

2021 Star of the South

July 23-24, 2021

*George R. Brown Convention Center
Houston, TX*



Exhibitor Prospectus

2021 Exhibitor Prospectus

The Greater Houston Dental Society is excited to host the 50th annual [Star of the South Dental Meeting July 23-24, 2021](#). We invite you to join your colleagues in participating and encourage you to reserve your booth space early to get your preferred location!

STANDARD BOOTH FEES (6/30/20 – 4/30/21)

10' x 10' Inline Booth.....\$1,150
10' x 10' Corner Booth.....\$1,300
10' x 10' Booth facing a 20x20 Activity Station..... \$1,300

LAST MINUTE BOOTH FEES (4/30/21 – 7/24/21)

10' x 10' Inline Booth.....\$1,300
10' x 10' Corner Booth.....\$1,450
10' x 10' Booth facing a 20x20 Activity Station..... \$1,450

SUBMISSION OF CONTRACT & PAYMENT

The completed contract along with the [Contract Terms and Conditions](#) and the [General Exhibit Regulations](#) constitute the entire agreement between the parties upon acceptance by the Star of the South Dental Meeting. Please read this information carefully.

Complete the online Exhibitor Contract here. A non-refundable deposit of \$575.00 per 10 x 10 booth is required with your contract; otherwise, booth space will not be reserved. Balance is due in full by Friday, April 30, 2021. If the total balance due is not received on or before the deadline date, booth space is subject to cancellation and may be resold by show management without notification. All contracts received after April 30, 2021 are subject to LAST MINUTE pricing and must include full payment with contract. A Certificate of Insurance must be provided by June 25, 2021.

Booths contracted within 15 days of the start of the meeting must be paid in full by cash or credit card only. Checks are not accepted within this period.

Cancellations received after April 30, 2021 are not eligible for a refund. For cancellations received prior to April 30, 2021 the deposit is non-refundable. All cancellations must be made in writing and sent to the attention of the Meeting Planner.

EXHIBIT HALL HOURS

Thursday, July 22, 2021

Exhibitor Move-in 10:00 a.m. - 7:00 p.m.

Friday, July 23, 2021

Exhibit Hall Open 10:00 a.m. - 6:00 p.m.

Saturday, July 24, 2021

Exhibit Hall Open 10:00 a.m. - 6:00 p.m.

Exhibitor Move-out 6:00 p.m. - 11:00 p.m.

No early move-out allowed.

Early move-out penalty: \$300.00.

Absolutely no children (under the age of 18) are allowed in the Exhibit Hall during Exhibitor Move-in and Exhibitor Move-out hours. Exhibitors are required to man booth space at all times during exhibit hall hours.

TRAFFIC BUILDING EXHIBIT HALL ACTIVITIES!

Information on additional activities to come.

CONTACT INFORMATION

Director of Education, Meetings and Exhibitions

Charlotte Bolls, Greater Houston Dental Society
One Greenway Plaza, Suite 110
Houston, Texas 77046
(713) 961-4337, (713) 961-3617 fax
cbolls@ghds.org

George R. Brown Convention Center

1001 Avenida de Las Americas
Houston, Texas 77010
(713) 853-8000
www.houstonconventionctr.com

Eventsphere (Official Housing Provider)

Room blocks will be available at the **Marriott Marquis (Headquarter Hotel) and Four Seasons Hotels**. Additional hotels may be added. Contact our official housing provider, Eventsphere at (855) 678-5865 or check online at www.starofthesouth.org for further information.

Freeman Decorating (Official Show Decorator)

9258 Park South View, Suite 100
Houston, TX 77051
713-770-6754, 713-733-0660 Fax
ashton.almond@freemanco.com

How to Reserve Booth Space:

CONTRACT ONLINE ONLY (CLICK HERE):

Due to COVID 19, new rules and restrictions are being considered by the convention center. At this time, we do not have an exhibit hall floor plan for reference.

You may contract for booth space, request booth type (corner or inline) and how many 10 x 10 booth spaces that you would like to reserve. Once we have a working floorplan, it will be sent to those whose contracts have been received and approved so that booth location requests can be made.

Booth assignments will be made on a first come, first served basis.

ALL APPLICANTS ARE SUBJECT TO APPROVAL BY THE STAR OF THE SOUTH DENTAL MEETING.

Furniture, carpet, electricity, and accessories are not included and must be ordered separately from the Online Service Kit.

Please refer to the Contract Terms and Conditions and General Exhibit Regulations attached.

CONTRACT TERMS AND CONDITIONS

Terms of Payment

For contracts received prior to April 30, 2021, A non-refundable deposit of \$575.00 per 10' x 10' booth is required with your signed contract; otherwise booth space will not be assigned. Full payment is due by April 30, 2021. If the total balance due is not received on or before the deadline date, booth space will be subject to cancellation and may be resold by show management without notification. Contracts received after April 30, 2021 must be accompanied by full payment. Booths contracted within 15 days of the start of the meeting must be paid in full by cash or credit card only. Checks are not accepted within this period. All cancellations must be made in writing and sent to the attention of the Director of Education, Meetings and Exhibitions.

All applicants are subject to approval by the Star of the South Dental Meeting. The Greater Houston Dental Society and/or The Star of the South Dental Meeting Council may accept or reject any application to exhibit in its sole discretion, and has full and final authority to interpret, amend or supplement these Guidelines, Rules and Regulations.

Compliance with Law

The exhibiting company, its employees, and representatives, shall observe and comply with all federal, state, and municipal laws, and all rules and regulations in the use of such exhibit space. Products/services offered at exhibit booths, and delivery of any services within exhibit booths is subject to prior approval of The Star of the South show management.

Exhibit Limitations

The exhibitor shall conform to and comply with the following requirements:

- All displays must be confined within the limits of the booth space and approved by The Star of the South show management or its designated representative. Exhibitor must follow Star of the South Regulations for Booth Display (see insert).
- Loud sound speakers or sound interference is not permitted.
- Helium balloons or combustible materials are not permitted. Equipment in operation must provide adequate protection against the dripping of any liquid on the floor.
- Empty crates must be removed from the exhibit hall for proper storage. Storage of freight, cartons, excelsior, etc. within the booth is prohibited.
- The services listed are operated and controlled by the George R. Brown Convention Center and should be ordered through the Exhibitor Service Manual if needed. Using outside contractors for the following services is prohibited: Temporary Utility Service (electrical and plumbing), Food and Beverage Service, Telephone Communication, Exhibit Booth Cleaning, Facility-affixed Audio, Lighting and Structural Rigging, and Parking.
- Restrictions apply for automobiles or vehicles that are being used for booth displays. Exhibitors must obtain approval from the exhibits coordinator as well as the regulations and procedures for vehicle displays at least two months prior to the start of the exhibition.
- If using your company employee(s) to move-in/out, proof of employment will be required, i.e. pay stub, etc.
- Use of nitrogen tanks within booth is subject to prior approval by show management and must conform to George R. Brown regulations for installation and usage.

Assignment of Subletting

The exhibiting company shall use its booth space solely and exclusively for the exhibition of material, equipment, or services normally manufactured, distributed, or furnished by it in the regular course of its business, and for no other items or purposes of any kind. The exhibitor shall not assign, sublet, license, or otherwise release, transfer, apportion, or dispose of its exhibit space or any part thereof. Any use of all or part of said space by or for any person, firm, or entity other than the exhibitor will cause the exhibitor and the person, firm, or entity to be asked to leave the meeting without a refund.

EXHIBITORS ARE PROHIBITED FROM GIVING BADGES TO NON-EXHIBITING COMPANIES/REPRESENTATIVES! NON-EXHIBITING COMPANIES ARE NOT ALLOWED IN THE EXHIBIT HALL. VIOLATORS WILL BE ASKED TO EXIT THE PREMISES.

Exhibitor Registration

Online badge registration will be available in April 2021

Registration and name badge identification are required for every employee, representative, and attendee of the exhibition. The name badge issued at the time of registration must be visibly worn at all times during the show. Exhibitors who render their badges to unauthorized persons shall forfeit their exhibit space without eligibility for a refund and future exhibition privileges. Exhibitors may register up to 6 employees or representatives at no charge for each 10'x10' booth space purchased. Additional representatives will be charged a fee of \$45.00 each. All registrations must be submitted prior to the start of the exhibition.

Exhibitors are required to man booth space all all times during exhibit hall hours. No early move-out allowed. Early move-out penalty: \$300.00.

Booth Furnishings and Specifications

The booth fee for each 10'x10' booth includes standard 8' high back drape in show colors, 3' high side divider drape in one of the show colors, standard 7" x 44" booth identification sign (21 characters per line, max.), 6 employee or representative registrations, recognition on the Star of the South website, meeting App and pre-meeting marketing (if applicable). Carpet, display units, furnishings, and utilities are not included in the booth fee and may be ordered through the official show decorator and the exclusive service contractors of the convention center. An Exhibitor Manual containing order forms for all of these services will be available online at www.starofthesouth.org approximately three months prior to the convention. Booth displays must follow the Star of the South Exhibit Regulations.

Shipping Instructions

Shipping instructions, deadlines, and labels for advance shipping to the warehouse and direct shipping to show site are included the Exhibitor Service Manual available online at www.starofthesouth.org three months prior to the convention.

Insurance

The exhibiting company agrees to carry insurance for a single limit of not less than one million dollars for its employees, agents, contractors, and representatives present at The Star of the South Dental Meeting in each of the following categories: Broad Form General Liability and Automobile Liability. The exhibitor agrees to provide Workers' Compensation Insurance providing benefits for the state of Texas and Employers' Liability of one hundred thousand dollars per accident. An umbrella liability policy would be satisfactory provided all these areas are covered. The policy must name as additional insureds: The Star of the South Dental Meeting; the Greater Houston Dental Society; the officials show contractor; Houston First Corp. and the City of Houston. Exhibitor must provide a Certificate of Insurance showing the policy in effect through April 24, 2021. **ALL EXHIBITORS MUST PROVIDE PROOF OF INSURANCE BY JUNE 25, 2021. THERE WILL BE NO EXCEPTIONS.**

Third Party Contractors

Exhibitors utilizing third party contractors agree to submit a completed Third Party Contractor Notice with proof of insurance by **JUNE 25, 2021**. Third Party Contractor Notices are contained in the Exhibitor Service Manual. Exhibitors utilizing third party contractors agree to indemnify and hold harmless The Star of the South Dental Meeting, the Greater Houston Dental Society (including its officers and employees), the official show contractor and the Houston First Corporation and the City of Houston from any and all liability, including attorney's fees, which may arise due to the third party contractor's presence or actions. All third party contractors must maintain the following General Liability Insurance Coverage: General Liability (broad form - one million dollars); Automobile Liability (any auto - one million dollars); Workers' Compensation as required in the State of Texas; and Employers' Liability (one-hundred thousand dollars). Umbrella Form Excess Liability may be used to bring coverage levels up to these requirements. In addition, the policy must name as additional insureds: The Star of the South Dental Meeting; the Greater Houston Dental Society; the official show contractor; Houston First Corporation and the City of Houston.

Indemnification and Liability

The exhibiting firm, its agents, employees, contractors, or representatives assumes and agrees to indemnify, protect, save and hold harmless the Star of the South Dental Meeting, the Greater Houston Dental Society, the official show contractor, Houston First Corporation and the City of Houston, its agents, employees, contractors or representatives, from and against any and all losses, damages, injuries, claims, demands and expenses, including legal expenses, of whatsoever kind or nature, arising due to the exhibitor's conduct or negligence during participation in The Star of the South Dental Meeting over the installation period, show hours or dismantle period. Absolutely no children (under age 18 are allowed in the exhibit hall during exhibitor move-in and move-out hours.

Default

The Star of the South Dental Meeting reserves the right to cancel this contract if an exhibitor displays or sells a product which is not authorized by the show management after being notified to discontinue such display or sale; and if the premises is damaged so as to render the premises untenable or unfit for use. In such event, all payments previously made on this contract are non-refundable. The Star of the South Dental Meeting and the Greater Houston Dental Society shall be released from any and all claims for damages, loss, costs or expenses sustained or incurred by the exhibitor by reason of such cancellation.

Rules and Regulations

The Star of the South Dental Meeting shall have the right, which is hereby expressly reserved, to make such additional rules and regulations as it deems proper to cover the conduct and to promote the success of the meeting. Show management may change and amend such rules and regulations from time to time. The breach of any such rule and regulation by the exhibitor, after being notified in writing thereof, shall be grounds for dismissal from the meeting with no recourse for refund or claims for any loss or damages on such grounds.

Security

Security will be provided in the exhibit hall on a 24-hour basis. However, neither The Star of the South Dental Meeting nor the Greater Houston Dental Society shall be held responsible for any loss or damage to equipment, materials, or products within the exhibit hall. It is the responsibility of the exhibitor to provide for any damages or losses of any kind to the equipment, materials, or products on display, including insurance coverage if so desired.

Miscellaneous

On all matters not herein covered, or on any possible differences, final decisions are subject to the judgment of The Star of the South Dental Meeting and Greater Houston Dental Society.

Correspondence

All correspondence relating to exhibits should be addressed to: Director of Education, Meetings and Exhibitions, Greater Houston Dental Society, One Greenway Plaza, Suite 110, Houston, Texas Houston, Texas 77046, (713) 961-4337 or cbolls@ghds.org.

Governing Laws

The Laws of the State of Texas will govern any disputes arising from this agreement or the terms thereof.

GENERAL EXHIBIT REGULATIONS

The Star of the South has developed these exhibit regulations in order to provide a well-balanced, well-regulated, attractive and successful event. No exceptions to these regulations will be permitted. The Star of the South reserves the right to enforce strict compliance with these Exhibit Regulations. Each Exhibitor understands and agrees that the Exhibit Regulations are an integral and binding part of the Application/Contract for Exhibit Space.

Booth Display Types

INLINE BOOTH

A standard 10'x10' booth, (also known as an in-line and/or corner booth), is any booth that shares a common back wall and adjoins other exhibits on one or two sides.

The maximum back wall height is eight-feet three-inches (8'3") and is allowed only in the rear half of the booth space.

A four-foot (4') height restriction is imposed on all materials in the remaining space forward to the aisle. NOTE: when three or more Linear Booths are used in combination as a single exhibit space, the 4ft height limitation is applied only to that portion of exhibit space which is within 10ft of an adjoining booth.

Exhibitor must leave room for back pipe and drape to be shared between their booth and the booth behind them. Booth should not be set so that the plate for the pipe and drape is completely in a neighboring booth.

Hanging signs/graphics are **NOT** permitted over standard/linear booths.

PERIMETER BOOTH

A Perimeter Booth (10'x10') is a standard booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

The maximum back wall height is twelve feet (12') and is allowed only in the rear half of the booth space.

A four-foot (4') height restriction is imposed on all materials in the remaining space forward to the aisle.

Hanging signs/graphics are **NOT** permitted over standard/ linear perimeter booths.

END-CAP BOOTH

An End-cap Booth is exposed to aisles on three sides and comprised of two booths.

End-cap Booths are generally 10ft deep by 20ft wide. The maximum back wall height of 8'3" is allowed only in the rear half of the booth space and within 5ft (1.52m) of the two side aisles, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle.