Acknowledgement of Country

We respect and honour Aboriginal and Torres Strait Islander Elders past, present and emerging. We acknowledge the stories, traditions and living cultures of Aboriginal and Torres Strait Islander peoples on this land (Australia) and commit to building a brighter future together.
Contents

Welcome Messages ................................................................. 04
Benefits of a Virtual Congress .................................................. 06
Benefits of Sponsoring & Exhibiting .......................................... 07
“One of a Kind” Virtual Congress .............................................. 08
Sponsor Entitlements & Sponsorship Opportunities ...................... 09
Sponsorships ............................................................................ 10
Advertising Opportunities ......................................................... 15
Exhibition Showcase ................................................................. 16
Sponsorship & Exhibition Booking Form ...................................... 17
General Conditions ................................................................... 18
Contact Us .................................................................................. 19
A Welcome Message from FDI President

Dr Gerhard K Seeberger

As president of FDI World Dental Federation (FDI), it is my privilege to welcome you to the ADA FDI 2021 World Dental Congress – Special Edition, broadcasted globally from Sydney, Australia, from 26 to 29 September. Due to the COVID-19 pandemic, we are proud to host this first of its kind – fully virtual congress - together with the Australian Dental Association (ADA). The 2021 congress theme is Educating for Dental Excellence. It is under this theme that we look forward to advancing the art and science of dentistry. The 2021 special edition WDC will deliver a cutting-edge scientific programme and interactive exhibition attended by the most prominent figures in dentistry.

The dental profession and the dental industry are essential partners in delivering oral health to populations around the world. Bridging the gap between the two is even more important today, as new materials and technology are developed to accommodate the latest treatment philosophies. This virtual exhibition offers an important opportunity for international manufacturers to enhance their visibility in the dental market. As an exhibitor, we invite you to access the FDI booth to learn more about our latest initiatives and partnerships to promote and improve oral health around the world. You will be able to learn more about our advocacy work to ensure oral health is considered a top global health priority and browse FDI’s latest resources for dentists and dental teams, from our white paper on endodontic care to our updated chairside guide on periodontal health.

Together with the ADA, we are working side by side to create an virtual event that serves to strengthen ties between oral health professionals, industry innovators and committed stakeholders to raise the voice of the oral health community and advance the practice of dentistry worldwide.

See you online!
Stay safe and well until then.
A Welcome Message from ADA President
Dr Mark Hutton

As president of the Australian Dental Association (ADA), it is my privilege to welcome you to the ADA FDI 2021 World Dental Congress – Special Edition, available virtually from Sydney, Australia – 26 to 29 September.

We are proud to host the 2021 Congress with FDI, and are particularly excited to showcase a world-class virtual exhibition. Building on the success of recent Australian Dental Congresses, and with an experienced expert management team and cutting-edge scientific programme, this promises to be a most popular online event anticipated by a worldwide audience of dental professionals.

Being on display to dentists and their teams, local and international, presents a rare chance for exposure in what will be one of the largest virtual exhibitions of dentistry related products and services ever held, and we are excited to offer you the opportunity to participate as sponsors and exhibitors.
Benefits of a Virtual Congress

Accessibility
The virtual space is infinite. It can increase attendance globally by removing travel times, availability, and funding restrictions. We are opening opportunities for a wider audience to gather, giving you increased brand recognition on a global scale.

Sustainability
Allows us to reduce our event’s carbon footprint by eliminating air travel, ground transportation, hotel energy, venue energy, general waste and much more.

Increased Value
Sponsors and exhibitors can connect with delegates virtually at more suitable times, showcase and promote their services through virtual social communities and no longer worry about the lack of foot traffic and empty booths at a physical venue. Less travel, more value, effective interactions.

On Demand
Creates longer value and allows delegates, sponsors and exhibitors an ongoing opportunity to learn and interact before, during and after the event.
Benefits of Sponsoring & Exhibiting

The ADA FDI 2021 World Dental Congress - Special Edition can provide your organisation with:

- Maximum exposure of your brand at a world event devoted to those in the Dental profession.
- Access to a broad network of industry partners.
- An opportunity to present latest innovations and new products or services to a relevant audience and showcase your expertise and capabilities.
- The chance to affiliate your brand with a unique and dynamic Congress.
- Increased marketing opportunities including visibility on the Congress web platform, and additional associated marketing materials.
- An opportunity to build and reinforce strategic relationships within the Dental profession.
- The opportunity to demonstrate your company’s commitment to the Dental profession.
- An opportunity to network with industry colleagues and develop strategic relationships with key decision makers.
- Showcase your expertise and capabilities, and educate the profession.
- A cost effective way to reinforce your organisation’s brand and build brand awareness amongst a relevant audience.
- Increased marketing opportunities including visibility on the Congress web platform, and additional associated marketing materials.
- An opportunity to present latest innovations and new products or services to a relevant audience and showcase your expertise and capabilities.
Our “one of a kind” Virtual Congress

The ADA FDI 2021 World Dental Congress – Special Edition will be broadcasted LIVE and on-demand from the International Convention Centre (ICC) in Sydney, Australia from Sunday 26 September to Wednesday 29 September inclusive. The fully virtual event will be Hosted and encompass over 200 Scientific Programme sessions and an associated Exhibition – with some elements pre-recorded.

Essentially “more highly produced Television than ZOOM”.

This year’s World Dental Congress – Special Edition will bring together leaders from across the world in dental practice, research, academia and industry to present quality, innovative and effective continuing education. It is expected that between 6,000 to 8,000 delegates will participate, drawn from Australia and throughout the world. Attendees will include dentists, dental hygienists and therapists, dental assistants, dental prosthetists, and other dental professionals. The event’s broadcast centre at the ICC, will feature dedicated studios to manage and deliver content over the primary dates; with the distribution platform enabling on-demand programme and exhibitor access for an additional 60-days post Congress. This provides supporters of FDI and the Australian Dental Association effective return on investment and a unique opportunity to stay engaged with delegates and other associated participants well beyond this year’s Congress.

We have created an online Showcase for exhibitors, with dedicated individual ‘interactive zones’ allowing organisations to not just provide and display information, but to engage with participants interactively via chat and video consultations. This year’s Congress is offering organisations scheduled virtual exhibitor symposiums within the range of sponsorship opportunities, i.e., either pre-recorded or LIVE productions* (*at separate additional expense) to demonstrate products and promote services.

Exhibiting at this year’s virtual event guarantees priority placement in the full scale FDI World Dental Congress exhibition, returning to Sydney, Australia in 2023, Sunday 24 - Wednesday 27 September. Please consider upgrading to sponsorship for this year’s event and ensure your brand is promoted as a key supporter of the World Dental Congress, while benefitting from complimentary interactive zone participation in our 2021 virtual exhibition Showcase.
Sponsorship Entitlements

Congress sponsors receive the following benefits and entitlements in addition to those outlined in the individual sponsorship offerings:

- A dedicated Interactive Zone presence in the virtual “Exhibition Showcase” - featuring moderated chat and video meeting abilities between delegates and exhibitor teams* (*teams can be located in multiple world locations - as required, lead capture and specialised reporting)
- Recognition as a Sponsor (with corporate logo) on the Congress platform and hyperlinked to the sponsor’s home or preferred web page
- Recognition as a sponsor in the final Congress & Exhibition Programme (printable)
- Sponsor’s company logo included in the Congress Sponsor’s online acknowledgment feature
- Access to the Congress delegate list. The list will be provided to the sponsor seven days prior to the event and again four weeks after the Congress (in accordance with applicable privacy acts including GDPR; only those delegates who have provided consent to be listed will be included).

Sponsorship Opportunities

The following pages feature selected sponsorship opportunities for the ADA FDI 2021 World Dental Congress – Special Edition and provide Congress supporters with a number-of ways to enhance their visibility and association with the event.

To discuss sponsorship opportunities or tailor-made options please contact the Congress management team at: fdiwdc2021@ada.org.au
## Sponsorships *(tailored packages possible)*

### Principal Sponsor

- Exclusive recognition by ADA/FDI as a Principal sponsor of the event
- Naming rights to one of the Congress concurrent sessions subject to AmDA CERP requirements (selected by sponsor, agreed by speaker – when programme is finalised)
- Full page advertisement in final Congress & Exhibition Programme (artwork supplied by sponsor)
- Four (4) Congress registrations
- Company brochure (maximum A4 size; flyer or 4-page brochure) supplied by sponsor, for the virtual delegate Showbag
- Complimentary “Interactive zone” in Exhibition Showcase (see Exhibition)

**Net Cost AUD$60,000** *(multiple sponsorships available)*

### Speaker Sponsor

- Recognition by ADA/FDI as a Speaker sponsor – web platform, programme, and speaker information, subject to AmDA CERP requirements (selected by sponsor, agreed by speaker)
- Full page advertisement in final Congress & Exhibition Programme (artwork supplied by sponsor)
- Company brochure (maximum A4 size; flyer or 4-page brochure) supplied by sponsor, for the virtual delegate Showbag
- Complimentary “Interactive zone” in Exhibition Showcase (see Exhibition)

**Net Cost AUD$25,000** *(multiple sponsorships available)*

### “Swag Bag” Sponsor

- Exclusive recognition by ADA/FDI as the Swag Bag sponsor – to be delivered early September to Australian based delegates and VIPs who register by 31 July 2021
- Opportunity to provide a sponsor supplied promotional item
- Full page advertisement in final Congress & Exhibition Programme (artwork supplied by sponsor)
- Complimentary “Interactive zone” in Exhibition Showcase (see Exhibition)

**Net Cost AUD$25,000** *(for Australian based delegates and VIPs only)*

2 x SOLD!!

More Available
Sponsorships *(tailored packages possible)*

**Session Sponsor**

- Recognition by ADA/FDI as a Session sponsor - web platform, programme, and session information, subject to AmDA CERP requirements (selected by sponsor, agreed by session speaker – when programme is finalised)
- One (1) Congress registration
- Full page advertisement in final Congress & Exhibition Programme (artwork supplied by sponsor)
- Company brochure (maximum A4 size; flyer or 4-page brochure) supplied by sponsor, for the virtual delegate Showbag
- Complimentary “Interactive zone” in Exhibition Showcase (see Exhibition)

**Net Cost AUD$20,000**

*(multiple sponsorships available)*

**Broadcast Sponsor**

- Recognition by ADA/FDI as Broadcast exclusive sponsor of a specific Congress day
- Sponsor’s name and logo prominently displayed at the commencement of the day’s broadcast and at its conclusion
- Full page advertisement in final Congress & Exhibition Programme (artwork supplied by sponsor)
- Complimentary “Interactive zone” in Exhibition Showcase (see Exhibition)

**Net Cost AUD$20,000**

*(multiple sponsorships available)*

**E-Poster Sponsor**

- Exclusive recognition by ADA/FDI as E-Poster sponsor of the event
- Sponsor’s name and logo prominently displayed on virtual platform for E-Posters
- Full page advertisement in final Congress & Exhibition Programme (artwork supplied by sponsor)
- Complimentary “Interactive zone” in Exhibition Showcase (see Exhibition)

**Net Cost AUD$20,000**
## Sponsorships *(tailored packages possible)*

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Description</th>
<th>Net Cost AUD$20,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Virtual Showbag Sponsor</strong></td>
<td>- Exclusive recognition by ADA/FDI as Virtual Showbag sponsor of the event</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Sponsor’s name and logo prominently displayed on virtual platform for Showbag</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Company brochure (maximum A4 size; flyer or 4-page brochure), inserted in virtual delegate Showbag (artwork supplied by sponsor)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Complimentary “Interactive zone” in Exhibition Showcase (see Exhibition)</td>
<td></td>
</tr>
<tr>
<td><strong>Net Cost AUD$20,000</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Congress Merchandise Sponsor</strong></td>
<td>- Exclusive recognition by ADA/FDI as the Congress Merchandise sponsor of the event</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- ADA FDI 2021 merchandise will include event pins, T-shirts etc. (final list TBC)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Full page advertisement in final Congress &amp; Exhibition Programme (artwork supplied by sponsor)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Complimentary “Interactive zone” in Exhibition Showcase (see Exhibition)</td>
<td></td>
</tr>
<tr>
<td><strong>Net Cost AUD$20,000</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Exhibition Showcase “Passport” Sponsor</strong></td>
<td>- Exclusive recognition by ADA/FDI as the Exhibition Showcase “Passport” sponsor of the event</td>
<td>SOLD</td>
</tr>
<tr>
<td></td>
<td>- Sponsor’s name and logo prominently displayed on virtual platform</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Company brochure (maximum A4 size; flyer or 4-page brochure) supplied by sponsor, inserted in virtual delegate Showbag (artwork supplied by sponsor)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Full page advertisement in final Congress &amp; Exhibition Programme (artwork supplied by sponsor)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Complimentary “Interactive zone” in Exhibition Showcase (see Exhibition)</td>
<td></td>
</tr>
<tr>
<td><strong>Net Cost AUD$20,000</strong></td>
<td></td>
<td>SOLD</td>
</tr>
</tbody>
</table>
## Sponsorships *(tailored packages possible)*

### Virtual Industry Symposium Sponsor

- **Net Cost AUD$15,000 (multiple sponsorships available)**
- LIVE integrated or pre-recorded presentation (duration to be agreed - fully produced by sponsor at own cost) broadcasted as per final schedule (TBC), and available on-demand for 60 days following the event via the Congress platform
- Opportunity for LIVE Q/A following symposium as required (costs associated with production borne by sponsor)
- Full page advertisement in final Congress & Exhibition Programme (artwork supplied by sponsor)
- Company brochure (maximum A4 size; flyer or 4-page brochure) supplied by sponsor, for the virtual delegate Showbag
- Complimentary “Interactive zone” in Exhibition Showcase (see Exhibition)

### Gift Sponsor

- **Net Cost AUD$15,000 (multiple sponsorships available)**
- Recognition by ADA/FDI as a Gift sponsor of the event
- Full page advertisement in final Congress & Exhibition Programme (artwork supplied by sponsor)
- Complimentary “Interactive zone” in Exhibition Showcase (see Exhibition)

### Prize Sponsor

- **Net Cost AUD$15,000 (multiple sponsorships available)**
- Recognition by ADA/FDI as a Prize sponsor of the event
- Full page advertisement in final Congress & Exhibition Programme (artwork supplied by sponsor)
- Complimentary “Interactive zone” in Exhibition Showcase (see Exhibition)
Sponsorships  
*(tailored packages possible)*

### Activity Sponsor

- Recognition by ADA/FDI as an Activity sponsor of the event for specific activity to be conducted as part of the Congress primary day schedule (final activity list TBC – activity to be mutually agreed)
- Full page advertisement in final Congress & Exhibition Programme (artwork supplied by sponsor)
- Complimentary “Interactive zone” in Exhibition Showcase (see Exhibition)

**Net Cost AUD$10,000**  
*(multiple sponsorships available)*

### Entertainment Sponsor

- Recognition by ADA/FDI as an Entertainment sponsor of the event for specific entertainment to be provided as part of the Congress primary day schedule (final entertainment list TBC – entertainment to be mutually agreed)
- Full page advertisement in final Congress & Exhibition Programme (artwork supplied by sponsor)
- Complimentary “Interactive zone” in Exhibition Showcase (see Exhibition)

**Net Cost AUD$10,000**  
*(multiple sponsorships available)*

### Congress Survey Sponsor

- Recognition by ADA/FDI as a Congress survey sponsor of the event with a specific event survey (before/during or after the event)
- Full page advertisement in final Congress & Exhibition Programme (artwork supplied by sponsor)
- Complimentary “Interactive zone” in Exhibition Showcase (see Exhibition)

**Net Cost AUD$5,000**  
*(multiple sponsorships available)*

*Net costs in Australian dollars. 10% Australian Goods & Services Tax (GST) added as applicable*

The Congress Management Team welcome suggestions for other sponsorship opportunities and will provide additional promotional possibilities at this global event shortly.
Advertising Opportunities

Advertising options are available to event sponsors and exhibitors only:

<table>
<thead>
<tr>
<th>Congress &amp; Exhibition Programme (printable)</th>
<th>Deadline</th>
<th>Day</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>Booking</td>
<td>Monday</td>
<td>16th July 2021</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>Materials</td>
<td>Monday</td>
<td>13th August 2021</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*To confirm available advertising and to book your ad in the above documents, please contact the Congress Management Team fdiwdc2021@ada.org.au
Exhibition Showcase

The ADA FDI 2021 World Dental Congress – Special Edition provides exhibitors a global virtual platform through its Interactive Zone format.

Exhibitors are offered a dedicated online presence on the event’s web platform which features the opportunity of LIVE* (*moderated) chat and video meetings between delegates with exhibitor teams, located in multiple world locations (as required), as well as lead capture and specialised reporting. Further promotional opportunities are available through an upload facility for product brochures, special offers and video content to connect with a global audience.

Interactive Zone Cost = AUD$2,200 (including Australian Goods & Services Tax)

Inclusions

- **Showcase Home** – includes company name, logo and company tile allowing Congress participants to click through to a dedicated exhibitor ‘Interactive Zone’ page
- **Interactive Zone** – allows exhibitors to upload a feature video, company bio, contact details and any resources the exhibitor wishes to promote
- **Link with Exhibitors** – permits delegates to book video meetings with exhibitors through the duration of the virtual Congress
- **Exhibitor Chat** – delegates are able to reach out to exhibitors through a Chat platform
- **Lead Generation** – lead capture each time a registered attendee clicks on the dedicated 'Interactive Zone'
- **Extended Connection with Exhibitors** – interactions made during the primary days of the event, can be continued via the web platform for 60 days following the Congress
### SPONSORSHIP & EXHIBITION BOOKING FORM

**COMPANY INFORMATION**

<table>
<thead>
<tr>
<th>Company Name:</th>
<th>ACN/ABN (if applicable):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract Name:</td>
<td></td>
</tr>
<tr>
<td>Position:</td>
<td>Mobile:</td>
</tr>
<tr>
<td>Email:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td>City:</td>
</tr>
<tr>
<td>Postcode:</td>
<td></td>
</tr>
</tbody>
</table>

**Type of Company**

- [ ] Manufacturer
- [ ] Domestic Product Agents
- [ ] Associations, Media, Educational Institutions
- [ ] Other

- [ ] Distributor
- [ ] Foreign Product Agents
- [ ] Service Provider

**Type of Product**

- [ ] Dental Implant Equipment & Materials
- [ ] Prosthodontics Equipment & Materials
- [ ] Periodontics Equipment & Materials
- [ ] Oral Surgery Equipment & Materials
- [ ] Oral Imaging Equipment & Materials
- [ ] Orthodontics Equipment & Materials

- [ ] Endodontics Equipment & Materials
- [ ] Paediatric Dentistry Equipment & Materials
- [ ] Dental Laboratory Equipment & Materials
- [ ] Other

- [ ] Sterilization/Disinfection & Infection Control Product
- [ ] Dental Hospital Management Hardware & Software

**SPONSORSHIP PREFERENCE SELECTION**

<table>
<thead>
<tr>
<th>Preference 1:</th>
<th>AUD:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preference 2:</td>
<td>AUD:</td>
</tr>
<tr>
<td>Preference 3:</td>
<td>AUD:</td>
</tr>
</tbody>
</table>

**EXHIBITION (INCLUSIVE OF GST)**

- [ ] Interactive AUD: $2,200

**Booking Authorised by:**

I have read and understood the detail of the virtual sponsorship and exhibition prospectus and this application form.

I guarantee that we will promote our participation at the ADA FDI 2021 World Dental Congress – Special Edition to our relevant client base, from the date of booking date to the relevant event dates. These promotional materials will be supplied to the ADA for final sign-off.

**Terms**

I am a duly authorised person to make this agreement binding on behalf of the Sponsor/Exhibitor’s company and I have read the General Conditions. I understand and guarantee that:

a) This agreement is binding on the Sponsor/Exhibitor upon acceptance by the Organiser
b) This Agreement cannot be cancelled except through the provisions specified in the below cancellation policy
c) The terms of this Agreement will be kept absolutely and strictly confidential and not disclosed to any person outside of the Sponsor/Exhibitor’s company
d) The Sponsor/Exhibitor acknowledges that this agreement is subject to the General Conditions included in the Sponsorship and Exhibition Prospectus and to any additional obligations notified in writing by the Organiser (including in any specific instructions for Sponsors/Exhibitors)

**Method of Payment**

- [ ] Credit Card
  - [ ] Visa Card
  - [ ] Master Card

**Credit Card Number**

- [ ] Expiry Date

**Cardholder’s name**

- [ ] Signature:

**Date:**

Please complete, sign and return this form to fdiwdc2021@ada.org.au
GENERAL CONDITIONS

SPONSORSHIP & EXHIBITION AGREEMENT

INTERPRETATION
1. In this Contract the context or subject matter otherwise, indicates or requires:
   “Organiser” means Australian Dental Association – ARBN 131 755 989
   “Amount Payable” means the total costs payable by the Exhibitor to the Organiser as specified in the Agreement to participate in the Exhibition.
   “Exhibition” means the Virtual Exhibition, Expo or Event specified in the agreement
   “Exhibitor” means the person or company identified in the Organiser’s Application Form for Virtual Exhibition display space.
   “Exhibitor Support Instructions” means the Organiser’s instructions of rules and regulations governing exhibitors’ use of their dedicated online presence and the services and equipment provided for exhibitors use, as amended from time to time by notice in writing to the Exhibitor.
   “Space” means the “Interactive Zone” allocated to and used by the Exhibitor on the virtual platform.

2. A Contract exists between the Organiser and the Exhibitor on these General Conditions when the Exhibitor accepts the Application signed by the Exhibitor.

3. Upon the acceptance of this Contract, the Organiser in consideration of payment of the agreed fees, grants to the Exhibitor a license to occupy the Space for promotion of their product(s)/service(s) from the duration of the exhibition.

PAYMENTS
4. The Exhibitor must pay the Organiser the fee specified by the Organiser on or before the agreed date as indicated on the booking form or in the agreement.

5. The Organiser may at its discretion and by written notice to the Exhibitor deem that the Exhibitor has cancelled the booking if the agreed payment is not received within the agreed payment term and then the provisions of Clauses 7-8 shall apply.

CANCELLATIONS
6. The Exhibitor may terminate their booking or agreement at any time prior to the Commencement Date of the Exhibition by giving the Organiser written notice (in English) of termination (cancellation fees as applicable will be enforced).

7. If the Exhibitor terminates the booking or agreement the Exhibitor agrees to pay the Organiser liquidated damages calculated at the date of receipt of notice of termination as specified as follows:
   • Organisers shall retain 20% of the agreed sponsorship and exhibition fees if cancellation is made before 31st May 2021
   • Organisers shall retain 60% of the agreed sponsorship and exhibition fees if cancellation is made between 1st June 2021 and 22nd August 2021
   • All sponsorship and exhibition cancellations made after 22nd August 2021 are subject to full payment and no refunds will be made

8. In addition to any rights of the Organiser, if the Exhibitor fails to occupy the Space in the Exhibition without terminating the agreement, the Organiser may reclaim the costs and at any occurrence as it deems best in the interests of the Exhibition and without releasing the Exhibitor from any liability hereunder. In addition, the Exhibitor shall pay to the Organiser the amount specified in Clause 7 plus an administration charge of $400 + GST.

9. The Exhibitor may not use the Space for promotion of any product(s) or service(s) other than those specified and may not assign, share, transfer, sublet, sub-license or otherwise dispose of any part of the right granted to the Exhibitor by the Organiser without the prior consent of the Organiser in writing.

ORGANISERS OBLIGATIONS & RIGHTS
10. The Organiser makes no warranties or representations as to the performance of the Exhibition in regard to the number of visitors attending the virtual Exhibition or any level of business generated by the Exhibition.

11. The Organiser shall have complete discretion to determine the dates and times when the virtual Exhibition shall be open to the Exhibitor and to participants.

12. The Organiser will use its reasonable endeavours to ensure the supply of the Space mentioned in this Agreement and in the Sponsorship & Exhibitor Prospectus, but it shall not be liable to the Exhibitor for any losses, damages or expenses arising out of total or partial failure of such services, through causes beyond the control of the Organiser including, but without limiting the generality of the foregoing, the cancellation and/or revocation at any time of the Organisers right and/or licence to use the virtual Exhibition site or any part thereof for the purpose of holding the Exhibition. In the event of total or partial failure of any services or the prevention or abandonment of the virtual Exhibition as a result of any occurrence beyond the control of the Organiser it shall be entitled to a refund of any amounts paid by it or shall it be relieved of the obligation to pay any amount due under this agreement nor shall the Organiser be liable in any way for any expenditure or liability or loss including consequential loss incurred or sustained by the Exhibitor.

EXHIBITORS OBLIGATIONS & RIGHTS
13. If the Exhibitor breaches or fails to comply with any term of this Agreement or the rules and regulations set out in the Exhibitor Support Instructions, then the Organiser may terminate this Agreement by notice in writing to the Exhibitor and may retain all moneys paid in whole or partial (as the case may be) compensation for any loss incurred by the Organiser. The Organiser shall have the right to re-license the Space to any other person on such terms as the Organiser may in its discretion think fit. The Exhibitor shall be liable to the Organiser for any loss suffered by the Organiser on the re-licensing of the Space to the extent that it exceeds the money retained by the Organiser.

14. If an entitled Exhibitor sells any goods via the Exhibition it agrees to issue to every purchaser an official receipt clearly describing the goods sold and the amount paid. The receipt must be in a format acceptable to the Australian and other relevant Taxation Offices as applicable.

15. If an entitled Exhibitor sells any goods it agrees to indemnify the Organiser against any claim or action by any of its purchasers arising out of any failure by the Exhibitor or the purchaser to comply with the preceding paragraph.

16. The Exhibitor shall not conduct or permit to be conducting any lottery, raffle, guessing competition, game of chance or side show during the virtual Exhibition without appropriate Government approvals and license permits. Permits must be produced on demand by the Organiser.

17. The Exhibitor must ensure that all virtual displays, demonstrations and activities comply with the terms of this Agreement, the Exhibitor Support Instructions and (a) are in keeping with the standard, character, demeanour, quality, dignity, and atmosphere of the Exhibition. The Organiser reserves the right to reject any display or demonstration.

18. At least 4 weeks before the Commencement Date the Exhibitor must provide the Organiser with a list of the names of each of the Exhibitor’s Personnel who will be engaged online in the virtual exhibition.

19. The Exhibitor shall comply with all laws, regulations ordinances and by-laws from time to time in force and with any government or statutory or other authority. The Exhibitor shall indemnify the Organiser against all proceedings or actions brought against the Organiser and liability incurred by it as a result of any breach by the Exhibitor of any applicable law, regulation, ordinance or by-law.

WARRANTIES AND LIABILITIES
20. The Exhibitor agrees to occupy and use the online Space at the risk of the Exhibitor and hereby releases the Organisation to the full extent permitted by law from all claims demands of every kind and from all liability which may arise.

GENERAL
21. This Agreement contains the entire understanding of the parties in relation to its subject matter and there is no representation, warranty, promise, term, condition, right or obligation (whether oral or written, expressed or implied) which has been made, given, agreed, acquired, accepted or relied upon by either party other than those contained herein. No amendment to this Agreement shall be effective unless it is in writing and signed by the duly authorised representatives of both parties.

22. The Organiser shall have the right from time to time on giving written notice to the Exhibitor to make, vary and enforce such rules and regulations as it may think desirable for the proper running of the virtual Exhibition and breach by the Exhibitor of such rules and regulations shall be deemed to be a breach of this Agreement.

23. If for any reason a provision of this Agreement or part of one shall be illegal, invalid or unenforceable in any jurisdiction it shall be read down or severed to the extent necessary so that it may not be so construed. The illegality, invalidity or unenforceability of any provision, or part of one, in any jurisdiction shall not affect the legality, validity or enforceability of any other provision, or that are stipulated in any other jurisdiction.
Contact Us

Congress Management Team
Australian Dental Association
P: +(61) 2 8815 3333
D: +(61) 2 8815 3329
E: fdiwdc2021@ada.org.au

There’s still nothing like Australia!