Organised by the Australian Dental Industry Association, this is an opportunity for the leading suppliers of products and services to grow their business by reaching local dentists and allied oral healthcare professionals.

Friday, 15 September 2017 (12:00pm – 7:00pm)
Saturday, 16 September 2017 (10:00am – 4:00pm)

Adelaide Convention Centre
North Terrace, Adelaide
The 2017 ADIA South Australian Dental Show is one of a number of small, boutique trade shows managed by the Australian Dental Industry Association (ADIA).

Considerable planning has gone into the organisation of the 2017 ADIA South Australian Dental Show to ensure that your business derives maximum benefit from the event. Whether it be increasing attendance, promoting your firm or making it easy to exhibit, ADIA’s focus has firmly been on developing opportunities for the 2017 ADIA South Australian Dental Show to bring you close to your customers.

This document reflects the increasing professionalism behind the work of the ADIA in delivering quality exhibition opportunities for members. It is designed to assist you:

- Understand what is included with your exhibition space;
- Develop an exhibition booth that is attractive to visitors and meets Adelaide Convention Centre and ADIA design requirements; and
- Maximise promotional activities and provide tips on getting people to your stand.

As the 2017 ADIA South Australian Dental Show approaches the number of promotional activities will continue to increase, and in the spirit of partnership we welcome advice as to how ADIA can assist your own promotional activities. Whether you require copies of brochures or logo files, please let us know and we can be of assistance.

We hope that these tools are helpful and hope your business’ participation in the 2017 ADIA South Australian Dental Show is a commercial success and we look forward to seeing you there.

Leone Mackenzie                                      Jan Van Dyk
State President                                      Exhibitions Operations Manager
ADIA South Australian Branch                        Australian Dental Industry Association
Index – Exhibitor Guide

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Notes —
### Chapter 1 — Exhibitor list by name

This list is accurate based upon information supplied by exhibitors at the time of production.

<table>
<thead>
<tr>
<th>EXHIBITOR NAME</th>
<th>BOOTH NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>3M Oral Care</td>
<td>2</td>
</tr>
<tr>
<td>A-dec</td>
<td>38</td>
</tr>
<tr>
<td>Amalgadent Dental</td>
<td>15</td>
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<tr>
<td>Andent</td>
<td>13</td>
</tr>
<tr>
<td>BOQ Specialist</td>
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<tr>
<td>Carestream Dental</td>
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<tr>
<td>City Dental Supplies</td>
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<tr>
<td>CMA Ecocycle</td>
<td>5</td>
</tr>
<tr>
<td>Curaden Swiss</td>
<td>22</td>
</tr>
<tr>
<td>Dental Concepts</td>
<td>37</td>
</tr>
<tr>
<td>Dental4Windows</td>
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<td>Dentsply Sirona</td>
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<td>EMS</td>
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<tr>
<td>Garrison Dental Solutions</td>
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<tr>
<td>Geistlich Pharma</td>
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<tr>
<td>Gunz Dental</td>
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<tr>
<td>Henry Schein Halas</td>
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<tr>
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<tr>
<td>Ivoclar Vivadent</td>
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<tr>
<td>Levitch Design Australia</td>
<td>35</td>
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<tr>
<td>McLaren Dental</td>
<td>7</td>
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<tr>
<td>MegaGen Australia</td>
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<td>Software of Excellence</td>
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<tr>
<td>TrollDental</td>
<td>5</td>
</tr>
<tr>
<td>William Green</td>
<td>40</td>
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Chapter 1 — Exhibitor list by booth number

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</table>
Notes:
- The central spine of each group of booths has a wall height of 2.4m
- Walls may be removed upon request however a small supporting wall may be required.
- Supporting walls may be required across the end of a group
- Plan may be subject to change at ADIA’s discretion.
Step booth graphic
### Chapter 2 — Contacts

<table>
<thead>
<tr>
<th>Contact:</th>
<th>Australian Dental Industry Association</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsibility:</td>
<td>Exhibition inquiries</td>
</tr>
<tr>
<td>Contact:</td>
<td>Jan Van Dyk (Mobile: 0419 125 857)</td>
</tr>
<tr>
<td>Telephone:</td>
<td>Telephone : 02 9319 5631</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Contact:</th>
<th>Agility Fairs &amp; Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsibility:</td>
<td>Freight to and from event (when contracted)</td>
</tr>
<tr>
<td></td>
<td>Acceptance of deliveries at convention centre (when contracted by exhibitor)</td>
</tr>
<tr>
<td></td>
<td>Agility will accept goods but not sign for receiving of goods if the exhibitor uses their own transport / freight company</td>
</tr>
<tr>
<td>Person:</td>
<td>Dianne Stubbs – Office</td>
</tr>
<tr>
<td></td>
<td>Telephone: 02 8755 8806</td>
</tr>
<tr>
<td></td>
<td>Email : <a href="mailto:dstubbs@agility.com">dstubbs@agility.com</a></td>
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<tr>
<th>Contact:</th>
<th>Agile Fairs &amp; Events</th>
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</thead>
<tbody>
<tr>
<td>Responsibility:</td>
<td>Exhibition booth construction</td>
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<tr>
<td></td>
<td>Furniture supply (when contracted by exhibitor)</td>
</tr>
<tr>
<td>Person:</td>
<td>Kate Nixon</td>
</tr>
<tr>
<td>Telephone:</td>
<td>Telephone : 08 8350 2305</td>
</tr>
<tr>
<td></td>
<td>Email : <a href="mailto:katen@aeh.com.au">katen@aeh.com.au</a></td>
</tr>
</tbody>
</table>

* Event days only

<table>
<thead>
<tr>
<th>Contact:</th>
<th>Adelaide Convention Centre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsibility:</td>
<td>Exhibitor Services</td>
</tr>
<tr>
<td>Person:</td>
<td>Jess Fox</td>
</tr>
<tr>
<td>Telephone:</td>
<td>Telephone : 08 8210 6759</td>
</tr>
<tr>
<td></td>
<td>Email : <a href="mailto:jess.fox@avmc.com.au">jess.fox@avmc.com.au</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contact:</th>
<th>Adelaide Convention Centre</th>
</tr>
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<tbody>
<tr>
<td>Responsibility:</td>
<td>Loading Dock</td>
</tr>
<tr>
<td>Person:</td>
<td>Angus Robertson</td>
</tr>
<tr>
<td>Telephone:</td>
<td>Telephone : 08 8210 6773</td>
</tr>
<tr>
<td></td>
<td>Email : <a href="mailto:ntld@avmc.com.au">ntld@avmc.com.au</a></td>
</tr>
</tbody>
</table>
Chapter 3 — Exhibition tips and tricks

Participating in the 2017 ADIA South Australian Dental Show dental exhibition represents a considerable investment of both time and money. To assist all exhibitors maximise the opportunities that are available, the Australian Dental Industry Association (ADIA) is pleased to provide a few tips to give you the edge over those who are unprepared.

Selecting the right furniture —

If you have booked an exhibition booth without furniture you will need to plan your booth’s layout. This will depend on what you are displaying and there are three primary options. The first is a number of small bar tables (if you are getting people to fill in forms that you will use to follow-up later on). The second is u-shaped tables/display cabinets around the inside of your booth if you have a lot of stock to display. With the second option, many people won’t enter your booth to look around, but those who do enter are generally interested in what you have to offer. You will get less foot traffic, but more qualified leads. The third option is a table across the front which is the most common layout for small booth trade shows. Adelaide Expo Hire can help you select the right furniture.

Use your walls —

People walking past will look at your wall display to determine whether or not they will stop at your booth. Your displays should be colourful, bright and eye catching. For one second think about billboards on the side of the road ... limited text, colourful images, attention getting headlines. Your walls are just like billboards. Keep your messages clear and to the point. Your signs should look professional – handmade cardboard or paper signs generally don’t convey a professional impression. Invest in some professional signs you can re-use at future events that include your company name and logo – it makes a world of difference to your results. You may also want to consider a pull-up banner in a corner to add colour and visual interest, or talk to Adelaide Expo Hire about professionally-made printed panels for your booth.

Arrange your information in tiers —

Information needs to be arranged so people can see it. Having your brochures and flyers all flat on the table is visually uninteresting and people won’t pick them up. Get some perspex display holders (visit Officeworks for to see the range), use plate holders and arrange the tallest items are up the back with smaller items at the front. Make sure your business cards are easily accessible. If you are selling items make sure all prices are clearly marked (where relevant) and your display is tidy.

Colour and movement is great —

Consider having a TV, laptop portable DVD player or even a digital photo frame on your table displaying images or a presentation about your business. It needs to be short, easy to read, colourful and professional looking to get attention. Colour and movement grabs the eye of passing people and helps to make them stop for a moment at your booth.

.../cont.
Professional hand-outs and marketing material —

Many small businesses try to cut costs by just having photocopied information at their display. With the changes to digital printing in the past few years professionally designed and printed brochures and flyers are now very affordable. But all the investment in your printing and design is worthless if your words on your flyer or brochure are less than convincing and have no strong call to action. Copywriters (marketing professionals) can help create compelling copy that combined with professional design and printing will help you generate more interest and sales. You also need to make sure you don’t run out of business cards and marketing materials, so keep a good stock on hand. Professional name badges also help to reflect your brand, ADIA uses Name Badges International can be contacted via email at sales@namebadgesinternational.com.au or by telephone on 02 8003 5046.

Run a competition —

Competitions are a great way to gather an extensive database for your business – ask visitors to 2017 ADIA South Australian Dental Show to drop a business card into an entry box and have forms to fill out for those that didn’t bring a business card. Be sure to get a Consumer and Business Affairs Licence to meet the requirements of the Gambling Regulation Act 2003.

Promotional give-aways —

Consider if you are going to offer giveaways to people visiting your booth – pens, magnets, stress balls, even USB sticks, etcetera. These can be quite expensive, so consider the return on your investment carefully. Some businesses only give a promotional item in exchange for contact details (through the competition entry) or after talking with a consultant.

Create your own buzz —

Don’t rely on the marketing to support the 2017 ADIA South Australian Dental Show dental exhibition to generate business. Promote heavily your attendance at the show to your database of current and prospective clients. Let them know precisely where to find you and offer them a show discount or special offer if they visit you at the show. The idea is to create buzz about your display – the more buzz, the more other visitors will pop in. Run some demonstrations at your booth – people love to see how things are done. The idea is to make it interactive and interesting.

Follow-up marketing —

Follow up all leads promptly. Every person who gave you their details needs to be contacted, or sent some marketing from you within seven days after the show. The faster you follow up, the better the experience that person will have of you as a company to do business with. Trade shows can be a great source of leads and contacts if you carefully plan for your event.
Chapter 4 — Inclusions

Inclusions with each exhibition booth were outlined in the 2017 ADIA South Australian Dental Show Prospectus which was supplied to each exhibitor. This was the document from which exhibitors booked space. The following details are listed in this section

**Exhibitor guidance notes —**

4.1 Exhibitor registration passes  
4.2 Exhibitor listings  
4.3 Standard exhibition booth inclusions

To assist exhibitors maximise their participation in the 2017 ADIA South Australian Dental Show, additional forms and resource materials are included. These include:

Please note that it will not be possible to order furniture (or change your furniture order) immediately prior to or during the event. For this reason it is recommended that you finalise your furniture order prior to the end of August 2017.
4.1 Exhibitor catering passes

4.1.1 Catering will be provided for both visitors and exhibitors in the trade area. Light refreshments will be available during the lunch period and tea/coffee at morning and afternoon tea breaks.

4.2 Exhibitor registration passes

4.2.1 Details of Exhibitor staff should be returned to ADIA on the approved form (distributed separately to this guide) not later than 25 August 2017.

4.2.2 The business name listed on an exhibitor pass will only be that of an exhibitor of the Exhibitor.

4.2.3 An Exhibitor may apply for an altered business name to appear on an exhibitor’s pass details where the business name:

   a. Recognises a brand sold by the exhibitor.
   b. Is a subsidiary company of the Exhibitor.

   Approval is subject to acceptance by ADIA at its absolute discretion. Approval is unlikely to be given where the altered text reflects a company that is not an ADIA member and is not a subsidiary of an exhibitor.

4.2.4 Exhibitor registration passes allow the holder to enter the exhibition area.

4.2.5 Exhibitor registration passes should be collected from the registration desk outside Hall L on Friday, 15 September 2017 between 9:00am to 11:00am.

4.2.6 Exhibitor registration passes can be collected during Public Exhibition Hours from the internet registration desk, however Exhibitor staff will need to queue with Visitors.

4.2.7 ADIA Members have been given ribbons to denote their membership – wear these with pride as it designates your business as a supplier of quality products and services.

△ Make your business stand out

ADIA Members have been given ribbons to wear on their name badges. Wear these ribbons with pride as it designates your business as a supplier of quality products and services.

4.3 Exhibitor listings

4.3.1 Exhibitors that are ADIA Members may have their Exhibitor Names listed on the directories at the front entrance to the Hall.

4.3.2 Exhibitors that are ADIA Members may have their Exhibitor Name listed in promotional literature that may include brochures and the website.

4.3.3 Exhibitors that are ADIA Members may apply for additional entries to appear on the directories at the front entrance to the Hall and in the website where:

   a. The altered details recognise a brand sold by the exhibitor.
   b. A subsidiary company of the Exhibitor.
Approval is subject to acceptance by ADIA at its absolute discretion. Approval is unlikely to be given where the altered text reflects a company that is not an ADIA member and is not a subsidiary of an exhibitor.

4.4 Standard exhibition booth inclusions

4.4.1 A stepped exhibition booth measures 3meters by 2.5meters and may have been booked as a single booth or multiple booths.

4.4.2 Each exhibition booth will have one fascia sign. The default text for the sign will be the Exhibitors Name.

4.4.3 Exhibitors may not alter their fascia sign.

4.4.4 The structure of each stepped booth is black carpet walls suitable for velcro mounted signs.

4.4.5 Each exhibition booth will utilise the carpet provided in the exhibition area.

4.4.6 Two (2) 23watt spotlights and one (1) 4amp power point per booth booked. Additional lighting and or power may be available (for an additional charge) and please contact Adelaide Expo Hire.

4.4.7 Please note that there is no furniture available with this option (please contact Adelaide Expo Hire directly for pricing and ordering).

4.4.8 Additional lighting may be organised through Adelaide Expo Hire at an additional charge (contact Adelaide Expo Hire directly).

4.4.9 Exhibitors requiring power capacity greater than the one (1) 4amp power point per booth booked can organise this directly with Adelaide Expo Hire at an additional charge (contact Adelaide Expo Hire directly).

4.5 Furnished exhibition booth inclusions

4.5.1 A stepped exhibition booth measures 3meters by 2.5meters and may have been booked as a single booth or multiple booths.

4.5.2 The following furniture and display items are included as part of this package:
   a. One half or two thirds glass display cabinet;
   b. One zigzag brochure stand;
   c. Two club stools.

4.5.3 Each exhibition booth will have one fascia sign. The default text for the sign will be the Exhibitors Name.

4.5.4 Exhibitors may not alter their fascia sign.

4.5.5 The structure of each stepped booth is black carpet walls suitable for velcro mounted signs.

4.5.6 Each exhibition booth will utilise the carpet provided in the exhibition area.

4.5.7 Two (2) spotlights and one (1) 4amp power point per booth booked. Additional lighting and or power may be available (for an additional charge) and please contact Adelaide Expo Hire.
4.5.8 Additional lighting may be organised through Adelaide Expo Hire at an additional charge (contact Adelaide Expo Hire directly).

4.5.9 Exhibitors requiring power capacity greater than the one (1) 4amp power point per booth booked can organise this directly with Adelaide Expo Hire at an additional charge (contact Adelaide Expo Hire directly).

4.6 Equipment

4.6.1 There are restrictions with the placement of large and / or heavy equipment. If you intend placing equipment in your exhibition space please contact ADIA directly to ensure that Adelaide Convention Centre requirements are complied with.

4.6.2 The placement of large and / or heavy equipment may, at Adelaide Convention Centre’ absolute discretion, require the purchase of a specially-designed base plate so as not to damage the carpet within the exhibition area.
Chapter 5 — Timings and event logistics

There are a number of important timings associated with the exhibition. In addition to the public opening times, additional time has been set aside to set-up and pack-up a stand. Special arrangements have been put in place for the delivery and pick-up of goods, these are important so please review them prior to the exhibition.

Exhibitor guidance notes —

5.1 Public exhibition hours
5.3 Access for exhibitors for stand set-up and pack-up
5.4 Deliveries to the exhibition area

To assist exhibitors maximise their participation in the 2017 ADIA South Australian Dental Show, additional forms and resource materials are included. These include:

Supporting documents and forms —

5A Form – Delivery label for exhibitor materials*
5B Guide – Adelaide Convention Centre Goods access map
5.1 Public exhibition hours

5.1.1 The exhibition is open to Visitors during the following times:
   a. Friday, 15 September 2017 between 12.00pm and 7.00pm
   b. Saturday, 16 September 2017 between 10.00am and 4.00pm

Outside these hours any person within the exhibition area who is not employed by an Exhibitor or a Contractor will be escorted from the exhibition area.

5.1.2 During the public exhibition hours all persons within the exhibition area must wear either a Visitors Name or Exhibitors Name Tag.

5.1.3 During the public exhibition hours all persons entering and / or exiting the exhibition area must do so through designated doorways.

5.1.4 Exhibitors shall not dismantle or remove any part of their exhibit or goods and equipment forming part of the exhibit during the designated exhibition hours.

5.2 Access doors for public exhibition

5.2.1 All Visitors and Exhibitor Staff will use the designated entry and exit doors, there are no exceptions.

5.3 Access for exhibitors for stand set-up and pack-up

5.3.1 For the purpose of setting up and packing-up a stand (bump-in and bump-out), employees of Exhibitors will have access to the exhibition area during the following hours:
   a. Friday, 15 September 2017 between 5.00am and 10.00am (Contractors and Technicians)
   b. Friday 15 September 2017 between 10.00am and 12.00pm (Exhibition staff)
   c. Saturday, 16 September 2017 between 7:30am and 10.00am
   d. Saturday, 16 September 2017 between 4.00pm and 12.00pm (subject to all Visitors having left the Exhibition Space)

Extensions outside these hours may be granted at the absolute discretion of ADIA.

5.3.2 No exhibitor is to set up or pack up an exhibition stand during exhibition hours.

5.3.3 No persons under the age of fifteen years old will be permitted in the exhibition area during the hours designated in 5.3.1.

5.4 Deliveries to the exhibition area

5.4.1 Agility Fairs & Events is ADIA’s preferred logistics contractor. For a fee they are able to collect goods, transport the goods to the Adelaide Convention Centre then arrange for delivery to Exhibitors when the latter have access to the exhibition area.

5.4.2 All deliveries to the Adelaide Convention Centre should use the label contained as Attachment 5A. This ensures that it will be delivered to the correct exhibition area.

⚠ Use the form at Attachment 5A when preparing cartons to be delivered by courier to the Adelaide Convention Centre.
5.4.3 Exhibitors are solely responsible for receiving their goods. Neither ADIA staff or Adelaide Convention Centre can receive (i.e. collect or sign for delivery) of goods on behalf of an Exhibitor.

5.4.4 Exhibitors are able to have goods delivered to / from the exhibition area during the following hours:

a. Friday, 15 September 2017 between 12.00noon and 5:00pm
b. Saturday, 16 September 2017 between 10:00am and 3:00pm

The attention of Exhibitors is drawn to Clause 5.4.1 and it is the responsibility of Exhibitor to arrange for dispatch and receipt of their goods.

5.4.5 Exhibitors are solely responsible for receiving their goods. Neither ADIA staff nor Adelaide Convention Centre can receive (i.e. collect or sign for delivery) of goods on behalf of an Exhibitor.

5.4.6 Goods deposited at the Adelaide Convention Centre that have not been received by the Exhibitor or Agility Fairs & Events (i.e. deposited by a courier and left unattended) may be removed and / or destroyed. The Exhibitor is entirely responsible for such losses.

5.4.7 Agility Fairs and Events is ADIA’s preferred logistics contractor. For a fee they are able to collect goods and receive them at the Adelaide Convention Centre and make them available to Exhibitors when the latter have access to the exhibition area.

5.4.8 Exhibitor need to make an appointment with the North Terrace Loading Dock to deliver their goods if you choose not to use Agility. Contact Angus Robertson on (08) 8201 6773, ntld@avmc.com.au to make an appointment.

5.5 Heavy lifting of goods

5.5.1 A manual pallet jack may be available (at the absolute discretion of Adelaide Convention Centre) to move goods between the loading dock and the exhibition area during non Public Exhibition Hours. Exhibitors definitely requiring a manual pallet jack are invited to contact Agility Fairs and Events to arrange support services (at a fee).

5.5.2 It is the Exhibitors’ responsibility to ensure that any of their employees who use a pallet jack have appropriate materials handling training.

5.5.3 Under no circumstances are pallet jacks to be used during the Public Opening Hours.

5.6 Emergency clearway

5.6.1 At all stages during the construction and dismantling of stands, set-up and pack-up of stands and during exhibition hours, aisle ways designated at emergency clearways must remain free from any obstruction (e.g. boxes, pallets, packing materials, equipment, etc.)

5.7 Storage of packing materials and replenishment stock

5.7.1 Exhibitors are requested to make their own arrangements for storage of packing materials and replenishment stock as there is limited space available in the exhibition area.
ATTACHMENT 5A —
Adelaide Convention Centre Delivery label
# EXHIBITOR GOODS

TO: ADELAIDE CONVENTION CENTRE

FROM: ________________________________

NORTH TERRACE LOADING DOCK

______________________________

North Terrace, Adelaide

______________________________

South Australia 5000

______________________________

Ph: 08 8210 6773 or 08 8210 6770 (A/H)

______________________________

EVENT NAME: Australian Dental Industry Association (ADIA) Exhibition EVENT No: 39325

GOODS TO BE DELIVERED FROM: FRIDAY, 15 SEPTEMBER 2017

Goods delivered prior to this date will NOT be accepted

************************************************** Client to Complete the Information Below**************************************************

Box Number: _____of _____

Exhibitor Name: ________________________________ Site No: ________________

Client Contact on Day of Delivery: ____________________________ Mobile No: ________________

All deliveries must be scheduled with the Adelaide Convention Centre, North Terrace Loading Dock on 08 8210 6773 or ntl@avmc.com.au prior to their arrival. The Adelaide Convention Centre will not permit any goods to be delivered to the venue earlier than the date specified above.
Chapter 6 — Stand operation

Introduction

ADIA wants Exhibitors to enjoy their participation in the event and also maximise the commercial return from the investment. In order to afford all exhibitors these opportunities, to provide for the safety of all within the exhibition area and also comply with some statutory requirements, it is necessary to provide some guidance on the type of activities

Exhibitor guidance notes —

6.1 Concurrent activities and promotions
6.2 Patient demonstrations and product trials
6.3 Lighting and visual effects
6.4 Audio effects
6.5 Display stands and operation of equipment
6.6 Food and beverage
6.7 Helium filled balloons
6.8 Sale of product
6.9 Raffles and promotions
6.10 Professional conduct
6.11 Visitor interaction
6.12 Filming and photography
6.13 Cleaning of stands
6.1 Concurrent activities and promotions

6.1.1 Without the prior written approval of ADIA, no Exhibitor shall conduct or support marketing, promotional or educational events held outside the exhibition area during the exhibition hours (as nominated in Clause 5.1.1).

6.1.2 Any Exhibitor found to have breached Clause 5.1.1 is liable to pay a $10,000 penalty and / or forfeit their right to exhibit in future exhibitions.

6.2 Patient demonstrations and product trials

6.2.1 An exhibitor may undertake procedures on live patients within their Exhibition Space only when prior written consent has been provided by ADIA and:
   a. A warranty that the exhibitor has insurance coverage appropriate to the risk;
   b. That all patients sign a declaration to hold ADIA harmless in the event of any adverse reaction, illness or injury; and
   c. That any interaction with patients is undertaken by an appropriately qualified (and where required by law registered) professional.

6.2.2 ADIA may order an Exhibitor to cease undertaking procedures on live patients at any time and at its absolute discretion.

6.3 Lighting and visual effects

6.3.1 No strobe lighting is to be used by an Exhibitor within the exhibition area

6.3.2 Any lighting effects must not disturb the visual amenity of the exhibition area or other Exhibitors.

6.3.3 Any projection of an image or video must be arranged in such a manner that the projected image remains within an Exhibitor’s designated Exhibition Space.

6.3.4 ADIA may order an Exhibitor to terminate any lighting and visual effect at any time and at its absolute discretion.

6.4 Audio effects

6.4.1 Any music amplification must not disturb other exhibitors.

6.4.2 Public address systems (i.e. voice amplification) can only be used with the prior written consent of ADIA.

6.4.3 ADIA may order an Exhibitor to reduce the volume of, or terminate, any sound or voice amplification at any time and at its absolute discretion.

6.5 Display stands and operation of equipment

6.5.1 An Exhibitor must conduct their business entirely within their Exhibition space.

6.5.2 Display stands and equipment must be installed in such a way they are situated and operate entirely within an Exhibition Space.

6.5.3 ADIA may order an Exhibitor to relocate and / or remove any stand or equipment that protrudes outside an Exhibitor’s designated Exhibition space.
6.6 Food and beverage

6.6.1 No tea or coffee or food can be offered by any Exhibitor as this is contractually only available from the designated servery areas at specific times.

6.6.3 An exhibitor may offer water and small food snacks from their stand however due to the contractual obligations with Adelaide Convention Centre these must be purchased from the Adelaide Convention Centre.

6.7 Helium filled balloons

6.7.1 An Exhibitor may distribute helium filled balloons to Visitors.

6.7.2 ADIA may, at its absolute discretion, ban one of all Exhibitors from distributing helium filled balloons to Visitors.

6.7.3 An Exhibitor may not deliberately skyward release, or encourage the skyward release of, helium filled balloons into the exhibition area.

6.7.4 Due to the cost of removal from the exhibition area, an exhibitor is liable to charge of $650 (GST included) if balloons remain above a height of 5meters in the exhibition area after 4.00pm on Saturday 16 September 2017.

6.7.5 ADIA may, at its absolute discretion, ban one of all Exhibitors from distributing helium filled balloons to Visitors.

6.8 Sales of product

7.8.1 Sales of product are permitted when undertaken in accordance with the framework provided by the Therapeutic Goods Act (Cth) 1989 and other relevant legislation.

6.9 Raffles and promotions

6.9.1 Raffles and promotions are permitted when undertaken in accordance with the Regulation Act 2003. It is the responsibility of the Exhibitor to obtain the necessary permits from Consumer and Business Affairs.

6.10 Professional conduct

6.10.1 Exhibitor staff are to act professional and with courtesy to all visitors and exhibitors.

6.10.2 Exhibitor staff should adhere to reasonable standards of good taste and manners having regard to dress, language, decorum and verbosity.

6.11 Visitor interaction

6.11.1 Exhibitor staff will treat all Visitors with respect and dignity.

6.12 Filming and photography

6.12.1 Exhibitors may only film or photograph their own booth.

6.12.2 If filming or photographing visitors, their prior written consent must be obtained.
6.13 Cleaning of stands

6.13.1 General cleaning will be undertaken.

6.13.2 Furniture and glass cabinets are not cleaned.

6.13.3 Rubbish on stands will not be taken way. Rubbish left in aisles will be taken away, however it must not be left in aisles during Exhibition Hours.

6.13.4 ADIA and Adelaide Convention Centre are not responsible for any loss or damage to stands or product associated with cleaning operations.
Welcome Reception

Join your colleagues from across the dental community for complementary drinks at the welcome reception for the 2017 ADIA South Australian Dental Show. This event is being held within the trade show from 5.00pm to 6.30pm on Friday, 15 September 2017 and is open to visitors and exhibitors within the trade show.