

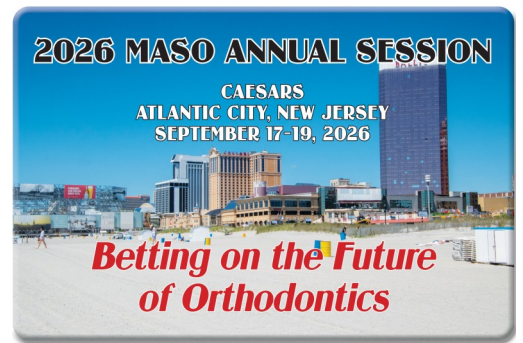
Middle Atlantic Society of Orthodontists

Delaware*District of Columbia*Maryland*New Jersey*Pennsylvania*Puerto Rico*Virgin Islands

2026 MASO Annual Session

Betting on the Future of Orthodontics September 17 - 19, 2026

Caesars AC, Atlantic City



EXHIBITOR INFORMATION

Join us in Atlantic City at Caesars AC on September 17– 19, 2026 for two intense days of education and networking. Our speakers have wide-reaching influence and will delight doctors and staff alike. Our networking opportunities and dedicated exhibit hours combine to offer our attendees and exhibitors quality time together.

RENTAL FEE: \$3,000 per table (\$3,250 after July 1)
First time exhibitor \$2,700 per table (\$3,000 after July 1)

BOOTH REGISTRATION INCLUDES:

- One (1) 6' x 30" table, covered ; two (2) chairs; one (1) waste basket; one (1) booth ID sign; carpeted exhibit hall
- Company and product/service listing in meeting app
- Two (2) exhibitor personnel registrations per booth (additional personnel may register for \$250 per person)
- Two continental breakfasts, two lunches, daily beverage breaks
- The Friday Night Wild West Welcome Party
- Doctor contact information

BOOTH ASSIGNMENTS: Booth assignments will be based on the date the completed "MASO Exhibitor Contract" AND payment are received. If more than one contract is received on the same day, priority assignment will be made based on prior exhibit history. **Priority placement will be given to partners according to level of partnership.**

REGISTRATION: Confirmation of booth assignment, and a link to register representatives, will be emailed by July 20 to the individual indicated on the contract. **The deadline for the completed exhibitor attendee registration form and company description for the onsite materials and app is August 20, 2026.**

SETUP: Thursday, September 17, from 3:00 - 10:00 pm

TEARDOWN: Saturday, September 19, from 5:00 - 7:00 pm

SHOW HOURS:

Friday, September 18, 7:00 am to 4:00 pm

Saturday, September 19, 7:00 am to 5:00 pm

CERTIFICATE OF INSURANCE: A Certificate of Insurance must be provided to the MASO office by August 20, 2026. All exhibitors must provide a certificate of insurance to be admitted to the hall (see terms and conditions for insurance requirements).

CANCELLATION POLICY: A full refund, less a \$100 processing fee, will be issued for cancellations received in writing by July 1, 2026. No refunds will be issued after July 1, 2026. Refunds will be sent within 30 days after the event.

EXHIBITOR SERVICE KITS: Exhibitor service forms will be sent to the contact on the Exhibitor Contract by July 20th. At that time, the names of those attending will be requested.

HOUSING: Caesars AC is the host hotel. Reservations may be made online through the link found at www.MASO.org or by calling the hotel's Reservations toll-free number at 888-516-2215 and referencing the MASO Annual Session. We encourage you to make your reservation as soon as possible.

Discounted rates are only available until 6 pm September 2, 2026 or until the room block is full.

PARTNERSHIP OPPORTUNITIES: Opportunities are available to receive increased recognition at the 2026 Annual Session. Go to www.MASO.org to review the Partnership Opportunities on the **Partnerships** page of the MASO Annual Session website or contact the MASO office.

FOR MORE INFORMATION: Visit the **MASO Annual Session** website, www.MASO.org for the latest information, as it becomes available or contact the MASO office: MASO@AssnOffices.com

THANK YOU FOR YOUR SUPPORT!

MASO 2026 Annual Session Tentative Program Dedicated Exhibit Hall Hours

Thursday, September 17

8:00 am—12:00 pm Golf Outing
1:00 pm—5:00 pm MASO Board Meeting
3:00 pm – 10:00 pm **EXHIBITS SET UP**

Friday, September 18

7:00 am – 5:00 pm **EXHIBITS OPEN**
7:00 am – 8:30 am *Continental Breakfast with Exhibitors
8:00 am – 5:00 pm **General Session**
*Networking/Beverage Breaks with Exhibitors
*Lunch Buffet with Exhibitors
6:00 pm – 8:00 pm Friday Night Wild West Welcome Party

Saturday, September 19

7:00 am—8:00 am Fun Run/Walk
7:00 am – 3:30 pm **EXHIBITS OPEN**
7:00 am – 8:30 am *Continental Breakfast with Exhibitors
8:00 am—4:00 pm **General Session**
*Networking/Beverage Break with Exhibitors
*Lunch Buffet with Exhibitors
1:00 pm – 2:00 pm MASO Membership/Business Meetings
4:00 pm – 5:00 pm Resident Case Presentations/Reception (No
Teardown permitted from 4-5 PM)
5:00 pm—7:00 pm **EXHIBITS TEAR DOWN**

**Complimentary for exhibitors & attendees!
This tentative program is subject to change.*

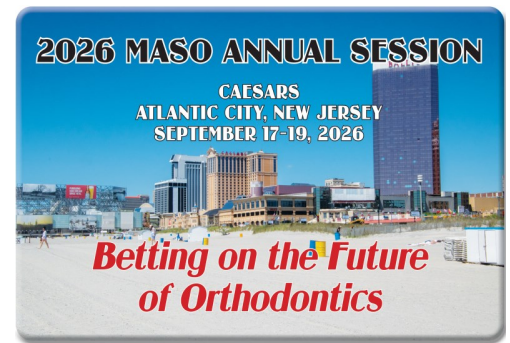
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TERMS & CONDITIONS FOR EXHIBITORS

- CONTRACT:** All applicants for exhibit space are required to submit a complete and signed contract. All terms and conditions as outlined with this contract are accepted upon signature by the Exhibitor and made part of this contract.
- FLOORPLAN:** The Middle Atlantic Society of Orthodontists reserves the right to alter the location of tables on the official floor plan (see Exhibitor Information for assignment information).
- EXHIBITOR ELIGIBILITY:** MASO shall have the right to determine eligibility & prohibit or remove any exhibit or proposed exhibit, which in the judgment of MASO is unsuitable or inappropriate for the exhibition or purposes of such exhibition; and such right shall extend, but not be limited, to persons, equipment, materials, displays, installation and other items constituting part of, or distributed in connection with any such exhibit, without refund. Action may be taken by MASO against exhibitors who violate any of the rules or policies, which may include being prohibited from participating in future MASO Annual Sessions.
- REJECTED CONTRACTS:** MASO reserves the right to reject an application for any reason whatsoever at their sole discretion. In the event an exhibit contract is not accepted by MASO, the deposit for the exhibit space will be refunded to the applicant.
- SOLICITATION, CONCURRENT MEETINGS, NON-EXHIBITORS:** Firms and representatives of firms not assigned exhibit space are prohibited from soliciting business during the 2026 Annual Session. Violators will be requested to promptly leave the convention area. No exhibitor shall assign, sublet or apportion the whole or any portion of space allotted, nor shall an exhibitor be permitted to exhibit therein any goods other than those manufactured or distributed by him/her in the regular course of his/her business. Violation of this rule shall be cause for the offender to be asked to leave the show without refund. Displays or demonstrations by exhibitors may not be held in any area other than the exhibit hall. Exhibitors are requested to open hospitality suites or conduct events/meetings only with date and time approved by MASO.
- CERTIFICATE OF INSURANCE:** A Certificate of Insurance must be provided to the MASO office no later than August 20, 2026. All exhibitors and display houses must provide certificates to be admitted to the hall. Certificates are to name the MASO 2026 Annual Session as additional insured with policy date through September 19, 2026. Coverage should include comprehensive general liability of at least \$1,000,000 per occurrence. Workman's Compensation should be for full compliance employees for any work done on the exhibitor's behalf.
- GENERAL INSURANCE/ LIABILITY INFORMATION:** Each party involved in the Annual Session is responsible for any claims arising out of its own negligence and intentional acts, and those of its employees or agents. Each party agrees to be responsible for its own property through insurance. It is understood that MASO, Caesars AC, and their agents will have no liability of any kind for injury to any person or for any loss or damage to property of exhibitors prior, during or after the Annual Session. MASO will not be liable for damages caused by failure to provide, or delays in providing, exhibit areas due to natural disasters, strikes, riots, or any other circumstance beyond the control of MASO, or for any negligent or intentional acts of any exhibitor or any third party. By signing the exhibit contract, you agree to indemnify, save, defend, and hold MASO harmless from any and all damages, liabilities, actions and demands, including reasonable attorney's fees arising out of, or related to, your negligent and/or intentional actions in exhibiting at the Annual Session, and any breach of these rules and policies.
- SECURITY:** MASO will not provide Exhibit Hall security. The Exhibit Hall will be locked at night but Exhibitors will be expected to remove valuables (laptops, etc.) from the Exhibit Hall at night. MASO and Caesars AC are not liable for loss, damage, or theft that may be incurred by the exhibitor.

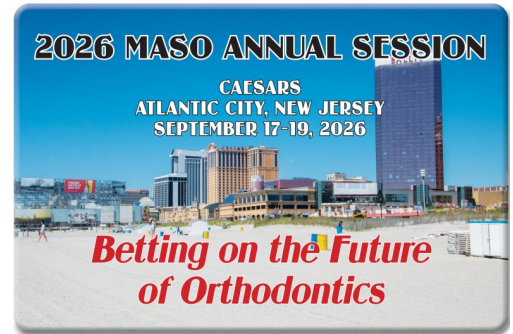
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TERMS & CONDITIONS FOR EXHIBITORS

9. **SHOW HOURS:** Hours for exhibit set-up will be Thursday, September 17, 2026 from 3:00 pm to 10:00 pm. Exhibits will be open Friday, September 18, 2026 from 7:00 am to 5:00 pm and Saturday, September 19, 2026 from 7:00 am to 5:00 pm. Tear-down will be on September 19, 2026, 5:00 pm to 7:00 pm. **Tear-down is not to begin prior to 5:00 pm.** Shipping assistance will be available at that time.
10. **SET UP & DISMANTLING RESTRICTIONS:** Exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. To preserve the sight line to the neighboring exhibitor, anything above the height of the table must be placed within the back half of your exhibit space. Any additions or improvements to exhibit space other than included equipment shall be at exhibitor's expense and must comply with fire department and underwriter rules. The aisles, passageways and overhead spaces remain strictly under control of MASO. Items will only be permitted in these areas by special permission of MASO. Exhibit noise may not interfere with other exhibitors. All items left in hall after dismantling hours will be disposed of or handled at the host hotel's discretion at exhibitor's expense. The exhibitor must surrender his display space in the same condition as it was when occupied. Compliance with local fire and state tax ordinances is required.
11. **CONDUCT:** Exhibitors and their agents are expected to act at all times in a professional manner. Any disruptions or unacceptable conduct may result in ejection from the Exhibit Hall, at the discretion of MASO with no refund of space rental fees.
12. **PHOTOS AND VIDEOS BY EXHIBITORS:** MASO encourages all exhibitors to post about their involvement in the Annual Session on all social media platforms. However, exhibitors may only photograph and videotape their own displays. All other photography and videotaping in the Exhibit Hall is strictly prohibited. Any exhibitor caught doing so will be permanently dismissed from the exhibit hall with no refund of their exhibit charges.
13. **USE OF THE MASO OR ANNUAL SESSION LOGO:** MASO reserves the right to prohibit the use of the MASO and the Annual Session logo in any advertising, promotional piece, and incentive items. Requests for use of the Annual Session logo must be reviewed and approved in advance by the MASO office.
14. **COMMENTS:** These terms and conditions have been established to promote the best interests of all exhibitors and attendees. If you have suggestions that may improve the operation of the exhibit hall, please contact MASO at 866-748-6276 or MASO@AssnOffices.com.
15. **TAX ID:** The Middle Atlantic Society of Orthodontists is incorporated in Ohio as a 501 (c) 6 not-for-profit organization under the International Revenue Service; tax ID #52-6047644.