2015 ANNUAL MEETING
September 10-13 • Providence, Rhode Island
INVITATION TO EXHIBIT

JOIN US IN PROVIDENCE

3  Welcome Exhibitors
3  2015 Annual Meeting Planning Committee

SCHEDULE AT A GLANCE

ANNUAL MEETING SCHEDULE

4  Wednesday, September 9, 2015
4  Thursday, September 10, 2015
5-6  Friday, September 11, 2015
7-8  Saturday, September 12, 2015
9  Sunday, September 13, 2015

EXHIBITOR INFORMATION

EXHIBITOR RULES AND REGULATIONS

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FUTURE NESO MEETINGS

JOIN US AT OUR FUTURE MEETINGS

16  NESO Annual Meetings

Providence Performing Arts Center opened as a movie palace in 1928, the building is on the National Register of Historic Places.

Sean Pavone / Shutterstock.com
On behalf of NESO, I’d like to invite you to exhibit at our Annual Meeting in Providence, Rhode Island on September 10-13, 2015. This meeting attracts more than 1,000 attendees every year, bringing orthodontic practitioners and residents from seven U.S. states and five Canadian provinces. Exhibiting involvement from industry leaders like you furthers our mission to advance the art and science of orthodontics. Your presence is the foundation of a great partnership.

The word “partnership” has taken a new meaning at NESO. As we move into 2015, our society is investing more time and energy into sustainable and mutually beneficial relationships with industry. This expanded emphasis on corporate partnership helps NESO to expand its reach and influence in the field of orthodontics, but it also provides additional insight and value to our corporate partners as they work to provide new and innovative products and services that advance our specialty.

In addition to the plethora of sponsorship opportunities at the Annual Meeting, NESO is working to partner on research and educational initiatives outside of this venue as well. Every relationship is different, and we are working to customize each partnership to meet the unique needs of both our society and our partner companies.

As NESO grows its partnership program, we hope you’ll consider joining us. Should you have any interest in exhibiting or partnering with us, please don’t hesitate to reach out to me at salisa92@aol.com. We very much look forward to seeing you at this year’s Annual Meeting in Providence. Thank you for your involvement with NESO.

Sincerely,

Sal Manente
Exhibits and Sponsor Chair
Annual Meeting Schedule

THURSDAY, SEPTEMBER 10, 2015

8:00am – 6:00pm
- Exhibit Set-Up

10:00am – 5:00pm
- Registration Open

Providence, Rhode Island cityscape at Waterplace Park.

The Rhode Island State House has one of the largest free standing marble domes in the world.
FRIDAY, SEPTEMBER 11, 2015

7:00am – 5:00pm  ◆  Registration Open  ◆  HALL A FOYER

9:00am – 5:00pm  ◆  Exhibits Open  ◆  HALL A

DOCTOR SCIENTIFIC  ◆  BALLROOM B/C
8:30am – 10:00am  ◆  Treatment of Missing Lateral and Central Incisors  
Dr. Macro Rosa

DOCTOR PRACTICE MANAGEMENT  ◆  BALLROOM D/E
8:30am – 10:00am  ◆  How to Steal From an Orthodontist  
Mr. David Harris

STAFF SESSION  ◆  BALLROOM A
8:30am – 10:00am  ◆  Have Them After ‘Hello’: Engage Yourself Even in Tough Times! –  
How to Engage Yourself and Your Staff!  
Ms. Kelli Vrla

HANDS-ON STAFF SESSION  ◆  ROOM 554 A/B
9:00am – 12:00nn  ◆  The Clear Facts on Removable Aligner Therapy:  
How to Design, Build and Deliver Effective Appliances  
Dr. Neil Warshawsky

10:00am – 10:30am  ◆  Coffee Break in Exhibit Hall  ◆  HALL A

DOCTOR SCIENTIFIC  ◆  BALLROOM B/C
10:30am – 12:00nn  ◆  Best Appliances for the Treatment of Class II  
Dr. Ravindra Nanda

DOCTOR PRACTICE MANAGEMENT  ◆  BALLROOM D/E
10:30am – 12:00nn  ◆  How to Steal From an Orthodontist  
Mr. David Harris

STAFF SESSION  ◆  BALLROOM A
10:30am – 12:00nn  ◆  Have Them After ‘Hello’: Engage Yourself Even in Tough Times! –  
How to Engage Yourself and Your Staff!  
Ms. Kelli Vrla

12:00nn – 1:30pm  ◆  Lunch in Exhibit Hall (lunch for cash purchase)  ◆  HALL A

12:00nn – 1:30pm  ◆  NESCO Business Meetings  ◆  BALLROOM A
**DOCTOR SCIENTIFIC**

1:30pm – 3:00pm  
- Virtual Planning in Orthognathic Surgery  
  *Dr. Brian Farrell*

**DOCTOR PRACTICE MANAGEMENT**

1:30pm – 3:00pm  
- Scams Cheats and Cons-External Threats to the Orthodontic Office  
  *Mr. David Harris*

**STAFF SESSION**

1:30pm – 3:00pm  
- Turbo Charge Your Internet Marketing with Website Design, Google+, and Mobile Marketing  
  *Ms. Mary Kay Miller*

**HANDS-ON STAFF SESSION**

1:30pm – 3:00pm  
- The Clear Facts on Removable Aligner Therapy: How to Design, Build and Deliver Effective Appliances  
  *Dr. Neil Warshawsky*

3:00pm – 3:30pm  
- Coffee Break in Exhibit Hall

**DOCTOR SCIENTIFIC**

3:30pm – 5:00pm  
- Autotransplantation of Single-rooted Teeth  
  *Dr. Jim Jankievsk*

**DOCTOR PRACTICE MANAGEMENT**

3:30pm – 5:00pm  
- Achieving Financial Independence  
  *Mr. John McGill*

**STAFF SESSION**

3:30pm – 5:00pm  
- Connecting the Dots: Are You up to Speed on Integrating Your Internet Marketing Plan?  
  *Ms. Mary Kay Miller*

5:15pm – 6:00pm  
- Component Meetings

5:00pm – 6:30pm  
- Alumni Receptions
**SCHEDULE AT A GLANCE**

**SATURDAY, SEPTEMBER 12, 2015**

7:00am – 5:00pm  
- Registration Open  
- HALL A FOYER

9:00am – 5:00pm  
- Exhibits Open  
- HALL A

**DOCTOR SCIENTIFIC**  
BALLROOM B/C

8:30am – 10:00am  
- Biological and Clinical Findings with Arch Expansion  
  Dr. Peter Buschang

**DOCTOR PRACTICE MANAGEMENT**  
BALLROOM D/E

8:30am – 10:00am  
- New & Younger Member Program – Future Proof Your Orthodontic Practice  
  Mr. Lou Shuman & Ms. Amy Morgan

**STAFF SESSION**  
BALLROOM A

8:30am – 10:00am  
- YES to Treatment: Case Acceptance Skills for the Orthodontic Practice  
  Ms. Landy Chase

**HANDS-ON STAFF SESSION**  
ROOM 554 A/B

9:00am – 12:00nn  
- Cameras, Lights, Action! Patient Photography Simplified Made Easy  
  Ms. Rita Bauer

10:00am – 10:30am  
- Coffee Break in Exhibit Hall  
- HALL A

**DOCTOR SCIENTIFIC**  
BALLROOM B/C

10:30am – 12:00nn  
- Contemporary Treatment of Open Bite  
  Dr. Ravindra Nanda

**DOCTOR PRACTICE MANAGEMENT**  
BALLROOM D/E

10:30am – 12:00nn  
- Increasing Practice Profitability  
  Mr. John McGill

**DOCTOR PRACTICE MANAGEMENT**  
BALLROOM A

10:30am – 12:00nn  
- YES to Treatment: Case Acceptance Skills for the Orthodontic Practice  
  Ms. Landy Chase

12:00nn – 1:30pm  
- Lunch in Exhibit Hall  
  (lunch for cash purchase)  
- HALL A

12:30pm – 1:30pm  
- Educators Luncheon  
- ROOM 556 A
Continued SATURDAY, SEPTEMBER 11, 2015

DOCTOR SCIENTIFIC

1:30pm – 3:00pm
- Early Treatment: The Key Points and a New Method
  Dr. Macro Rosa

DOCTOR PRACTICE MANAGEMENT

1:30pm – 3:00pm
- Increasing Practice Profitability
  Dr. John McGill

STAFF SESSION

1:30pm – 3:00pm
- Taking Back the Specialty – One Job Design at a Time!
  Ms. Char Eash
1:30pm – 3:00pm
- New & Younger Member Program

HANDS-ON STAFF SESSION

2:00pm – 5:00pm
- Cameras, Lights, Action! Patient Photography Simplified Made Easy
  Ms. Rita Bauer
3:00pm – 3:30pm
- Coffee Break in Exhibit Hall

DOCTOR SCIENTIFIC

3:30pm – 5:00pm
- TADs
  Dr. Jack Fisher

DOCTOR PRACTICE MANAGEMENT

3:30pm – 5:00pm
- Increasing Practice Profitability
  Mr. John McGill

STAFF SESSION

3:30pm – 5:00pm
- Taking Back the Specialty – One Job Design at a Time!
  Ms. Char Eash

4:30pm – 6:00pm
- New & Younger Member Reception (by invitation only)

5:00pm – 10:00pm
- Exhibit Tear-Down

7:00pm – 10:00pm
- President’s Reception WATERFIRE

8:00pm – 10:00pm
- President’s Reception WATERFIRE OFF SITE – MARKET SQUARE
SUNDAY, SEPTEMBER 13, 2015

7:30am – 12:00nn
- Registration Open
  HALL A FOYER

7:30am – 8:30am
- Coffee Service
  BALLROOM FOYER

DOCTOR SCIENTIFIC

8:30am – 10:00am
- Contemporary Treatment of Class III: Low Angles Cases
  Dr. Peter Ngan
  BALLROOM A

DOCTOR PRACTICE MANAGEMENT

8:30am – 12:00nn
- AAO Risk Management Course
  BALLROOM D/E

10:00am – 10:30am
- Coffee Break
  BALLROOM FOYER

DOCTOR SCIENTIFIC

10:30am – 12:00nn
- Contemporary Treatment of Class III: Low Angles Cases
  Dr. Peter Ngan
  BALLROOM A
The Northeastern Society of Orthodontists (NESO) represents over 1,250 members from Rhode Island, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont, and the Canadian Provinces of Quebec, New Brunswick, Prince Edward Island, Nova Scotia, and New Foundland.

- Total attendance expected at the 2015 NESO Annual Meeting is 1400 including doctors and staff.
- 16 dedicated Exhibit Hall hours.
- Lunch for purchase in the Exhibit Hall.
- Dedicated exhibit hours both days.

**RESERVE SPACE NOW**

**SPACE ASSIGNED ON A FIRST COME BASIS**

Exhibit space will be assigned in May 2015. Space will be assigned on a first-come basis based on date application to exhibit was received.

**NESO TECHNICAL EXHIBITS**

The technical exhibits will be held in the Rhode Island Convention Center in the Hall A.

**Capture attendees during:**

- Lunch for purchase in the Exhibit Hall Friday and Saturday.
- Four refreshment breaks.

**Investment per 8’ deep x 10’ wide booth:**

- $2,000/booth

**EXHIBIT SET-UP HOURS**

**Thursday, September 10**

8:00am - 6:00pm

All exhibits must be completely set up by 6:00pm on Thursday, September 10. Children under the age of 16 are not permitted in the Exhibit Hall during set up and tear down.

**DECORATOR**

Freeman Decorating Services

- Decorator kit e-mailed to exhibitors in May 2015.
**Exhibitor Rules & Regulations**

**EXHIBIT SET-UP HOURS**

Thursday, September 10  
8:00am - 6:00pm

All exhibitors must completely set up by 6:00pm on Thursday, September 10. Children under the age of 16 are not permitted in the Exhibit Hall during set-up and tear-down.

**EXHIBIT HALL HOURS**

Friday, September 11  
9:00am - 5:00pm

Saturday, September 12  
9:00am - 5:00pm

NESO reserves the right to modify the official exhibit hours based on the final program.

**EXHIBIT TEAR-DOWN HOURS**

Saturday, September 12  
5:00pm - 10:00pm

Exhibitors may not tear down prior to 5:00pm on Saturday, September 12, in accordance to the rules and policies stated in the Invitation to Exhibit.

**ON-SITE REGISTRATION HOURS**

Thursday, September 10  
10:00am - 5:00pm

Friday, September 11  
7:00am - 5:00pm

Saturday, September 12  
7:00am - 5:00pm

Sunday, September 13  
8:00am - 12:00nn

**Contract**

Applicants for booth space are required to complete the contract on pages 14-15 and submit with payment.

**Shipping**

Shipping information will be available in the exhibitor service kit.

**Contact**

If you have any questions about the 2015 NESO Invitation to Exhibit or floor plan, please contact Darrin Crittington at 314-292-6539 or dcrittington@aaortho.org.

**Deposit**

A fifty percent (50%) deposit must be submitted with the completed application form. Applications will not be accepted or processed without deposit.

**Balance of Payment**

Payment in full must be received in the NESO office no later than June 15, 2015.

NESO reserves the right to cancel any unpaid space after June 15, 2015, and resell the space without liability or refund of deposit.

**Rejected Applications**

In the event an exhibit application is not accepted by NESO, the deposit for the exhibit space will be refunded to the applicant.

**Assignment**

Exhibitors at the 2015 NESO Annual Meeting will be assigned in order of contract receipt. Booth assignments will be made in May 2015. Space assignments will be forwarded directly to the designated contact on this form. NESO reserves the right to rearrange floor plan and relocate and exhibit upon consultation with said exhibitor. Spaces cannot be assigned, sublet or otherwise disposed of without consent from NESO. Any space not claimed or occupied may be reassigned by NESO without refund of rental paid. NESO reserves the right of final booth assignments and the right to limit the number of booths. If an exhibitor’s display is not erected by the show opening, NESO will authorize the official contractor to install the display and/or remove empty containers with all costs being the responsibility of the exhibitor.

**Cancellation**

Exhibitors must notify the NESO office in writing by June 15, 2015 to qualify for a refund of any deposit for cancelled exhibit space. The date the exhibitor’s written notice of cancellation is received in the NESO office will be the official cancellation date. No refunds will be made for cancellations received after June 15, 2015. If NESO should be prevented from conducting the NESO 2015 Annual Meeting and cannot permit the exhibitor to occupy this exhibit space or determines not to offer the 2015 Annual Meeting at its sole discretion, NESO will refund the exhibitor the amount paid for the space with no further obligation or liability to the exhibitor. There are no exceptions to this policy.

All cancellations will be assessed a minimum processing fee of $150.
Exhibitor Rules & Regulations

LIABILITY, INSURANCE, AND INDEMNIFICATION

Certificate of Insurance is due to the NESO office by June 15, 2015. Certificates are to name Northeastern Society of Orthodontists as additional insured with policy date through September 13, 2015. Exhibitor is responsible for all damages to the exhibit premises used by the exhibitor, its employees, servants, agents, licensees or contractors occasioned by their negligence and hereby agrees to indemnify NESO, Freeman Decorating Services, the Rhode Island Convention Center and its employees or agents, directors and sponsors, against all claims, losses or damages to persons or property, and costs of defending claims arising out of or caused by any negligence on the part of the exhibitor in installation, removal, maintenance, occupancy or use of the exhibition premises or part thereof. It is the sole responsibility of exhibitor to obtain the proper insurance and be able to provide proof of insurance when needed.

EXHIBITS

NESO reserves the right to determine the eligibility of any company, product, promotion or part thereof, that in its opinion is not in keeping with the character and purpose of the show. Exhibits which detract from the character of the show, including persons, conduct or printed matter, may be evicted by NESO without refund of rental fees or expenses. Action may be taken by NESO against exhibitors who violate any rules or policies which may include being prohibited from participating in future NESO Annual Meetings.

SET-UP AND DISMANTLING RESTRICTIONS

Exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. Any additions or improvements to space other than included equipment shall be at the exhibitor’s expense and must comply with fire department and underwriter rules. The aisles, passageways and overhead spaces remain strictly under control of NESO. Except for islands, exhibitors may not erect a back wall higher than 8’ or side higher than 3’. Side walls shall not extend more than 4’ from the back of the booth. All items left in hall after dismantling hours will be disposed of or handled at the contractor’s discretion at exhibitor’s expense. The exhibitor must surrender his display space in the same condition as it was when he occupied it. No smoking, helium balloons or flammable materials are allowed. Compliance with local fire and state tax ordinances is required.

SOUND

Booth noise may not interfere with the display and conversation of other exhibitors. The use of music in booth requires an appropriate license from BMI, ASCAP or other similar licensing organizations.

SECURITY

NESO will provide security for the show period, but NESO, Freeman Decorating and the Rhode Island Convention Center or their agents are not responsible for loss of any material by or for any cause.

REGISTRATION AND DECORATION KIT

An exhibitor’s service kit will be available on-line in May. Exhibit personnel must wear an official name badge to enter hall and while on the floor. Only employees of the exhibiting company may receive complimentary exhibitor registration (business card may be requested for on-site registration). The transfer of a badge or registration of non-employee attendees will bar involvement from this and future meetings. Exhibitors must keep the exhibit open and staffed at all times during the show hours. Exhibitors are restricted to four reps per booth (first two are complimentary).

SOLICITATION, SOCIAL FUNCTIONS AND CONCURRENT MEETINGS

Functions sponsored by other organizations must have prior approval of the NESO offices and cannot conflict with exhibit hours or any program meeting and activities conducted by NESO for this event. The distribution of materials by exhibitors or their agents is limited to the area rented by the exhibitor in the exhibit hall. Materials may not be delivered to hotel rooms of NESO Annual Meeting attendees without advance permission form NESO and the hotel. Any costs of such distribution shall be the sole responsibility of the exhibitor. Persons whose firms have not rented exhibit space are prohibited form soliciting business from NESO Annual Meeting attendees or members in any form at the Rhode Island Convention Center. The only solicitation/presentations allowed in the exhibit area will be by registered exhibitor personnel and must be held within the contracted exhibit space and cannot overflow into public aisles.
Exhibitor Contract


Omni Providence Hotel and Rhode Island Convention Center

Mail contract with payment to:

Northeastern Society of Orthodontists
Attention: Darrin Crittington
401 N. Lindbergh Blvd.
St. Louis, MO 63141

Or fax to: 314-997-1745

Email: dcrittington@aaortho.org

Company Name

State of Incorporation

If company has exhibited with NESO under a different name, please list name

EXHIBIT FEES

$2,000 per 80 square feet (8’ x 10’ configuration).
A minimum payment of 50 percent of the total cost must be enclosed for space to be assigned.

Total square feet requested

{ } A check is enclosed in the amount of $
(payable to NESO in U.S. dollars only)

{ } Please charge my credit card in the amount of $

{ } Visa { } Mastercard { } American Express (no other credit cards accepted)

Credit Card # V Code Expiration Date

Name on Card

Signature of Cardholder

EXHIBIT LOCATION PREFERENCE

1st Choice 2nd Choice

3rd Choice 4th Choice

List up two exhibitors you do want in close proximity.
1. 2.

List up two exhibitors you do not want in close proximity.
1. 2.

Every effort will be made to accommodate your request.
Exhibitor Contract

Each exhibiting company submitting prior to June 15, 2015 is entitled to a listing in the On-Site Program & Exhibit Guide. If no information is supplied, only the company name and exhibit location will be published.

ALPHABETICAL LISTING

List name exactly how it should appear in the On-Site Program & Exhibit Guide.

Please Print

Company Name

Contact Person (for NESO use only)

President/CEO

Address

City/State/Zip

Phone

Fax

Email

Website

Contact email and phone (if different than program listing)

NARRATIVE DESCRIPTION

Each exhibitor should submit a 10-word description of the company’s products or services. This is an informational listing; do not use superlatives. Use ® for registered product names, ™ for all trademarks. Please proofread carefully. NESO reserves the right to edit text to conform to format and length requirements.

Example

“Develops, markets and supports ‘Planner X’ – a computer-aided diagnostic and treatment planning software for orthodontics.”

WE AGREE TO:

- To abide by all the conditions, rules and regulations for exhibitors as set forth in the Invitation to Exhibit and any related material, including all new policies set forth for the 2015 NESO Annual Meeting.
- That certificates of insurance are due by June 15, 2015.
- That payment in full is due by June 15, 2015 or space will be forfeited.
- The person signing this contract has the authority to sign for this company.

Authorized Signature     Date

Applications without an authorized signature or deposit will be returned unprocessed.

Date Received
Future NESO Meetings

JOIN US AT OUR FUTURE MEETINGS

NESO ANNUAL MEETINGS

Join Us in New York, New York

October 6-9, 2016
- Marriott Marquis Hotel
  New York, New York

Join Us in Boston, Massachusetts

November 9-12, 2017
- Marriott Copley Place Hotel
  Boston, Massachusetts

Pomham Rocks Lighthouse started operation in 1871 with a sixth-order Fresnel lens showing a fixed red light at a height of 69' ft. above the water.