dental Products Bite Magazine BOQ Specialist Bank Borg Dental Cal-Dent Denture Cleaner Carestream Dental Carl Zeiss Cassins Healthcare Design & Construct Cattani Australia Centaur Software City Dental Supplies Charles Institute of Technology Clare Martin & Associates CMA Ecocycle Colgate Oral Care Coltene-Whaledent International Commodore Dental and Medical Fitouts Core3D Credabl Crown Dental & Medical Curaden Swiss Dentacast Australia Dental Axxess Dental Concepts Dental Depot (QLD) Dental Education Centre Dental Essentials Dental Fitout Projects Dental Focus Marketing Dental Implant Registries Dental Innovations Dental Installations Dental Premium Engineering & Supplies Dental Profit System Dental Protection Dentalife Australia Dentaurum Australia Dentavision Dentplex Dentpro Dentsply Sirona Designer Mark's HyGenie Durodent Dental Coast Dental Services Elite Fitout Erkodent Erskine Oral Care Essential Services Experien Insurance Services Australasia Dental Geistlich Pharma Gritter Dental Gulmohar Dental Gunz Heine Australia Henry Schein Halas Dental Supplies Hu-Friedy Mfg Independent Dental Supplies Inline Medical & Dental Innovative Medical Technologies Intellimail International Invisalign Australia INZ Dental Supplies Ivoclar Vivadent Kavo Kerr Kulzer Australia Leading Dental Levitch Design Australia Lorchant Dental LoveSmiles Macono Orthodontic Laboratories Med & Dent (WA) Medfin Australia Medical Dental Solutions NQ Medical Equipment Services Medi-Dent Medifit Design and Construct Minimax Implant (Dentium Australia) MIPS Mocom Australia Momentum Management My Dental Marketing Myofunctional Research Co. NAOL Australia Neoss Australia Nobel Biocare NOVA iT Group novaMED NSK Oceania NuMedical One Dental Optima Healthcare Group Orient Dental Supplies Osseo Dental Osstem Australia Osteon Medical Ozdent Dental Products Australia Pacific Dental Specialties Pegasus Dental Services Perfect Practice Philips Oral Healthcare Practice Sales Search Praktika Presidential Prime Practice Professional Dentist Supplies Race Dental Ray Australia RCR International Rhodium Dental Labs Australia Ridley Dental Supplies RJ Dental Sales & Service Roland DG Australia Rosler International RutiniDent Dental Supplies SDI Ltd Septodont Sieverts Radiation Protection Consultancy Smile Right Software of Excellence South Austral Straumann Supreme Orthodontic Supply (Aust) Teamwork Technology The Dentists Workshop The Health Linc Tomident TrollDental Ultimate Dental Supplies Ultimo Health Technologies Ultradent Products Australia Urban IT Vatech Medical VOCO Australia W&H Wealthpreneur West Coast Dental Depot Westpac Whiteley Corporation William Green Wisbey Dental XAND Innovations Xcellent Dental World Xpress Tex XYZ Dental Zimmer Biomet Dental



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