The Wisconsin Dental Hygienists’ Association cordially invites you to the 2023 Indigo Conference

September 29th and 30th at the Kalahari Conference Center in Wisconsin Dells
On behalf of the Wisconsin Dental Hygienists’ Association (WiDHA), our President Robin Hemerly, Indigo chair Debbie Schumacher and Exhibitor/Sponsor coordinator, Patty Hooper, we are pleased to invite your support and participation in the upcoming 2023 Indigo conference. You will gain additional exposure to dental hygienists and other dental team members through our corporate sponsorship opportunities.

Our dynamic speakers and sessions will equip attendees with the skill sets necessary to navigate the changing landscape of the practice of dental hygiene with a blend of clinical knowledge and practical information to meet the needs of our WiDHA membership and assist them in improving patient care.

In addition to clinical information attendees will learn the importance of strong state societies and tools for strengthening the organization through improved communication. Our meeting is designed to support a growing network of dental hygienists and dental professionals through professional development and product exhibitors network experiences.

Partners and product exhibitors are an essential part of our conference meeting success and benefit both our attendees and the companies who participate. We are expecting 500 oral health care providers to attend this event. Included in your exhibit/sponsorship opportunities are breakfast and lunch for 2 exhibitors, additional exhibitors can be added with a daily cost. You are gladly invited to attend the evening Bingo social as well, it’s a great time to network!

Space will be more limited this year so consider your registration and possible sponsorship early. Please review the enclosed forms for all the details and registration documents. You can download complete and return your registration and payment right away! Payment options are by check, Direct Credit Card processing or Invoice due upon receipt. You will be able to indicate your selection on the registration forms. All payments are due in full prior to the Indigo Conference event and the deadline for registration is August 1, 2023.

Please contact me (Patty Hooper) if you have any questions or concerns. We look forward to seeing you at the Kalahari

Best regards,

Patty Hooper
widhatreasurer@gmail.com
fick.robinrdh@gmail.com
262.443.0309

Debbie Schumacher
deborahschumacher@gmail.com
715.563.1654

Robin Hemerly
fick.robinrdh@gmail.com
608.479.1593
OFFICIAL EVENT DATE
SEPTEMBER 29-30, 2023

MEETING LOCATION
Kalahari Resort & Hotel/Convention Center
1305 Kalahari Dr.
Wisconsin Dells, WI 53965

EXHIBITOR & SPONSOR REGISTRATIONS
See documents below for options and forms or visit the Widha web page
https://www.widha.org/event/indigo-conference/

EXHIBIT SCHEDULE
SET UP: 7:00 PM Thursday/7:00 AM Friday
EXHIBITING: 9:00-5:30 Friday, 7:00-1:00 Saturday
EXHIBITOR LUNCH: will be posted in program
BREAKDOWN: At your discretion

ROOM RATES & CUT OFF
WiDHA has a Block of rooms at a convention rate, use the link below to book your room
Booking Website: https://book.passkey.com/e/50495224
All hotel rooms include complimentary Water Park Passes for all registered guests. Visit the Kalahari Website for a full list of resort facilities. https://www.kalahariresorts.com/wisconsin

PAYMENT & TERMS
Payment options are Credit card or Check
Due at the time of registration/Invoice
Invoice Payments are direct deposited to WIDHA/BMO HARRIS BANK
(generated from Quickbooks)
Check Payable to: WISCONSIN DENTAL HYGIENISTS ASSOCIATION
Mailed to : % Patricia Hooper
WiDHA Treasurer/Exhibit & Sponsor Chair
W338S228 Foxtail Ct
Oconomowoc, WI 53066

EXHIBIT & FINE PRINT
This tabletop exhibit includes (1) skirted table with (2) chairs
• Exhibit space will be assigned at the sole discretion of the WiDHA.
  Factors affecting exhibit location include support level; the date the registration form was received by the WiDHA office, the number of exhibits, and proximity of competitors.
• Corporate Functions may not be held concurrent with official WiDHA scientific or social functions. Any function, regardless of size and location, must be approved by the Indigo Chair, Debbie Schumacher.
**SPONSORSHIP OPPORTUNITIES**

**Continuing Education Speaker Sponsorship Package $3000**
- A Sponsor of an Internationally/Nationally recognized Scientific Presenter at Indigo Conference
- Exhibit space, skirted table and 2 chairs, four meals (2 Breakfast, 2 Luncheon)
- Sponsor acknowledgement on all conference advertising, printed material and registration
- Logo on WI-DHA website listing link to sponsor’s website
- Opportunity to place samples/or advertisement in WI-DHA conference tote bags. Provided by sponsor
- A *High Quality Logo* for printing purposes will be required no later that July, 1, 2023
- One complimentary copy of the mailing list for pre-registered attendees (generated on September 19, 2023)

**Friday Night “Celebrating You, BINGO” Event: $2500**
- A Single sponsorship opportunity of the Indigo Conference
This Networking and Social opportunity will feature games and music with snacks and a cash bar. This allows for more vendor exposure time with participants while we celebrate the dental hygiene profession with WI-DHA members and officers plus all convention attendees.
- Exhibit space, skirted table and 2 chairs, four meals (2 Breakfast, 2 Luncheon)
- Company’s booth with signage designating your company as a “Game Night Event Sponsor”
- Logo on WI-DHA website indicating “Game Night Event Sponsor” with a link to sponsor’s website
- Opportunity to place samples/or advertisement in WI-DHA conference tote bags. (Samples provided by sponsor)
- Sponsor’s logo displayed in conference on-site program
- Sponsor acknowledgement on all conference advertising, printed material and registration
- One complimentary copy of the mailing list for pre-registered attendees (generated on September 19, 2023)
- A *High Quality Logo* for printing purposes will be required no later that July, 1, 2023

**Tote Bag Sponsor package: $2000**
- A single sponsor of the Indigo Conference Exclusive Logo on the WI-DHA Indigo Conference
- TOTE BAG with company logo provided to all attendees
- Exhibit space, skirted table and 2 chairs, four meals (2 Breakfast, 2 Luncheon)
- Logo on WI-DHA website listing sponsor as “Tote Bag” with a link to sponsors website
- Sponsor acknowledgement on all conference advertising, printed material and registration
- One complimentary copy of the mailing list for pre-registered attendees (list will be generated on September 19, 2023)
- A *High Quality Logo* for printing purposes will be required no later that July, 1, 2023
SPONSORSHIP OPPORTUNITIES

Door Prize Sponsor Package: $500
- A Co-Sponsor of the Indigo conference high value Door Prize drawings at the Saturday AM plenary session
- This is in addition to an exhibitor or other sponsorship opportunities
- Logo on WI-DHA website listing sponsor as “Door Prize Sponsor” with a link to sponsors website
- Sponsor acknowledgement on all conference advertising, printed material and registration
- One complimentary copy of the mailing list for pre-registered attendees (list will be generated on September 19, 2023)
- A High Quality Logo for printing purposes will be required no later that July, 1, 2023
- Up to 4 sponsors can register for this opportunity

Breakfast Sponsor Package: $1800
- A Co-Sponsor of the Indigo Conference Breakfast on Friday and/or Saturday
- Exhibit space, skirted table and 2 chairs, four meals (2 Breakfast, 2 Luncheon)
- WI-DHA will furnish your company’s booth with signage designating your company as a “Breakfast Sponsor”
- Logo on WI-DHA website indicating “Breakfast Sponsor” with a link to sponsor’s website
- Opportunity to place samples/or advertisement in WI-DHA conference tote bags. Provided by sponsor
- Sponsor’s logo displayed in conference program
- Sponsor acknowledgement on all conference advertising and registration
- A High Quality Logo for printing purposes will be required no later that July, 1, 2023
- One complimentary copy of the mailing list for pre-registered attendees (list will be generated on September 19, 2023)
- Up to 4 sponsors can register for this opportunity (2 each day)

Luncheon Sponsor Package: $2500
- Co-Sponsor of the luncheon on Friday and/or Saturday
- Exhibit space, skirted table and 2 chairs, four meals (2 Breakfast, 2 Luncheon)
- There is internet access throughout the convention center
- WI-DHA will furnish your company’s booth with signage designating your company as a “Luncheon Sponsor”
- Logo on WI-DHA website indicating “Luncheon Sponsor” with a link to sponsor’s website
- Opportunity to place samples/or advertisement in WI-DHA conference tote bags. Provided by sponsor
- Sponsor’s logo displayed in conference on-site program
- Sponsor acknowledgement on all conference advertising, printed material and registration
- Highlight sponsor’s product or service at Luncheon.
- A High Quality Logo for printing purposes will be required no later that July, 1, 2023
- One complimentary copy of the mailing list for pre-registered attendees (list will be generated on September 19, 2023)
- Up to 4 sponsors can register for this opportunity (2 each day)
SPONSORSHIP OPPORTUNITIES

Morning Coffee or Afternoon Snack Sponsor Package $1200
- Co-Sponsor of the Indigo Conference morning coffee or afternoon Snack
- Exhibit space, skirted table and 2 chairs, four meals (2 Breakfast, 2 Luncheon)
- Sponsor Logo displayed on Indigo Conference on site program
- Advertisement of Company and/or Product in the Program
- Highlight sponsor’s product during service
- Logo on WI-DHA website listing sponsor with link to sponsor’s website
- A High Quality Logo for printing purposes will be required no later that July, 1, 2023
- One complimentary copy of the mailing list for pre-registered attendees (generated on September 19, 2023)
- Up to 4 sponsors can register for this opportunity (2 each day)

Student Track Sponsor Package: $2000
- Co-Sponsor of the Indigo Conference
- Exhibit space, skirted table and 2 chairs, four meals (2 Breakfast, 2 Luncheon)
- WI-DHA will furnish your company’s booth with signage designating your company as a “Student Track Sponsor”
- Logo on WI-DHA website indicating “Student Track Sponsor” with a link to sponsor’s website
- Opportunity to address the students during a session on Saturday.
- Opportunity to place samples/or advertisement in WI-DHA conference tote bags. Samples provided by sponsor
- Sponsor’s logo displayed in conference on-site program
- Sponsor acknowledgement on all conference advertising and registration
- A High Quality Logo for printing purposes will be required no later that July, 1, 2023
- One complimentary copy of the mailing list for pre-registered attendees (generated on September 19, 2023)
- Up to 3 sponsors can register for this opportunity

On-Site Program Sponsor Package: $1500
- Sponsor of the Indigo Conference
- Exhibit space, skirted table and 2 chairs, four meals (2 Breakfast, 2 Luncheon)
- Company Logo displayed on the front cover of the Indigo Conference on site program
- Acknowledgement of company as “On-Site Program Sponsor”
- A High Quality Logo for printing purposes will be required no later that July, 1, 2023
- Sponsor Logo on WI-DHA website listing sponsor with link to sponsor’s website
- You will receive one complimentary copy of the mailing list for pre-registered attendees (generated on September 19, 2023)
Exhibitor Booth Package: $950

- A product or service sponsor of the Indigo Conference
- Exhibit space, skirted table and 2 chairs, four meals (2 Breakfast, 2 Luncheon)
- Sponsor acknowledgement on all conference advertising, printed material and registration
- Logo on WI-DHA website - listing sponsor as Product or Service Sponsor with a link to sponsor’s website
- A High Quality Logo for printing purposes will be required no later than July 1, 2023
- You will receive one complimentary copy of the mailing list for pre-registered attendees (generated on September 19, 2023)
- Any number of Exhibitors/company/individuals can register for this opportunity
- If Power is required please indicate on your registration form

We Gladly accept Drawing Prize Donations for conference participants in the exhibit card game during Exhibit Hall hours

These Items can be dropped off at the INDIG administrative area.

THANK YOU!
**WI-DHA Indigo Conference 2023 Sponsorship Commitment**

*An individual representing multiple companies may register for one table however; multiple companies will not be permitted to share a table.*

**Company Name:**

**Sponsorship Selection: CHECK THE BOX TO THE LEFT**

<table>
<thead>
<tr>
<th>Sponsorship Package</th>
<th>Price ($)</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Continuing Education Sponsorship Package</td>
<td>$3000</td>
<td></td>
</tr>
<tr>
<td>“Celebrating You” evening BINGO Event</td>
<td>$2500</td>
<td>Friday</td>
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<tr>
<td>Breakfast Sponsor Package</td>
<td>$1800</td>
<td>Friday</td>
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<tr>
<td>Breakfast Sponsor Package</td>
<td>$1800</td>
<td>Saturday</td>
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<tr>
<td>Morning Coffee Sponsor Package</td>
<td>$1200</td>
<td>Friday</td>
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<tr>
<td>Morning Coffee Sponsor Package</td>
<td>$1200</td>
<td>Saturday</td>
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<tr>
<td>Luncheon Sponsor Package</td>
<td>$2500</td>
<td>Friday</td>
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<tr>
<td>Luncheon Sponsor Package</td>
<td>$2500</td>
<td>Saturday</td>
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<tr>
<td>Afternoon Snack Sponsor Package</td>
<td>$1200</td>
<td>Friday</td>
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<tr>
<td>Afternoon Snack Sponsor Package</td>
<td>$1200</td>
<td>Saturday</td>
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<tr>
<td>Student Track Sponsor Package</td>
<td>$2000</td>
<td>Friday</td>
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<tr>
<td>Tote Bag Package</td>
<td>$2000</td>
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<tr>
<td>On-Site Program Sponsor Package</td>
<td>$1500</td>
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<tr>
<td>Exhibitor Booth Package</td>
<td>$950</td>
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<tr>
<td>Door Prize Sponsor Package Plenary Session</td>
<td>$500</td>
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<tr>
<td>Electricity Access required for Exhibit Hall Booth</td>
<td>$75</td>
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<tr>
<td>Additional Table</td>
<td>$100</td>
<td></td>
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<tr>
<td>Additional Exhibitor</td>
<td>$100</td>
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<tr>
<td>Drawing Prize donation for Exhibit card event</td>
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</tbody>
</table>
**PAYMENT: Sponsorship Selection Total:**

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<thead>
<tr>
<th>Preferred Payment Method: (circle one)</th>
<th>Invoice/Credit Card/Check</th>
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**Corporate Payment contact:**

<table>
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<tr>
<th>Email for receipt:</th>
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<tr>
<td>Phone:</td>
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**Credit Card Information:**

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<td>Name on Card:</td>
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<td>Exp Date:</td>
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<td>CVV:</td>
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**Corporate Contact Person:**

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<th>Phone:</th>
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<td>E-Mail:</td>
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**Representative(s) attending**-limit two (Additional attendees $100/person)

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**AGREEMENT & AUTHORIZATION:** I am an authorized representative for this company with full power and authority to sign this application for exhibit/sponsorship. The company agrees to comply with all of the rules and regulations stated in the Exhibitor Prospectus, as well as all policies added after the publication of the prospectus, which we accept as part of the agreement.

Authorized Signature & Date:
**Due Dates & Guidelines**

**Registration deadline for Exhibitors/Sponsors:** August 1, 2023

- Registration forms completed and returned to widhatreasurer@gmail.com
- All forms and payment completed.
- Attendee name badges and meal passes can be picked up at the registration table

**Payment deadline:** August 1, 2023

- If you have selected an invoice option, it is generated from Quickbooks, look for that in your email communications. You will be able to pay directly from that email invoice link, or we can process your Credit card payment from information on your registration form as you will have indicated your preference.
- Check payment will be processed upon receipt.
- A payment receipt will be emailed to the specified contacts in your registration forms.

**Image Deadline:** July 1, 2023

A High resolution/quality Logo is required for insertion on our social media pages and in all printed programs and materials for participating sponsors. The sooner we receive it the sooner it goes into our social media and printed material promotions. Email to widhatreasurer@gmail.com

**Trivia Card for Exhibit hall:**

- Attendees will receive a trivia card with exhibitor company logos. They will stop by your booth with this card for interactions and a signature from your exhibitors. Completed cards are dropped at the membership exhibit table for random donated prize drawings by our membership team.
- You will need to submit a short question and answer to widhatreasurer@gmail.com no later than August for us to include on this trivia card.

**Confirmation:** You will receive a confirmation of your registration upon receipt of payment from widhatreasurer@gmail.com

*Your Exhibit and/or sponsorship are only secured by returning your completed registration and forms to the Indigo sponsor/exhibitor coordinator.*

*Please download the PDF registration document, complete by “adding text” save and return the form to secure your participation and support for the 2022 INDIGO conference. As always, we thank you!!*

*Payments with credit cards will have a 3% processing fee added to your total*

*If registering by Mail: Please complete this form, check payable to Wisconsin Dental Hygienists association. Mail to the address below. A confirmation of your registration will be returned.*

  % Patricia Hooper
  WI-DHA Treasurer/Exhibitor & Sponsorship
  W338S228 Foxtail Ct.
  Oconomowoc, WI 5306
SPONSORSHIP/EXHIBITOR COORDINATOR:
Patty Hooper/262.443.0309
widhatreasurer@gmail.com

INDIGO EVENT/SPEAKER COORDINATOR:
Debbie Schumacher/715.563.1654
deborahjschumacher@gmail.com

WiDHA President
Robin Hemerly/608.479.1593
fick.robinrdh@gmail.co
Rules & Regulations for Exhibiting at the Association Conference

Disclaimer
By signing the Registration Form for exhibit space, the exhibiting company agrees to abide by all rules and regulations stated in this document. The signer of this contract also agrees to share the rules and regulations with all representative(s) who will be staffing their exhibit space in the city of exposition. All rules and regulations will be enforced without exception. Each company exhibiting has only a terminable license to exhibit. If an exhibitor fails to comply with any rule herein or any directive issued by the Association staff, this license to exhibit can be terminated and the exhibit closed without notice. All interpretations of the rules and regulations and all matters and questions not specifically covered in this compendium are subject to the decision of the Association.

Personnel
Only employees of the exhibiting company or individuals from temporary personnel companies (models/temp models working the exhibit for the exhibiting company will be issued badges. Exhibit booths must be manned at all times while the exhibit hall is open.

Admission to Hall
The Association will permit exhibitors with badges to enter the exhibit hall during scheduled exhibit set up hours, during all scheduled hours of exhibition and during the scheduled exhibit tear down hours. If further access is required, special permission must be secured from the Association. No one under the age of 18 is allowed admission to the exhibit hall at any time.

Badges
Exhibitors will be given badges based on their exhibit level. No trading of badges with other Representatives or attendees are allowed. Each representative must wear the official Association Meeting Exhibitor Badge at all times while attending the Association functions.

Conduct in the Exhibit Hall
1. All demonstrations, interviews or instructional activities must be confined to the limits of the exhibit booth. Space requested must be large enough to accommodate any activity conducted in conjunction with the actual product demonstration as well as the participants in or spectators of the activity.
2. Exhibits must be arranged so as to not obstruct the view or otherwise interfere with the displays of other exhibitors. The Association values the participation of each exhibiting company and wants to ensure fair exposure in the exhibit hall.
3. The Association reserves the right to direct revisions at the exhibitor’s expense of any company that does not abide by the rules and regulations.
4. No exhibitor may sublet, assign or share any part of its allocated space without the written consent of the Association.
5. No promotional signs or decorations will be permitted in aisles, passageways, overhead spaces, public meeting rooms and other meeting facilities.
6. Exhibitors shall comply with all applicable statutes, or finances, regulations, rules and requirements relating to health, fire, safety and use of the premises.
7. Exhibitors shall assume all responsibility for its exhibit personnel, employees, contractors, servants and agents.
8. Booths must be kept clean. Debris will not be allowed to collect on the floor or display area of the booth.
9. Distribution of pamphlets, brochures or any advertising matter must be confined to the exhibitor’s space.
10. The primary rule of booth conduct and product display is to show consideration and courtesy to attendees and other exhibitors

11. Smoking is not permitted.

Safety Precautions
All construction material must conform to standard safety practices. Table and back wall drapes supplied by the official convention service contractor will be, and those supplied by the exhibitor, together with textile or paper displays and decorations, must be flame retardant. Displays are subject to inspection and approval for safety by the city of exposition. Volatile, explosive or other dangerous material or any substance prohibited by law or insurance carriers is not permitted on the premises.

FDA Regulations
Any medical device or pharmaceutical or other type of medical product exhibited must comply with all applicable FDA regulations for presentation to U.S. attendees. Any medical device, pharmaceutical or other type of medical product still under clinical investigation that is graphically depicted on a commercial exhibit must:

Be prominently labeled as still being under clinical investigation
- Contain only objective statements about the product
- Contain no claims on safety, effectiveness or reliability
- Contain no comparative claims to other marketed products
- Exist solely for the purpose of obtaining investigators
- Be accompanied by directions for becoming an investigator and a list of investigator responsibilities.
- Contain the statement: “Caution – Investigational Products limited to investigators’ investigational use” or a similar statement of prominent size and placement. Furthermore, if the product is not licensed or approved by the FDA for use in urological procedures, that fact must be properly disclosed following FDA guidelines.

Additional information regarding FDA regulations may be obtained directly from the FDA (www.fda.gov).

Additional constraints may apply. It is important that exhibitors comply with and remain updated on FDA guidelines for exhibit and promotions to U.S. physicians and health care professionals.

Cash Product (Retail) Sales
Prior written approval from the Association must be obtained before any cash sales transactions are permitted. Exhibitors accepting cash for wares are responsible for all appropriate local licenses and permits and the submission of sales report and sales taxes to the City of the exposition.

Distribution of Pharmaceutical Prescription Products
Any and all sales, dispensing and/or delivery of pharmaceutical products of any kind are strictly prohibited.

Promotional Items
All gifts, giveaways and contest items are subject to approval by the Association. The Association follows the Council of Medical Specialty Societies “Code for Interactions with companies” regarding exhibitor giveaways. The Code states that Societies will only permit exhibitor giveaways that are educational and modest in values”. The full text and document can be viewed at www.cmss.org under “Revised Code for Interaction with Companies”. Contest drawings must be open to all attendees and be conducted in a professional manner. Distribution of approved items or the conduct of the contest must not create a nuisance or cause interference with adjoining exhibits. Exhibitors must obtain advance written approval from the Association to serve food and beverages from their booth.

Irregular Activities
1. No person, firm or organization that has not contracted with management for the occupancy of space in the exhibit will be permitted to display or demonstrate any products, processes or services to solicit orders. In addition, that organization may not wear any identification other than that of the contracting exhibitors or distributing advertising materials at the exhibit. Any infringement from this
control of the Association, the injunction, war, riot, emergency declared by action of the elements, strike, picketing, boycott, embargo,
become unfit for occupancy, or should the exposition be sole judgment of the Association,
2. Should the premises in which the exposition is to be held, in the personal injury.
wrongful acts of the exhibitor or his agents, servants or governmental charges or fines and attorney's fees arising out of
liability, injuries and damages to persons or property,
in this meeting. Exhibitors and their agents agree to protect,
protect themselves against bodily injury and
1). All exhibitors and their contractors must have insurance to
installation or assembly must be delayed until after the hall has
exhibit material once the hall has opened. Any remaining
material and place it in storage or direct the general service
assembled, the Association reserves the right to remove the exhibit material has been delivered to the booth but has not been
use that space as it sees fit with no obligation of a refund. If
posted exhibit hours begin, the Association reserves the right to
Exhibitors must inform the Association in writing of booth
Exhibitors must notify the Association of all exhibitor-sponsored
Exhibitor-Sponsored Functions
and approved in writing by the Association.
Exhibitors may not provide separate security guards for their own purposes within the exhibit area unless permission is requested and approved in writing by the Association.
Exhibit functions may not be held concurrent with official Association scientific or social functions. Please call the Association office to discuss scheduling your event.
Americans with Disabilities Act (ADA) Compliance
Each exhibiting company is responsible for compliance with the ADA in their exhibit. The International Association of exhibitions and Events (IAEE) publishes a guide with instructions for ADA compliant booths.
Contact the IAEE for more information at 972-458-8002 or www.iaee.com/pdf/ada.pdf. Failure to comply with the ADA is a serious matter and can involve litigation and/or fines.

Exhibitor Insurance
1). All exhibitors and their contractors must have insurance to protect themselves against bodily injury and property damage claims arising from the Exhibitors participation in this meeting. Exhibitors and their agents agree to protect, indemnify, defend and hold harmless the exposition venue and the Association, their employees and agents against all claims, liability, injuries and damages to persons or property, governmental charges or fines and attorney’s fees arising out of fines and attorney’s fees arising out of or caused by negligence or wrongful acts of the exhibitor or his agents, servants or employees. Exhibitor acknowledges responsibility for obtaining adequate insurance coverage against property loss or damage and against liability for personal injury.
2. Should the premises in which the exposition is to be held, in the sole judgment of the Association, become unfit for occupancy, or should the exposition be materially interfered with by any reason of action of the elements, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by a governmental agency or any other circumstances beyond the control of the Association, the