



Cal-Lab

99th Annual Meeting

February 20-21, 2025

Swissôtel - Chicago, IL

**Contributing Sponsor
Prospectus**



Contributing Sponsor

99th Annual Meeting Theme: "What's In Your Business Toolkit?"

LOCATION: Swissôtel - Chicago, IL

Cal-Lab prospectus for Contributing Sponsor! All exhibitors are sponsors with equal access to exhibit area. Contributing Sponsor benefits listed below.

TERMS: The completed forms plus payment must be received in the Cal-Lab office by 5:00 PM EST by November 15, 2024 to hold a spot and be included in printed materials.

☐ CONTRIBUTING SPONSOR \$2500

- 6' exhibit table space.
- One (1) complimentary badge for full registration, includes meeting access and option for Thursday networking lunch (excludes Closed Forum each day).
- Additional full registrations available at \$415 each. Includes meeting access and option for Thursday networking lunch (excludes Closed Forum each day).
- Maximum of 3 badges (this includes all full badges) as needed for employees to staff table. Badges other than full registration have access to exhibit area only.
- Cal-Lab website: logo listing with link to company website.
- Program book listing with designation as sponsor.
- Sponsor/exhibitor banner: logo recognition.
- Sponsor/Exhibitor Showcase: logo recognition.
- Newsletters: logo listing.

**Location: Swissôtel Chicago, IL.
323 E. Wacker Drive
Chicago, IL 60601**

EXHIBIT HOURS | SETUP | BREAKDOWN:

- **Hours:** Thursday 4:00-6:30 PM
- **Setup:** Thursday 2:00-4:00 PM
- **Breakdown:** Thursday 6:30-8:30 PM

IMPORTANT DATES:

- Registration Form Due: **November 15, 2024** - to hold a table and to be included in printed materials.
- ADA requests: **January 13, 2025**
- Final List of Table Reps: **February 06, 2025**

HOTEL RESERVATIONS:

- Swissôtel Chicago, IL
- Group rate as low as: \$169 Single/Double
- Make reservations before sellout and/or before the block closes on Monday January 29, 2025! Sponsor/exhibitors shall be responsible for making their own reservations. Link will be provided at a later date.

QUESTIONS:

Who may staff my table?

- Your employees. For distributors, you may request ONE representative from the manufacturer as one of your table reps.
- Badges are required for entry into the exhibit area. Badges may not be switched or given to another attendee. If your badge is found on another person, you risk your company not being invited back to participate at Cal-Lab.

May I invite guests?

- No. Cal-Lab remains a MEMBERS ONLY meeting. Your invitation to sponsor is issued ONLY to your company and ONLY your company may do business at the Cal-Lab meeting.
- **Guest badges for representatives from other companies and/or dental laboratories are not allowed.** Violation of this policy could result in additional fees and/or elimination from consideration for future meetings.

Onsite Sponsor/Exhibitor Badge Requests?

- For all onsite badge requests, a business card bearing your company name will be required.
- Remember the maximum badges per company is 3.
- If your company has a division by another name (domestic or international), that may have reps register onsite, that information must be submitted to the office 2 weeks prior to the show or onsite badge requests may be denied.
- **Thursday lunch option is not provided for onsite registrations.**

2025 REGISTRATION

CONTRIBUTING SPONSOR \$2500

COMPANY REGISTRATION (This form is for Contributing Sponsor only)

Our company hereby contracts to participate as a CONTRIBUTING SPONSOR at Cal-Lab Association's 99th annual meeting.

Contributing sponsor: \$2500

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Website: _____

Contact*: _____ Direct phone: _____

Email: _____

**All correspondence for this meeting will be routed to this contact person. Badges are only for your company employees. 3 maximum badges are allotted for your company to staff your table on Thursday evening. If you have company divisions (domestic or international) that have a different name, you must submit a list of these company names to the office 2 weeks prior to the show or their request for badges onsite may be denied. Please don't assume that we will recognize their company name as one of your divisions. Save time and reduce stress by ordering all badges in advance. By signing this agreement, we agree to abide by all requirements, regulations, and obligations mentioned in this prospectus, a copy of which we acknowledge having received. I understand it is my responsibility to share these guidelines with all attendees from this company. I further understand and agree that my company and/or company representatives' photos could be used in highlights and/or promotional materials without compensation and/or further approval.*

Signed: _____

COMPETITORS (for assigning tables): _____

ONSITE REPRESENTATIVE

Name: _____ Cell: _____ (required)

Responsible for set up and tear down of exhibit. If this person is one of your exhibit area or full registrations, please add them below.

FULL REGISTRATION

As a Contributing Sponsor benefit, you will receive one complimentary full registration. You may register additional employees for full registration at **\$415 per person**. Advance full registration includes Thursday Networking Lunch (must request below) and meeting room access daily, excluding Closed Forum. Onsite registrations do not include lunch. A badge is required to participate in the Cal-Lab meeting. Only full registration name badges will allow access to the meeting room area. Print clearly or type as this information is used to prepare badges.

EXHIBIT AREA ONLY THURSDAY EVENING

This type of registration is for exhibit area badges only. Does not include meeting room access or lunches. Badges are required for entry into the exhibit area on Thursday evening. Badges may not be ordered for anyone other than company employees. Please print clearly or type as this information is used to prepare name badges. Total badges cannot exceed 3.

Complimentary full registration:

Name: _____ Email: _____

Mobile Phone: _____ CDT/RDT#: _____-00 Lunch: Y N Food Allergies: _____

Choose which type registration per person:

Exhibit area only at no charge (excludes general assembly and lunch option)

Full registration at \$415

Name: _____ Email: _____

Mobile Phone: _____ CDT/RDT#: _____-00 Lunch: Y N Food Allergies: _____

Exhibit area only at no charge (excludes general assembly and lunch option)

Full registration at \$415

Name: _____ Email: _____

Mobile Phone: _____ CDT/RDT#: _____-00 Lunch: Y N Food Allergies: _____

2025 CONTRIBUTING SPONSOR REGISTRATION - Page 2

ELECTRICAL & AUDIO VISUAL FOR TABLE

Electric or audio visual for your table is not provided. Forms will be provided at a later date for ordering in advance if needed.

DISCOUNT INCENTIVES

Does your company offer discounts to Cal-Lab Association members? If so, please elaborate. We will add this to the onsite program book and we would like to feature this membership benefit in a future Cal-Lab publication.

Discounts effective: Year-round Only at Cal-Lab Meeting Other: _____

PROGRAM BOOK LISTING

Name of Company: _____

Address: _____

Phone (toll free, if available): _____ Website: _____

Description of products and services printed on space available basis (max 25 words): _____

**SAVE THE DATE FOR CAL-LAB 2026: FEBRUARY 19-20, 2026
LOCATION: SWISSOTEL - CHICAGO, IL**

PAYMENT METHOD

Visa MasterCard Discover AmEx Check #: _____ Amount Authorized: \$ _____

ALL PAYMENTS MUST BE MADE IN US DOLLARS.

Cardholder Name: _____ Exp. Date: _____

CC#: _____ CVV#: _____ (required)

CC Statement Address: _____

Signature: _____ (required)

For alternative forms of payment such as wire transfers, please contact the Cal-Lab office.

DIRECT ALL CORRESPONDENCE AND INQUIRES TO: Cal-Lab Association

PO Box 206 Elkin, NC 28621 | P: 336.975.0029 | F: 336.975.0033 | contactus@cal-lab.org or marie@cmai.pro

Cal-Lab Association - Sponsor/Exhibitor Rules & Regulations

CONTRACT FOR SPACE: The application for sponsor/exhibit space, observing these Rules & Regulations, constitute a contract for the right to sponsor/exhibit at the Cal-Lab Association 99th Annual Meeting. Sponsor/exhibitor also agrees to comply with the rules and regulations of the Swissôtel Chicago, IL. and any other contractors for this event. Requests for reasonable accommodations as provided by the ADA, must be received in writing in the Cal-Lab Association office by January 13, 2025.

RIGHT OF REFUSAL & CANCELLATIONS: Cal-Lab Association reserves the right to cancel this agreement when and if it discovers that the sponsor/exhibitor's product or service is not as described in this agreement or is incompatible with the purposes of the Cal-Lab Association. Contract may be cancelled if the sponsor/exhibitor's demeanor is deemed inappropriate or disruptive by show management and/or Cal-Lab Association and/or for violation of these Rules & Regulations.

TAXES, LICENSES & PERMITS: The sponsor/exhibitor shall be responsible for obtaining any permits, licenses or approvals required by local or state law applicable to their activities at the show. The sponsor/exhibitor is responsible for obtaining tax identification numbers and payments of all taxes and other fees that shall be due to any governmental agency in connection with their activity at the meeting.

TABLE ASSIGNMENTS & TABLE SHARING: Table assignments will be made at least 30 days prior to the show. Table assignments are solely at the discretion of show management and/or Cal-Lab Association. Sponsor/exhibitors MAY NOT reassign, sublet or share assigned space or fraction thereof, with any person, firm or entity without notification to and approval from Cal-Lab Association. Table sharing, as a general rule, is prohibited. Exhibit Manager reserves the right to alter the location of exhibits as shown on the original floor plan if it deems advisable and in the best interest of the show. **Firms and their representatives that are not assigned exhibit space are prohibited from soliciting business in any form in the exhibition and meeting areas.** Violators will be promptly removed and may not be allowed to participate in future events.

EXHIBIT LIMITATIONS: Exhibits may not project beyond the table space allotted and aisles must be kept clear for traffic. Exhibits may not obstruct the view or interfere with accessibility or traffic to other exhibits. Exhibits must be constructed and operated in compliance with Rules & Regulations as developed throughout this document, its attachments and amendments, and in the materials you will receive from the hotel.

SOUND, ETC.: Cal-Lab Association and/or hotel reserves the right to determine at what point sound constitutes an interference with others and must be discontinued or modified. Sponsor/exhibitor agrees that it will not use any items in the exhibit space that creates any amplified noise, smell, or visual effect other than decorations without advance notification and written approval by Cal-Lab Association and Swissôtel. Examples of items that require advance approval include, but are not limited to: smoke or fog machines, dry ice, confetti cannons, candles, incense, or any other activity that generates smells. Sponsor/exhibitor will obtain any required Fire Marshall or other safety approvals, and agrees to pay any expenses incurred by Cal-Lab Association and/or Hotel as a result of such activity, such as resetting smoke or fire alarms or unusual clean up costs.

AUDIO VISUAL: Audio visual equipment and rental costs for same are not provided by Cal-Lab Association and will need to be ordered in advance if needed. Order form will be sent at a later date.

FIRE, SAFETY & HEALTH REGULATIONS: The sponsor/exhibitor agrees to accept full responsibility for compliance with city, county, state and federal Fire, Safety and Health Regulations regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the space allotted and protected by safety measures necessary to prevent accidents to attendees. The sponsor/exhibitor further represents to Cal-Lab Association that the exhibitor has taken all steps reasonably necessary to ensure the sound engineering and structural integrity of its exhibit design and proper construction and safety of the exhibit itself, as erected.

INSURANCE: General comprehensive, liability and workers compensation insurance must be obtained by exhibitors at their own expense listing Cal-Lab Association PO Box 206 Elkin, NC 28621 as an additional insured. Proof of insurance must be submitted to Cal-Lab Association upon request.

UNOCCUPIED SPACE: Cal-Lab Association reserves the right, should any rented exhibitor's space remain unoccupied one (1) hour prior to the published opening time of the exhibits, to use space for such purpose as it may see fit without liability on its part. This clause shall not be interpreted as affecting the obligation of the exhibitor to pay the full amount specified in the trade show contract. **Failure to make payment of the full amount specified for exhibit space by January 23, 2025 constitutes cancellation by the sponsor/exhibitor and all deposits forfeited.**

SETUP/EXHIBIT HOURS/TEARDOWN: Setup is 2:00-4:00 PM on Thursday. Exhibit hours are: 4:00-6:30 PM on Thursday. Teardown is 6:30-8:30 PM on Thursday.

EARLY BREAKDOWN & OUTBOUND SHIPPING: Sponsor/exhibitor agrees to remain in the exhibit area until the official close of the exhibits as published. Dismantling must begin at end of show and be completed by 8:30 PM. Items to be shipped must be properly packaged and labeled by the sponsor/exhibitor with proper arrangements made for outbound shipping. UPS store handles all packages/freight shipped to/from the Swissôtel. Kit for shipping will be sent at a later date.

DEFAULT BY EXHIBITOR: The sponsor/exhibitor shall be in default if it fails to pay the required fees by the scheduled date under this agreement or breaches any of the provisions of this contract.

HOLD HARMLESS: The sponsor/exhibitor will indemnify, defend, and hold harmless Cal-Lab Association and its sponsors, the city of Chicago, the Swissôtel, and their respective owners, directors, officers, employees, agents and representatives, against all claims, actions, demands, or liability of whatsoever kind and nature, including but not limited to judgments, interest, reasonable attorneys' fees, expert witness fees, and all other related costs and charges arising out of sponsor/exhibitor's activities related to the exhibition or any breach of the sponsor/exhibitor Rules and Regulations, claims of property or personal injury caused by or attributed in part or in whole to any action or failure to act whether by negligence or otherwise, on the part of the sponsor/exhibitor or any of its directors, officers, employees, agents, representatives or contractors, excluding liability caused by the sole negligence or willful misconduct of Cal-Lab Association, its sponsors and their respective owners, directors, officers, employees, representatives and agents.



Cal-Lab Association - Sponsor/Exhibitor Rules & Regulations

CANCELLATIONS, REFUNDS, & LIABILITY: Cancellation by the Sponsor/Exhibitor: Cancellations must be received in writing. Cancellations received before December 2, 2024 shall be entitled to receive a full refund less a \$150 administrative fee. **No refunds will be made after December 2, 2024. Cancellation by show management:** The amount of the refund, if applicable, will be determined by Cal-Lab Association within 30 days following the close of the show (see below). **No show=No Refund.**

EXCUSED NON PERFORMANCE & FORCE MAJEURE: If, for any reason beyond the reasonable control of Cal-Lab Association, including but not limited to acts of God, governmental restrictions or regulations on travel (including travel advisory warnings), war, strikes, labor disputes, accidents, government requisitions, facility availability, commodities or supplies, inability to secure sufficient labor, civil disturbance, terrorism or threats of terrorism as substantiated by governmental warnings or advisory notices, curtailment of transportation, disaster, fire, earthquakes, hurricanes, extreme inclement weather, epidemics, shortages or disruption of the electrical power supply causing blackouts or rolling blackouts (in the city where the facility is located), or any other comparable conditions, Cal-Lab Association is unable to fulfill its obligations under this agreement, the parties may terminate this agreement without liability and Cal-Lab Association may retain the earned portion of the sponsor/exhibitor registration fee required to recompense it for expenses incurred up to the time of termination of the event. Any remaining unearned exhibit fees will be returned to the sponsor/exhibitor.

Additionally, if any part of the facility is damaged or if circumstances beyond Cal-Lab Association reasonable control make it impossible or impractical for Cal-Lab Association to occupy or continue to occupy the assigned exhibit space location during any part of the entire event, the sponsor/exhibitor will only be charged a pro rata exhibit space rental fee for the period that the exhibit space was or could have been occupied by the exhibitor. Furthermore, in no event will Cal-Lab Association, the city, the facility or their respective owners, directors, officers, employees, agents and representatives be liable for any consequential, indirect, special or incidental damages of any nature of for any reason whatsoever.

LIMITATION OF LIABILITY: The sponsor/exhibitor assumes the entire responsibility and liability for all damages or losses to Cal-Lab Association, the facility, persons or property that occur as a result of the negligence or any actions of the exhibitor or its officers, employees, agents representatives, invitees and guests during the entire exhibition period including setup and teardown. The sponsor/exhibitor agrees that, to the maximum extent permitted by law, Cal-Lab Association, the city of Chicago, the Swissôtel and any of their respective officers, agents, employees or representatives will not be held liable for any loss or damage to any exhibits or materials, goods or wares (collectively "property") belonging to the sponsor/exhibitor, and they are released from liability for any damage, loss or injury to person or property of the sponsor/exhibitor or its officers, employees, agents representatives, invitees and guests, resulting from fire, storms, water, acts of God, air conditioning or heating failure, theft, mysterious disappearance, bomb threats or any other cause.

ATTORNEY FEES & COSTS: Should any litigation arise out of this contract, the sponsor/exhibitor shall pay all costs and reasonable attorneys' fees incurred by Cal-Lab Association and/or its sponsors if Cal-Lab Association and/or its sponsors are the prevailing parties. This provision shall extend to the cost and attorneys' fees incurred both at the trial and appellate level.

HOTEL ACCOMMODATIONS: Cal-Lab Association has a group room block at the Swissôtel in Chicago, IL.

SECURITY: Cal-Lab Association not the Swissôtel provides security. All personal property left in the meeting or function space is at the sole risk of the owner. Sponsor/exhibitors & attendees are responsible for safekeeping of their personal property.

AUTHORITY TO SIGN: The sponsor/exhibitor contact agrees that they have the authority to enter into this agreement and bind the company or party for whom they sign, and abide and be bound by all of the terms and conditions, exhibitor rules and regulations stated in this entire agreement or any amendments to the aforementioned. All points not covered herein are subject to the decision of Cal-Lab Association.

GOVERNANCE: The sponsor/exhibitor further agrees that Cal-Lab Association will have full power in matters of interpretation, amendment, and enforcement of all sponsor/exhibitor rules and regulations. In all instances, the decision of Cal-Lab Association shall be final. All rights and privileges granted to the exhibitor under this agreement and any subsequent amendments are subject to and subordinate to the master agreement between Cal-Lab Association, its sponsors and the facility.

PHOTOS: It is customary that photos be taken during the course of the meeting including, but not limited to, exhibit hours. By signing the sponsor/exhibitor forms, you agree to allow such photos to be used for Cal-Lab promotional purposes either on the website or in printed materials.

SHIPPING & HANDLING FREIGHT: Shipping instructions will be sent via email once we process your registration.

DIRECT ALL CORRESPONDENCE AND INQUIRES TO: Cal-Lab Association

PO Box 206 Elkin, NC 28621 | P: 336.975.0029 | F: 336.975.0033 | contactus@cal-lab.org or marie@cmai.pro

