



DENTSPLY SIRONA WORLD 2023

THE ULTIMATE EXPERIENCE IN DIGITAL DENTISTRY

EXHIBITOR & SPONSORSHIP PROSPECTUS

SEPTEMBER 21 - SEPTEMBER 23, 2023
MGM GRAND, LAS VEGAS

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WELCOME

Over the years, Dentsply Sirona has established Dentsply Sirona World as the premier conference for dental professionals. Every Fall, the dental community comes together for three dynamic days of education, entertainment, and engagement. It is an opportunity for practitioners to learn more about the future of digital dentistry, invest in their practices for growth, and experience Dentsply Sirona in a whole new way.

This official Exhibitor and Sponsorship Prospectus contains opportunities for any budgetary level at Dentsply Sirona World, from larger booth or entertainment packages to smaller A La Carte sponsorship opportunities. You will also find conference rules and regulations and a link to submit your exhibitor/sponsorship application.

We anticipate an outstanding turnout at the beautiful MGM Grand in Las Vegas, NV.

Don't miss the opportunity to connect with thousands of dental professionals at Dentsply Sirona World this September.

DATES AND DEADLINES

PRELIMINARY DENTSPLY SIRONA WORLD 2023 EXHIBIT HALL SCHEDULE

MAY 31

Exhibitors and Sponsors: First 50% non-refundable deposit due.

If registrant selects **Invoice** - payment due.

If registrant selects **Credit Card** - payment due **during Cvent registration process.**

JUL 21

Exhibitors and Sponsors: Remaining 50% of deposit due.

Cancellations for exhibitors made prior to **July 21, 2023** are entitled to a refund of monies paid (less the 50% non-refundable deposit).

Cancellations made after **July 21, 2023** will forfeit all monies paid.

For any registration not paid in full by July 21, 2023 - registration will be cancelled.

**WEDNESDAY,
SEP 20**

Exhibit Hall space available for trade show booth setup:
8:00 AM

Exhibit hall space closes:
5:00 PM

Please Note: Trade show floor hours are subject to change. Please reference the final agenda or Dentsply Sirona World app for the most up-to-date trade show hours.

**THURSDAY,
SEP 21**

Trade show floor hours:
11:30 AM - 7:30 PM

**FRIDAY,
SEP 22**

Trade show floor hours:
11:30 AM - 7:30 PM

**SATURDAY,
SEP 23**

Exhibitors may begin dismantling **AFTER** Exhibit Hall has closed.

Trade show floor hours:
9:00 AM - 5:00 PM

Trade show move out starts:
5:00 PM - 12:00 AM



WHY EXHIBIT AT DENTSPLY SIRONA WORLD?

DON'T MISS OUT ON BEING A PART OF THE ACTION AS AN EXHIBITOR FOR DENTSPLY SIRONA WORLD 2023.

At the 2022 Dentsply Sirona World, nearly 5,000 dental professionals made the trip to Las Vegas. This year is sure to dazzle with fresh education, an all-new lineup of speakers, and entertainment they'll never forget.

In 2023, we're expecting another incredible attendance with unrivaled sales and branding potential for our exhibitors and sponsors at Dentsply Sirona World. Sponsors and exhibitors from past celebrations often tell us that Dentsply Sirona-sponsored trade shows are their most successful appearances ever.

Dentsply Sirona World offers exhibitors and sponsors a portfolio of marketing opportunities to position their organization and enhance their exposure to core audiences. No other dental conference can match our value.

Attendees of Dentsply Sirona World want to identify solutions for today's issues and prepare for tomorrow's challenges. As a sponsor or exhibitor, you are a critical component in providing these solutions, and making this one-of-a-kind professional development and educational experience possible.

TOP REASONS TO BECOME A SPONSOR/EXHIBITOR AT DENTSPLY SIRONA WORLD

Make a lasting impression by networking with an extensive audience of dental professionals from all around the world.

Promote products and services to your core audience of highly qualified, focused individuals with decision-making and buying power.

Connect with attendees who are passionate about their profession and excited to learn and explore new products and services.

Gain new industry insight by attending keynote and session speaker presentations throughout the event.

ADDITIONAL INFORMATION

Please note that for any lectures or hands-on programs, individual companies are responsible for providing speakers and supplies, and for taking care of all expenses associated with both the speaker and program. Companies are responsible for providing all artwork for logos for specified items within 30 days of Exhibitor or Sponsorship Application submission. Dentsply Sirona reserves the right to incorporate the logo into appropriate artwork for specified piece.



EXHIBITOR OPPORTUNITIES

DENTSPLY SIRONA WORLD BOOTHS COME IN THREE SIZES:
10' X 10', 10' X 20', AND 20' X 20'



10' x 10' - \$12,500 (\$15,000 after 5/31)
Includes three complementary exhibitor passes.

10' x 20' - \$22,500 (\$25,000 after 5/31)
Includes five complementary exhibitor passes.

20' x 20'
Available only for Gold and Silver Sponsorships.
See page 6 for more details.

Additional Badges can be purchased for \$999
when purchased with sponsorship (today - 5/31),
\$1,199 up until DS World (5/31 - 9/20).

Each booth space includes:
8-foot tall back drape, 3-foot tall side dividers,
custom vendor identification sign and one lead
capture license.

Please Note: Additional booth items (tables, chairs,
carpet, etc.) may be ordered through the Exhibitor
Service Manual. See following pages for sponsorship
benefit details.

**You can submit your exhibitor application
through our exhibitor registration website
OR reach out to
events@dentsplysironaworld.com
for more information.**

EXHIBITOR FAQ

**May I make sales
on the exhibit
floor?**

YES. Sales using credit
cards and orders for
future shipments may
be made on the exhibit
floor. All sales are
between the customer
and the exhibiting
company; Dentsply
Sirona is not a party
to any of these sales.

**May exhibitors
attend the break
out sessions?**

YES. Your exhibitor
registration includes
attendance to all
scientific and social
sessions. Only
registered exhibitors
are allowed to be on
the exhibit floor and
in breakout sessions.*
Each exhibiting
and sponsoring
company will
receive an allotment
of registrations.
Additional attendees
must register at an
additional cost.

**Will an official
Exhibitor Service
Manual be
provided?**

YES. An official
Exhibitor Service
Manual with full rules
and regulations is now
available.

**What is included in
a 10' x 10' exhibit
space?**

Booths include an
8' x 10' draped back
wall, 3' draped side
railings and an ID sign
with company name
and booth number.
Booths do not include
carpeting, furnishings,
nor electrical service.
Exhibitors are required
to provide acceptable
floor coverings or
carpet and furnish their
booths.

**May I have food/
beverage in my
booth?**

YES. However, only
food and beverage
provided by MGM
Grand catering
services can be
served in the booth
area. We encourage
creativity and traffic
builders for your
booth!

**Can I have a lead
retrieval in my
booth?**

YES. All exhibitors will
be forwarded lead
retrieval information
with their Exhibitor
Service Manual.

Please Note:
Booth assignments
will be allocated by
sponsorship seniority.
After that, assignments
will be made as
applications and deposits
are received and are on
a first-come, first-served
basis. Final allocation of
booth assignment will
be solely based on the
discretion of Dentsply
Sirona, Inc.



*CE Credits are NOT applicable for Exhibitors.



SPONSORSHIP OPPORTUNITIES

Dentsply Sirona World offers many tools to help build long-term relationships with leading buyers to increase awareness and ensure your success. Please note that sponsorships are limited and will go quickly.

Exclusive sponsorship, advertising and promotional opportunities have been developed to increase your company's visibility and attract your current and prospective customers at Dentsply Sirona World. You can maximize your exposure by selecting one of the strategic marketing packages listed below. **All sponsorship opportunities can be found within exhibitor / sponsorship registration website.**

STRATEGIC MARKETING PACKAGES

GOLD <i>(3 available)</i>	SILVER <i>(6 available)</i>	BRONZE <i>(4 available)</i>
\$80,000	\$60,000	\$40,000
ONE OF THE FOLLOWING: THURSDAY EVENING RECEPTION FRIDAY EVENING RECEPTION BUSINESS SPEAKER	ONE OF THE FOLLOWING: BREAKFAST SPONSORSHIP LUNCH SPONSORSHIP	ONE OF THE FOLLOWING: AM BREAK SPONSORSHIP PM BREAK SPONSORSHIP
20' X 20' BOOTH	20' X 20' BOOTH	10' X 20' BOOTH
10 GENERAL ADMISSION BADGES 5 VIP ADMISSION BADGES	10 GENERAL ADMISSION BADGES	10 GENERAL ADMISSION BADGES

ADDITIONAL A LA CARTE SPONSORSHIP OPPORTUNITIES WILL BECOME AVAILABLE WITHIN THE REGISTRATION PORTAL.

Sponsors will receive branding in relevant Dentsply Sirona World media. Sponsorship opportunities are limited, available only while supplies last, and subject to change in DS' sole discretion.

RULES AND REGULATIONS

Dentsply Sirona World 2023 (referred to interchangeably herein as the “Event”) is run by Dentsply Sirona Inc. (“Dentsply Sirona”) and is not connected with any other entity. Furthermore, the Event is wholly owned and operated by Dentsply Sirona.

Booth Assignments

Booth space shall be allocated by sponsorship seniority and at the sole discretion of Dentsply Sirona. After that, booths will be assigned on a first-come, first-assigned basis. Requests for booth locations will be considered but are not guaranteed. Receipt of application does not guarantee acceptance or booth assignment. Final allocation of exhibit space shall be solely at the discretion of Dentsply Sirona. There is no guarantee that requested spaces will be assigned. Application for booth space must be made by completing the on-line application form. Booths will not be reserved by phone. No exhibitor will be allowed in the Exhibit Hall if there is an outstanding balance on the account.

Acceptability of Exhibitors/Sponsors

Dentsply Sirona is under no obligation to extend exhibition/sponsorship privileges to any company/person regardless of whether or not said company/person has exhibited or advertised in the past. Products and services exhibited must be related to the dental industry. Dentsply Sirona shall be the sole judge as to acceptability of exhibits. Products that fall under FDA Guidelines must have FDA certification to exhibit. An exhibit may not display any product or distribute advertisements for any product that infringes on the trademark, copyright, or patent of another company. Each exhibitor will complete and execute other documents as required by Dentsply Sirona or the venue. Subleasing or sharing of space with another business, firm, or individual is strictly prohibited.

Arrangement of Exhibits

The exhibitor agrees to arrange his/her exhibits so as not to obstruct or interfere in any way with the general view or the view of the exhibits of other exhibitors, or the free passage of spectators. The decision of the Exhibit Committee as to what constitutes such obstruction or interference shall be final. Exhibitor shall follow all rules regarding exhibits that are set forth herein and any and all rules that are adopted by Dentsply Sirona or required by the venue.

Liability

In the event of fire, strikes, riot, civil commotion, acts of God, war, epidemic, pandemic, or other circumstances reasonably beyond Dentsply Sirona’s reasonable control rendering it impossible, impracticable, or infeasible for any reason for Dentsply Sirona to perform its obligations hereunder, Dentsply Sirona’s performance shall be excused. For the avoidance of doubt, and not in limitation of the foregoing, Dentsply Sirona shall not be liable for any damages in the event that performance of its obligations hereunder is rendered impossible, impracticable, or infeasible due in whole or in part to any of the following causes: destruction of Event site or infrastructure, or any substantial portion thereof by fire, earthquake, the elements, or a public enemy; strikes, riots, or other public disorder; impossibility/impracticability/infeasibility of performance created by law or any public authority; and/or any cause beyond Dentsply Sirona’s reasonable control or the control of the designated Event site and/or surrounding area. Dentsply Sirona will, however, in the event of its not being able to hold the Dentsply Sirona World event for any of the reasons set forth above, reimburse sponsors/exhibitors prorated on the amount of rental/sponsorship fees paid by each sponsor/exhibitor as follows: total amounts paid by all sponsors/exhibitors, less expenses incurred by Dentsply Sirona in constructing and installing the exhibits or otherwise relating thereto, shall be refunded to sponsors/exhibitors prorated by the percentage of the value received by the sponsor/exhibitor as of the date of cancellation, as determined by Dentsply Sirona. Neither Dentsply Sirona, the designated Dentsply Sirona World event sites, nor any representative or contractor of Dentsply Sirona, shall have any liability whatsoever to any

person who allegedly or actually sustains injury or damages due to any act or failure to act by any sponsor/exhibitor, or such sponsor’s/exhibitor’s agents, servants or employees. Each sponsor or exhibitor, as applicable, shall indemnify, defend, and hold harmless Dentsply Sirona from and against any and all claims, costs, damages, expenses (including reasonable attorney fees) and any other liability that arises from or is related to any act or omission of such sponsor/exhibitor, and shall defend and pay all fees and costs in connection with any such claim.

License Grant

Sponsor/Exhibitor, as applicable, represents and warrants that it owns (or is the authorized licensee of) the Materials and any and all trademarks, copyrights, and other intellectual property in or relating to the Materials. “Materials” means any information, educational, marketing, promotional and other materials submitted to Dentsply Sirona or otherwise published, distributed, or displayed by sponsor/exhibitor or on behalf of sponsor/exhibitor at or in relation to the Event and/or on dentsplysirona.com (collectively, along with any and all websites and software enabling or relating to the Event, the “Website”). Sponsor/Exhibitor hereby grants Dentsply Sirona a worldwide, perpetual, irrevocable, transferable, license to access, use, distribute, reproduce, display, perform, modify (including reformatting), create derivative works based upon, and sublicense the Materials (including without limitation any trademarks, copyrights, or other intellectual property incorporated therein) for the purpose of making the Materials available to Event attendees.

Disclaimer

Dentsply Sirona does not promote the purchase or license of any product or technique discussed at the Event nor does Dentsply Sirona guarantee that products or techniques discussed will receive a positive response from the attendees. It is the responsibility of the individual companies to ensure proper marketing in compliance with all applicable laws and regulations for their products. Participants are responsible for determining whether products or techniques discussed at the Event can be legally sold or licensed by the persons or companies presenting the product or technique and used in the jurisdiction of interest. Furthermore, Dentsply Sirona does not endorse any particular product or technique and makes no claims or representations as to the clinical effectiveness of any product or technique. The opinions expressed are exclusively those of the various speakers, clinicians and other commercial entities and not those of Dentsply Sirona. Dentsply Sirona makes no representation or warranties that the Website, any services, products, data, or other materials on, in and/or made available through the Website are appropriate or available for use at a particular time or in any particular location. Without limiting anything else in this Agreement or otherwise, Dentsply Sirona is not responsible for any errors, omissions, technical issues, loss or corruption of data, caused by, arising from or relating to the Website. Dentsply Sirona, its subsidiaries, and affiliates, are not responsible for and do not guarantee the accuracy or completeness of any information provided on the Website or otherwise, products, data, services, links, advertisements or other items provided in connection with the Website or the Event. Dentsply Sirona reserves the right to immediately remove any Materials for any reason, or for no reason. Dentsply Sirona cannot and does not review all communications, products, Materials, or services made available on or through the Website, sponsor/exhibitor agrees that it must evaluate and bear all risks associated with the use of any and all information available and content (including without limitation the Materials) available through the Website and that it may not rely on any of the foregoing. THE EVENT, THE WEBSITE, THE MATERIALS, AND ANY AND ALL SERVICES, PRODUCTS, INFORMATION AND OTHER CONTENT ON, IN AND MADE AVAILABLE IN CONNECTION WITH THE EVENT OR THE WEBSITE ARE MADE AVAILABLE “AS IS” AND “WITH ALL FAULTS.” PARTICIPATION IN THE EVENT AND USE OF THE WEBSITE IS ENTIRELY AT YOUR OWN RISK.

RULES AND REGULATIONS (CONT.)

DENTSPLY SIRONA AND ITS LICENSORS MAKE NO REPRESENTATIONS OR WARRANTIES, AND DISCLAIM ALL REPRESENTATIONS AND WARRANTIES, WITH RESPECT TO THE EVENT, THE WEBSITE, THE MATERIALS, AND ANY AND ALL OTHER SERVICES, PRODUCTS, DATA AND OTHER CONTENT ON, IN AND MADE AVAILABLE IN CONNECTION WITH THE EVENT AND/OR THE WEBSITE, WHETHER EXPRESS OR IMPLIED, WRITTEN OR ORAL, ARISING FROM COURSE OF DEALING, COURSE OF PERFORMANCE, USAGE OF TRADE, OR OTHERWISE, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, ACCURACY, SYSTEMS INTEGRATION, NON-INTERFERENCE, QUALITY, TITLE, AND NON-INFRINGEMENT. THE ENTIRE RISK AS TO SATISFACTORY QUALITY, PERFORMANCE, ACCURACY, COMPLETENESS AND EFFORT WITH REGARD TO ANY AND ALL INFORMATION, THE WEBSITE, THE EVENT, THE MATERIALS, AND ANY AND ALL OTHER SERVICES, PRODUCTS, DATA AND OTHER CONTENT ON, IN AND MADE AVAILABLE IN CONNECTION WITH THE EVENT AND/ OR THE WEBSITE, IS WITH YOU.

Cancellations

Applications for sponsorships and/or exhibit space require a 50 percent payment as a nonrefundable deposit upon submission of application. Cancellations made prior to July 21, 2023, are entitled to a refund of monies paid (less the 50 percent non-refundable deposit). Cancellations made after July 21, 2023, will forfeit all monies paid. All cancellations must be in writing and delivered by e-mail to: events@dentsplysironaworld.com. Voicemail and verbal communications do not constitute written cancellation notice.

Termination

Dentsply Sirona may terminate any exhibitor/sponsorship for any reason by providing notice to the exhibitor/sponsor, provided that Dentsply Sirona provides a prorated refund, based on the percentage of value received by sponsor, as determined by Dentsply Sirona as of the effective date of the termination. Dentsply Sirona may terminate any sponsorship for cause by providing written notice in the event that sponsor breaches any of these Rules and Regulations, the Sponsor Content Guidelines, or the Dentsply Sirona World Terms and Conditions available during registration, as such terms may be modified from time to time at Dentsply Sirona’s discretion (collectively, the “Terms”). In addition to any other remedy that may be available to Dentsply Sirona, in the event of a termination for cause, exhibitor/sponsor forfeits all rights to receive any refund for amounts paid hereunder.

Payment Schedule

Fees for sponsors and exhibitors will be invoiced by Dentsply Sirona directly to the sponsor/exhibitor and payments will be due in full by the following schedule: 50 percent nonrefundable deposit - Due by May 31, 2023. Remaining 50 percent - Due by July 21, 2023. If paying via credit card, full payment is due upon submission of application. The application will be canceled if payment in full is not received by July 21, 2023, and any monies paid and the sponsorship and/or the reserved booth will be forfeit, and Dentsply Sirona may redistribute such sponsorship/booth at its sole discretion. Please see application for acceptable payment methods.

Abandonment of Space

Any space not claimed and occupied two hours prior to the show opening may be resold or reassigned without refund. All booths must be staffed by an authorized company representative during all show hours. Each exhibit must be open for the full duration of official show hours and must be closed at all other times. Invitations to participate in future Dentsply Sirona events will be withheld if booth space is abandoned.

Space Relocation

Any or all space designated for the exhibitor is subject to reassignment by the organizers for any reason and at any time the organizers see fit in the interest of Dentsply Sirona World. Dentsply Sirona may also reassign or assign the space to an exhibitor based upon the need of an exhibitor for water, drain, gas, electricity, steam, or other services and the availability, capacity and locations of these services. The decision to reassign or assign space will be final. All attempts will be made to give an equivalent space in terms of size and visibility, but cannot be guaranteed. The amount of rent paid will only be appropriately adjusted if the square footage of the space is reduced.

Exhibitor/Sponsor Conduct

No exhibitor or member of an exhibit staff shall behave in a manner offensive to decency or good taste in the sole judgment of Dentsply Sirona and its staff. Sponsor/Exhibitor shall conduct its activities in accordance with all applicable laws and regulations, in a professional and workmanlike manner using personnel of the required skill, experience, and qualifications in accordance with the highest industry standards for similar activities. Sponsor/Exhibitor shall devote sufficient resources to ensure that its activities are conducted in a timely and reliable manner and in such manner that does not reflect poorly on the Event or Dentsply Sirona. Any transfer of value to Event attendees not included as part of the formal registration will be the responsibility of the exhibitor/sponsor. Sponsors and Exhibitors must conduct themselves in a professional manner and must maintain a professional appearance and demeanor. All exhibitors and their representatives, including models or demonstrators, must be properly and modestly clothed. Models in the employ of exhibitors must remain in the exhibit space assigned to the exhibitor. They may not circulate in public spaces, aisles or the registration area. Undignified methods of attracting attention are prohibited. Exhibitor personnel may not enter, photograph or videotape the exhibit space of another exhibitor without permission from the latter. Smoking is prohibited in the Exhibit Hall at all times.

RULES AND REGULATIONS (CONT.)

Exhibit Operation – Sales and Promotional Activities

Exhibitors are responsible for the cleanliness of their booths. Demonstrations and all other activities must be confined to the limits of the exhibitor's booth. Aisles must not be obstructed at any time. Exhibitors may not conduct activity of any kind that leads to the congestion of aisle traffic. If you intend to give away items that will attract large numbers of attendees, you must purchase your booth space accordingly. You will be required to keep the line of attendees to a minimum and within the purchased booth space only. The use of megaphones, loudspeakers or sideshow tactics is prohibited. Sound projection equipment or any other type of sound or noisemaking apparatus must receive advance approval in writing from show management and must not impinge on adjacent exhibits. If written approval is received, the decibel level must not exceed 85 as stated in Section 29 of Federal OSHA Regulation 1910.95. Decibel readers will be used to monitor all approved sound projection equipment. If the level exceeds the maximum level allowed, you will be required to adjust the decibel level accordingly. If multiple warnings are given, your previous approval to use the sound projections equipment will be revoked. Live and/or recorded music are prohibited in the Exhibit Hall. Exhibitors may not perform experimental procedures, demonstrate intra-oral technique or otherwise practice dentistry upon patients in the Exhibit Hall. Any transfer of value to Dentsply Sirona World attendees by exhibitors not included as part of the formal registration, including food and beverage, will be the responsibility of the exhibitor. The exhibitor shall assume all responsibility for compliance with all applicable laws and regulations and any reporting requirements such as the federal Open Payments program. The following disclaimer must be included with all such items: "(Exhibitor Name) offer. No value is being offered or provided by Dentsply Sirona."

Admission Credentials

All members of an exhibit staff must be full-time employees of the exhibiting company or must be employed for the duration of the exhibit. A dentist may not be registered as an exhibitor unless he or she is an officer of the company or a full-time (non-practicing) employee. Furthermore, dentists, hygienists, dental assistants or laboratory technicians may not be registered as guests. Exhibiting companies may not register any representative of their company as a dental professional if that individual is not a dental professional or if he/she does not meet the guidelines stated above. Exhibiting companies who do not follow these guidelines will forfeit their rights to exhibit and will be charged the applicable registration fees for all personnel who obtain entry in violation of the rules of admission. Exhibit personnel not pre-registered by the designated deadline must register on site. Badges are the property of show management and are not transferable. Properly badged exhibitors will be admitted to the exhibition hall one hour prior to the show opening and may remain one hour after the show closing each evening. Guests will not be permitted in the Exhibit Hall during non-show hours under any circumstances. Anyone circumventing the rules of admission will be expelled from the Exhibit Hall without refund and will be excluded from future invitations to exhibit. Dentsply Sirona reserves the right to refuse any exhibitor, guest or attendee admission to the Breakout Sessions. Additional exhibitor admission passes may be purchased at a rate of \$999 per person until May 31, 2023 and \$1,199 per person from June 1, 2023 through the event.

Insurance/Indemnification

Dentsply Sirona assumes no responsibility for the safety of the personnel and property of exhibitors or of the personal property of their officers, agents, servants or employees, and any exhibitor/sponsor wishing to insure its personnel or goods against injury, theft, damage by fire, accident or other cause, must do so at its own expense. However, reliable watchmen will be provided to guard exhibits commencing September 21, 2023, continuing through each night until midnight September 24, 2023, if necessary. For one and one-half hours before the public is admitted each morning, and for one and one-half hours after the Exhibit Hall is closed to the public, exhibitor representatives with proper credentials will be permitted on the floor for chores they see fit to perform. During these periods only, while exhibitors are on station, hotel cleanup personnel will be permitted in the Exhibit Hall. At

all other times, no person will be authorized to enter or leave the Exhibit Hall except by authority of the fire marshal, local police department or Dentsply Sirona World authorized representatives. A Certificate of Insurance is due at Dentsply Sirona by August 1, 2023, for the company name to be included in the program booklet. Please send the COI to: Dentsply Sirona, Inc., 13320-B Ballantyne Corp. Place Charlotte, NC 28277 or may be emailed to events@dentsplysironaworld.com. All Exhibitors must provide a certificate to be admitted to the hall. Certificates of Insurance are to name Dentsply Sirona, MGM Grand Casino and Czarnowski as additional insured and requires the following coverage, with respect to insurance:

Comprehensive General Liability insurance, which includes contractual liability with limits of at least \$1,000,000 per personal injury or property damage per occurrence/\$2,000,000 aggregate.

Workers' Compensation to full compliance with applicable federal and state laws covering all of the exhibitor's employees for any work done on the exhibitor's behalf.

The exhibitor is responsible for all damages to the exhibit, Exhibit Hall, and surrounding premises, and for any and all claims and demands arising from or relating to (i) the exhibit and any products therein; and/or (ii) any injury, death, or damage to property caused by the products, acts, or omissions of the exhibitor, its employees, contractors, agents, invitees, or licensees (collectively, "Damages"). The exhibitor agrees to indemnify and hold harmless Dentsply Sirona, its employees, directors, officers, sponsors, the official Exhibitor Services company, MGM Grand Hotel & Casino, and/or their respective corporate entities from and against any or all liability, claims, and demands which may arise from or be asserted in connection with the Damages or other responsibilities of the exhibitor. Dentsply Sirona shall not be liable for any loss, damage, or injury resulting from the perils of fire, natural disasters, riot, strike, civil commotion, smoke, motor vehicle damage, aircraft damage, acts of God, violence, or terrorism. The exhibitor is required to carry his/her own insurance to cover multiple perils or acts of God. The exhibitor acknowledges that it is responsible for its own property through the appropriate amounts of insurance. The insurance requirements are minimums established by Dentsply Sirona and are not intended to reflect an estimate of the amount of insurance that is adequate for any specific exhibitor. The exhibitor is responsible for evaluating its own insurance needs above the minimum requirements and for obtaining the level of insurance it deems appropriate, which may be higher than the minimum required hereunder.

Subletting of Space

The exhibitor agrees that the display will be confined to the area of space reserved, and that subletting or showing products, other than those manufactured or represented by the exhibitor, are strictly prohibited and will be removed from the Exhibit Hall.

Solicitation by Non-Exhibitors

Solicitation by non-exhibitors is prohibited. Companies that have not been assigned exhibit space are prohibited from soliciting business in any form. Violators will be asked to leave the Exhibit Hall and Dentsply Sirona World.

Installation and Dismantle

Space will be available for setup on September 20, 2023. Dismantle may only begin after the Exhibit Hall closes on September 23, 2023. Exhibitors and Sponsors are required to complete dismantle and remove all of their equipment, materials, and any and all other property moved off premises by no later than 12:00 AM on September 24, 2023. Children Are Not Permitted on the exhibit floor during installation and dismantle hours Under Any Circumstances. Hazardous materials and substances must be removed by the exhibiting company from the Exhibit Hall at the close of Dentsply Sirona World. Failure to do so will result in the imposition of a removal and disposal fee. Unidentifiable substances will be treated as hazardous and charged to the exhibitor accordingly. Details relating to booth construction, installation, and dismantling is subject to change. Further information will be provided in the Exhibitor Service Manual, which will contain additional rules and information relating to the event.

RULES AND REGULATIONS (CONT.)

Booth Construction

Nothing shall be constructed, built, installed or used as part of or in connection with an exhibit that does not conform to the requirements of federal, state and municipal laws, ordinances and regulations. Rules of convention center management must be observed and obeyed. Booths must be assembled and displayed in a professional manner. Any variance from the following size restrictions must be requested in writing to Dentsply Sirona no later than 45 days prior to move-in and must receive written confirmation from Dentsply Sirona. The booth back wall height may not exceed 8 feet, including signs, electrical lighting holders or other display items. Rear side walls must be 8 feet or lower and may extend no further than 5 feet from the back wall. Booth dividers may not exceed 3 feet in height. No construction is allowed on the sides of any booth that would obstruct the line of sight of adjacent booths. Open or unfinished visible sides of exhibits must be covered so as not to be unsightly or objectionable to other exhibitors. Signs must be made professionally. No sign may be placed outside the booth area in doorways, unless island booth space has been purchased and written approval received. Further, no signs, banners, or the like may be hung, attached, or otherwise affixed to the columns, walls, doors, floors, or ceilings. Nails, tacks, tape, stickers and other materials must not be used on columns, walls, floors or other parts of the building. Exhibitors may not apply paint, lacquer or any other coating to the building, columns or floors. Floors must be protected against all damaging substances, including tape, that leave residue and must be carpeted.

Limitation of Liability

DENTSPLY SIRONA AND ITS AFFILIATES/LICENSORS SHALL NOT BE LIABLE FOR ANY DIRECT, INDIRECT, SPECIAL, INCIDENTAL, CONSEQUENTIAL, EXEMPLARY, EXTRA-CONTRACTUAL, OR PUNITIVE DAMAGES OF ANY KIND WHATSOEVER, INCLUDING LOST REVENUES OR LOST PROFITS, WHICH MAY OR DOES RESULT FROM PARTICIPATION IN THE EVENT, THE USE OF, ACCESS TO, OR INABILITY TO USE THE WEBSITE, ANY CONTENT SUBMITTED BY THIRD PARTIES, AND ANY AND ALL OTHER SERVICES, PRODUCTS, DATA OR ANY OTHER CONTENT OR INFORMATION ON, IN AND MADE AVAILABLE IN CONNECTION WITH THE EVENT AND/OR THE WEBSITE, REGARDLESS OF LEGAL THEORY, WHETHER OR NOT YOU OR DENTSPLY SIRONA HAD BEEN ADVISED OF THE POSSIBILITY OR PROBABILITY OF SUCH DAMAGES, AND EVEN IF THE REMEDIES OTHERWISE AVAILABLE FAIL OF THEIR ESSENTIAL PURPOSE. UNDER NO CIRCUMSTANCES WILL THE TOTAL LIABILITY OF DENTSPLY SIRONA AND ITS AFFILIATES/LICENSORS TO YOU OR ANY OTHER PERSON OR ENTITY IN CONNECTION WITH, BASED UPON, OR ARISING FROM THE EVENT, THE WEBSITE, ANY CONTENT SUBMITTED BY THIRD PARTIES, AND ANY AND ALL OTHER SERVICES, PRODUCTS, DATA OR ANY OTHER CONTENT OR INFORMATION ON, IN, AND MADE AVAILABLE IN CONNECTION WITH THE EVENT AND/OR THE WEBSITE EXCEED \$1,000. SOME STATES DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE LIMITATION OR EXCLUSION MAY NOT APPLY TO YOU.

Governing Law

These Terms shall be governed by and construed in accordance with the laws of the State of New York and the laws of the United States, without giving effect to any choice of law rules. You agree that any action at law or in equity arising out of or relating to this Agreement shall be filed, and that venue properly lies, only in the federal and state courts located in New York City. You hereby consent and submit to the exclusive personal jurisdiction thereof and waive any right to a trial by jury.

Assignment

Exhibitor/Sponsor may not assign its rights or delegate any duties hereunder (each or collectively, an "Assignment") without the written consent of Dentsply Sirona, which may be withheld in Dentsply Sirona's sole discretion. Any attempted Assignment in contravention hereof shall be void and shall constitute a material breach of the terms of these Rules and Regulations.

Entire Agreement

These Rules and Regulations, together with the Terms (defined below) (collectively, the "Agreement"), constitute the entire agreement between exhibitor/sponsor and Dentsply Sirona with respect to the subject matter hereof and supersedes any and all prior and contemporaneous written and oral representations, understandings, and agreements, express and implied. Dentsply Sirona reserves the right to interpret all matters and questions not covered by this Agreement. Furthermore, Dentsply Sirona may amend this Agreement at any time, and all amendments will be equally binding on all parties.

Booth Descriptions

Union jurisdictions prevail over the operation of all material-handling equipment, unloading and reloading, and handling of empty containers. Exhibitors may move material that can be hand-carried by one person in one trip, without the use of luggage carts, hand trucks or other mechanical equipment. Installation of exhibits or displays that require the use of hand tools, more than one person, longer than 30 minutes (including crating and uncrating), or exceeds 10 feet in any direction, must be installed by union labor.



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