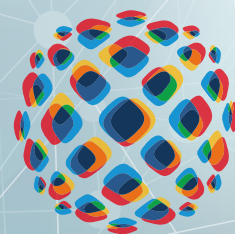


12 | 13 | 14 | NOV | 2015 | MEO ARENA | LISBON | PORTUGAL

# ExpoDentária

## *Exhibitor's Guidebook*



**XXIV CONGRESSO**  
ORDEM DOS MÉDICOS DENTISTAS  
PORTUGUESE DENTAL ASSOCIATION ANNUAL MEETING

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FORMS MEO ARENA (consult link: [www.ond.pt/congresso/2015/expodentaria/manual](http://www.ond.pt/congresso/2015/expodentaria/manual))



*2015 Expo-Dentária  
Regulation*

## INTRODUCTION

This Regulation, hereinafter referred to as the Exhibitor Guidebook, is an integral part of the Lease and Service Delivery Agreement between the Portuguese Dental Association (OMD) and the Exhibitor.

It is important that the Exhibitor informs its employees and service providers, of the rules applicable to the event.

The Organizer may change these rules, at any time, whenever the smooth running of the event so requires or justifies.

The dynamics of the event may also warrant the issuing of resolutions by the Organizer, in order to clarify, set or adjust specific aspects of the exhibition, which become mandatory once published through public notice or by direct notification.

This regulation is composed of:

**Section 1** – Specific – annual dimension, varying according to each Expo–Dentária:  
TIMELINE OF SCHEDULES FOR SET UP, EVENT AND TEAR DOWN, EXPO–DENTÁRIA FLOOR PLAN AND HOTELS

**Section 2** – General Regulations

**Section 3** – Forms

**SECTION 1 – SPECIFIC****TIMETABLE FOR SET-UP, EVENT AND TEAR-DOWN****1.1 – VENUE**

The Trade Show will take place at MEO ARENA\*

**1.2 – SET-UP**

9th, 10th, 11th November 2015\* (08h00 – 20h00)

The stand must be finished, decorated and the surrounding area free and cleared strictly by 20h on 11/11/2015\*.

The stand set-up shall be supervised by Arena Atlântico.

**1.3 – CLEANING**

The Organizer will carry out general cleaning of the common areas of the exhibition halls on 11/11/2015\* – from 20h to 22h.

**1.4 – THE EVENT**

12th, 13th, 14th November 2015\* (10h00 – 20h00) – Schedule for general public

The Exhibitors will have access to their stands, from 08h00, during the three days of the Exhibition.

The Trade Show will take place during the hours indicated above, however its opening hours might be modified as the Organizer deems most convenient, without giving way to any kind of compensation.

The Exhibitors shall keep their stands in operation during the entire period of the Trade Show, with properly trained staff to assist visitors.

**1.5 – TEAR-DOWN**

Tear-down will commence non-stop on 14th November 2015 at 20h00 until 24h00 of 15th November.

Tejo Room will store exhibitors' material, which shall be collected no later than 20h00 on 16th November.

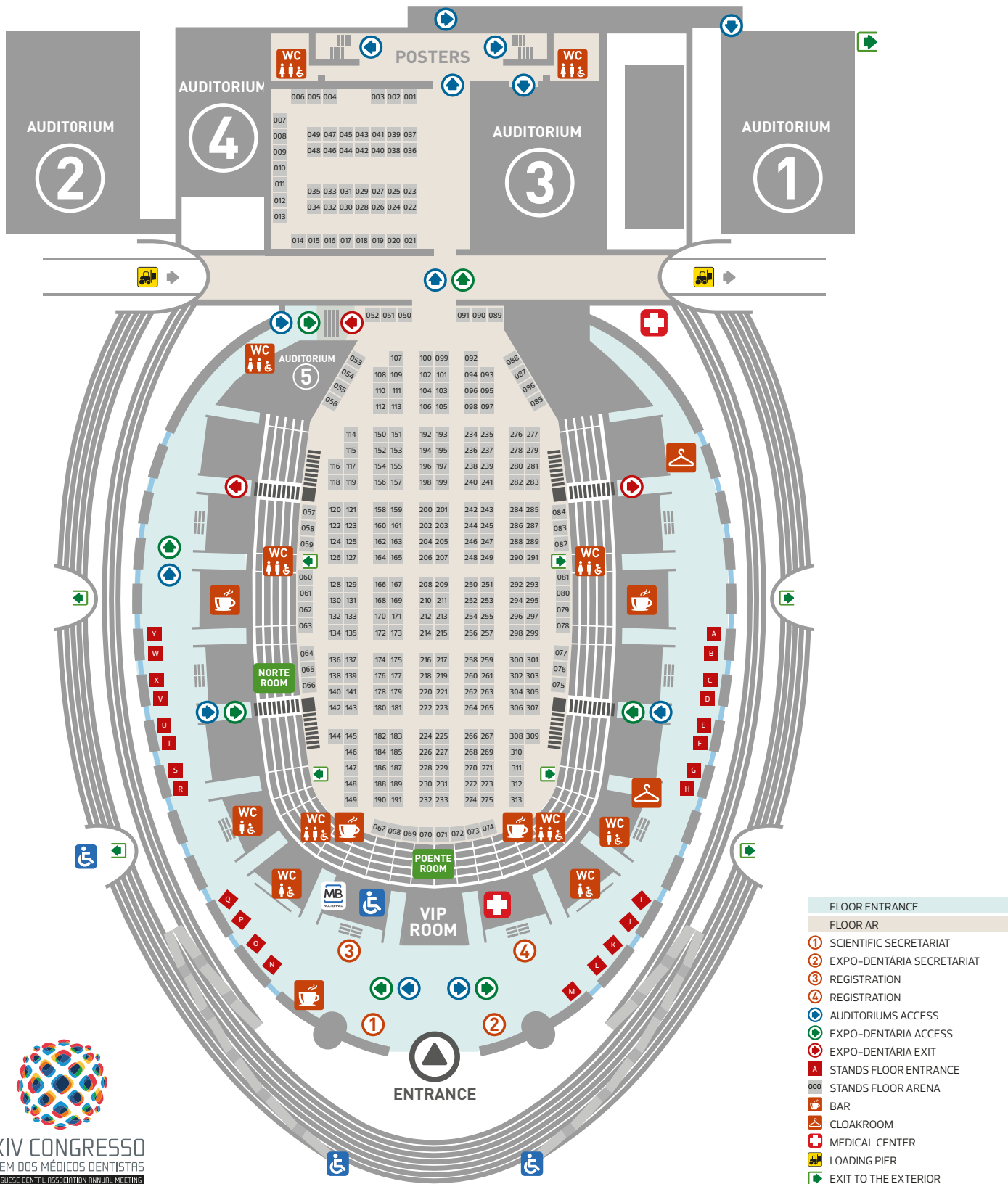
It is the exhibitors' responsibility to tear-down their stands and remove the products and equipments, and leave their occupied area clean, respecting the timeline and conditions stipulated herein.

Tear-down will be supervised by Arena Atlântico.

**1.6 – TIME EXTENSION**

Regarding the possible extension of time for set-up and tear-down, exhibitors' requests will be analysed individually according to the availability of the venue Arena Atlântico. This request, if granted, results in additional costs that should be settled directly with Arena Atlântico.





**XXIV CONGRESSO**  
**ORDEM DOS MÉDICOS DENTISTAS**  
 PORTUGUESE DENTAL ASSOCIATION ANNUAL MEETING

ORGANIZATION

PLATINIUM SPONSOR

GOLD SPONSORS

SILVER SPONSORS

INTERNATIONAL MEDIA PARTNER



**Pierre Fabre**  
**HEALTHCARE**



**straumann**



**BATADEC**  
 PORTUGUESE ASSOCIATION OF DENTAL CLINICIANS

**redefinimos** standards

**diti** Dental Tribune International



**HENRY SCHEIN**

**DentalPress**  
 LIGHT & PROTECT

**klockner**  
 implant system

## CONTACTS

### ORGANIZER

Ordem dos Médicos Dentistas  
 Av. Dr. Antunes Guimarães, 463  
 4100 - 080 Porto  
 Coordenador da Expo-Dentária: Pedro Pires  
 Contacto: Maria do Céu Paz  
 Tel: +351 226 197 690  
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 Email: expo-dentaria@omd.pt  
 www.omd.pt

### MEO ARENA

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 1990-231 Lisboa  
 Contacto: Catarina Matias  
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 E-mail: omd2015@meoarena.pt  
 Web: <http://www.meoarena.pt>

## SELF ORGANISATION

### 1.10 CHECK-LIST

1. Read the entire Exhibitor Guidebook and inform all employees and/or service providers.
2. Read the entire General Use Regulation for Meo Arena in accordance with the necessary rules of the Event "OMD Congress":
  - a) The provisions of the following articles of the General Use Regulation for Meo Arena are not applicable: 5.4; 5.5; 7.1; 9.2; 18.2; 22-26;
  - b) With regards to articles 3.2.g) and 6 of the General Use Regulation for Meo Arena, the provisions of the Meo Arena forms shall apply;
  - c) Concerning article 15.1 of the General Use Regulation for Meo Arena, the provisions of Exhibitor's Guidebook shall apply;
  - d) With respects to article 16 of the General Use Regulation for Meo Arena, Exhibitors are hereby authorised to use their own or third party technical equipment, with total freedom of choice and no exclusivity rights of services, equipment or materials provided that they are in accordance with this Exhibitors Guidebook;
  - e) Regarding article 18.1.h), it is clarified that the obtainment of licenses for installing modules and or services, including social events, have to be procured by Arena Atlântico, and are therefore their responsibility;
  - h) Relative to article 21.1 of the General Use Regulation for Meo Arena, it is clarified that the procurement of staff and catering service of the Event are free of choice, without prejudice to the surrounding bars and restaurants operating at Meo Arena.

In all remaining matters not contemplated in the previous number, the General Use Regulation for Meo Arena shall apply.

3 – Fill in and submit all the forms in this Guidebook within the following deadlines for the year 2015:



Form nº 1 – Expo Dentária – available from 18th May to 3rd October

Form nº 2 – Expo-Dentária Guide– available from 18th May to 3rd October

Form nº 3 – Accreditation for exhibitors – available from 18th May to 24th October

MEO ARENA Forms – Check Exclusive Services – available from May 18th to 24th October

4. Send out the invitations provided by the Organizer to clients, potential clients, suppliers and service providers;
5. Provide a copy of this Regulation to the company in charge of setting up the stand, and require compliance with its regulations;
6. Hire the services needed for your stand – electricity, cleaning, others, within the established deadlines;
7. Define promotion and advertising activities and verify when to submit them for approval to the organizer;
8. Stand – define the entire project and submit it to the organizer for approval, scrupulously respecting the deadlines;
9. Verify if the proposal submitted meets the requirements for a Normal Stand or a Special Stand. When a Special Stand is concerned make sure to send a security deposit cheque along with the reservation request; The security deposit value is the minimum value in force for stand reservation;
10. Arrange for insurance covering the risks regarding the stand, the staff in service and products and equipment.

## SECTION 2 – GENERAL REGULATIONS

### GENERAL RULES

#### 2.1 Rules and Contract

1. By registering, the Exhibitors accept the rules, which are applicable to the relationship between the Exhibitors (their staff and service providers) and the Portuguese Dental Association.
2. This Regulation is part of the Lease and Service Delivery Agreement between the Portuguese Dental Association and the Exhibitor.

#### 2.2 Organizer

1. The Portuguese Dental Association, also referred to in this Regulation as the Organizer, organizes a Trade Show, also referred to as Expo-Dentária.
2. If any unforeseen event prevents the Trade Show from taking place, delays its opening, causes any changes in its schedule or forces changes to Section Specific, Exhibitors cannot claim any compensation.

3. If, for whatever reason, the Trade Show does not take place, the Exhibitors shall be entitled to reimbursement of the amount already paid, after deducting the expenses incurred by the Organizer.

### **2.3 Objectives**

1. The main objective of the Trade Show is to present products or services that are related to the sector of activity covered by the Trade Show.
2. The exhibitors are allowed to market the products or services mentioned in number 1 in the Trade Show.
3. Each exhibitor and / or participant is uniquely, personally and exclusively responsible for complying with the law governing the presentation and the marketing of the products or services featured, as well as to their conformity with the safety standards in force.

### **2.4 Context**

The Trade Show is part of the Annual Congress of the Portuguese Dental Association, occurring within the scope and jurisdiction of OMD, represented by the organizing committee of the Congress and by the Board of Directors.

### **2.5 Operating Conditions**

1. The Organizer has the competence to set the price of tickets to enter the venue and to define the rules that ensure the success of the Trade Show.
2. The Organizer can take the action it deems appropriate to implement the rules, and may for that purpose, issue additional resolutions or regulations as necessary.

### **2.6 Conditions for Admission**

1. Exhibitors can be national or foreign companies, as well as its agents or distributors in Portugal, whose activities fall within the objectives of the Trade Show as defined in number 2.3.
2. Collective participants or groups of Exhibitors with certain affinities are only allowed, provided that in the products displayed the manufacturer is identified.
3. In the application form for group participation, each member must be identified and are subject to the partial deferral of the request by the Organizer.
4. In case of partial acceptance, if Exhibitor chooses to cancel the application, it is required to communicate that decision to the Organizer within 3 working days from the date of issuance of the partial deferral of enrolment, according to the deadline in number 2.1.
5. The Exhibitors wishing to market trademarks they represent, in order to appear in the catalogue, must submit an official document from those trademarks confirming the valid representation.
6. The Organizer may, when necessary, require the presentation of contacts or documentary proof to confirm any of the above-mentioned items.
7. The Organizer may freely refuse any entry, which, according to its criteria, does not fit the scope and objectives of the Trade Show or, for whatever reason, may be harmful or inconvenient.
8. In case of refusal, for the reasons indicated above, which may be partial in the case of group applications, the organizer shall inform, in writing, of the refusal and return the amount paid by the applicant, without granting any right to a compensation for this matter.

9. In the case of partial refusal, which does not cause the complete cancellation of the applicant, the Organizer will not reimburse any amount.

### **2.7 Assignment of Spaces**

1. The Exhibitors and participants cannot lend, in any way, all or part of the space that belongs to them, without prior written permission of the Organizer.
2. It is also forbidden to display items from other producers, which are not submitted by the Exhibitor at the time of application, or subsequently authorized by the organizer.
3. In case of violation of the preceding paragraphs, the Organizer may take appropriate action, including removing the products unduly exposed.

### **2.8 Legality and Transparency**

With the acceptance of the general rules established in this section, the Exhibitors (respective personnel and sub-contractors) hereby declare to the Portuguese Dental Association that they are in no way, be it directly or indirectly, engaged in judicial processes, under criminal or fiscal investigations or other investigations related to criminal activities/organisations or associations, corruption, fraud and money laundering.

## **TERMS AND CONDITIONS AND REGISTRATION APPLICATION**

### **2.9 Registration**

1. The application for registration is made by filling in Form nº1 and sending it to the Organizer, together with the registration fee, which is the first instalment of the occupancy rate.
2. The application must be submitted by 03/10/2015\*, after this date the applicants may be faced with the impossibility of its acceptance, which can be communicated verbally.
3. The registration at the Trade Show implies the full acceptance of the clauses in this Regulation and does not give the applicant the quality of Exhibitor. The Organizer holds the right to decide on the allocation of space and location requested by each of the participants.
4. The Organizer will inform the applicants of their acceptance as exhibitors, as well as the space they will occupy and its location.
5. An Exhibitors request for space and services, by completing and delivering the appropriate forms, requires full payment.
6. When the Organizer refuses entry to any interested party, the occupancy instalments received will be returned.
7. For the Exhibitors that maintain or increase the stand area they had in the previous edition of Expo-Dentária, there will be a 10% reduction in the final price according to number 2.10 - Occupancy Rates

### **2.10 Occupancy Rates**

1. The occupancy rate is set in terms of space and location occupied by the Exhibitor, in accordance with the price table:

N° OF SPACES	TOTAL AREA	OFFERS <sup>(1)</sup>	TOTAL VALUE <sup>(2)</sup>
01	9 m <sup>2</sup>	-	1.650,00€ <sup>(3)</sup>
02	18 m <sup>2</sup>	-	3.200,00€
03	27 m <sup>2</sup>	-	4.700,00€
04	36 m <sup>2</sup>	L	6.200,00€
05	45 m <sup>2</sup>	L	7.700,00€
06	54 m <sup>2</sup>	L	7.700,00€
07	63 m <sup>2</sup>	L	9.200,00€
08	72 m <sup>2</sup>	L; PUB	10.700,00€
09	81 m <sup>2</sup>	L; PUB	12.100,00€
10	90 m <sup>2</sup>	L; PUB	13.600,00€
11	99 m <sup>2</sup>	L; PUB	15.000,00€
12	108 m <sup>2</sup>	L; PUB	15.000,00€
13	117 m <sup>2</sup>	L; PUB	16.400,00€
14	126 m <sup>2</sup>	L; PUB	17.700,00€

**Subtitle:**

- (1) L = Logotipo in Expo-Dentária floor plan  
 PUB = Offer of publicity page in Expo-Dentária Guide  
 (2) Rate is subject to VAT;  
 (3) Normal Stand included in Occupancy Instalment for the spaces located in the Deambulatory, are signalled from A to Z on floor plan.

2. Reservations will only be accepted from 18th May 2015\*.
3. Between 18/05/2015\* and 5/06/2015 \* the Organizer is only receiving the application forms. On 8/06/2015, the allocation of spaces begins, according to the criteria in the following number.
4. Criteria for allocation of Spaces:
  - > Platinum Sponsor
  - > Gold Sponsor
  - > Silver Sponsor
  - > Scientific Sponsor
  - > Sponsor
  
  - > Applications received by 5th June \*, will be organized as follows:
    - a) Higher number of spaces reserved;
    - b) Order of arrival at OMD (including 50% of reservation cost)
  
  - > Reservations received after 5th June:
    - a) Order of arrival at OMD (including 50% of reservation cost)
  
  - > Distribution of 9m2 stands:
    - a) Location in Arena and Tejo Room – will be held in the Head office of OMD on 24th September 2015\*, at 10h30. One representative from each company may attend.
    - b) Location in Deambulatory – from 5/6/2015 distribution of spaces by order of arrival at OMD (including 50% of reservation cost).
    - c) The occupancy instalment includes a normal stand.

5. Reservation will only be confirmed after the payment of 50% of the total value, within 10 days.
6. The fee must be paid in one or two instalments, in accordance with provisions of Form nº 1.
7. The instalments of the fee, once paid, will not be refunded if the enrollee, for reasons not attributable to the Organizer, does not occupy the stand, except as stated in the following article.
8. The non-payment of an instalment within the timeline set in the Specific Regulation, gives the Organizer the right to exclude the Exhibitor without any compensation.

### **2.11 Cancellation**

1. In the event of voluntary cancellation, necessarily communicated in writing by the Exhibitor to the Organizer at least 30 days before the beginning of the Trade Show, the Organizer may choose not to demand the payment of the remaining instalments.
2. The deadline stated in the previous number will also apply to cancellations motivated by the partial deferral of a collective application.
3. After receiving the cancellation request in accordance with the preceding paragraph, the Organizer will inform the applicant, in writing, of its decision.

## **GENERAL SERVICES**

### **2.12 Medical Centre**

The emergency medical services will be operating on dates compatible with the set-up of the Trade Show, its duration and tear-down, as stipulated in this Guidebook / Regulation.

### **2.13 Event Security**

1. The Organizer will provide security services 24 hours a day during the set-up of Trade Show, its duration and tear down, acting on the entrance, circulation areas and common areas of the event.
2. Contractors and EXHIBITORS must maintain the safety of their own stands, since the Organizer is not responsible for the internal areas of the stands, or the protection of individuals inside the stand or the stand itself.

### **2.14 Cleaning**

#### **1. GENERAL CLEANING OF THE EVENT**

The Organizer is responsible for the general cleaning of common areas of the show, i.e., circulation areas and toilets.

#### **2. CLEANING THE STAND**

During the event, the cleaning of the internal areas of the stands is the Exhibitors' responsibility and must be carried out by their employees or the cleaning company hired directly with Arena Atlântico\*.

It is strictly forbidden to dump waste from stands in public areas.

The waste from each stand can only be placed in public areas after closing hours (after 20h), if properly packed in plastic bags.

Alternatively, it may be placed in the containers located outside Meo Arena\*.  
To hire this service please correctly fill in FORM Meo Arena until 24th October.

## 2.15 Lighting

1. The Organizer provides general lighting for the pavilions, as well as outdoor spaces.

## 2.16 Electricity

1. To contract this service accurately fill in FORM Meo Arena until 24th October.
2. The electric power is alternating current, frequency of 50 Hz and tension of 220/380 volts\*.
3. Depending on the place where the Trade Show will take place, Exhibitors can usually choose one of the levels of electric power, as better explained in the specific form.
4. The reactive electric loads (electric engines, gas-discharge lamps, etc.) installed in the Exhibitors' stand must be properly compensated, so that the power factor for the electrical installation of the stand is 0.94 or higher.
5. The electrical power distribution by each phase within the stand must be balanced in order to avoid problems between phases.
6. All the electric installations in the Trade Show must comply with the official rules and regulations in force, with specific reference to the Safety Regulations for Installation and Use of Electricity (RSIUÉE) \*.
7. Exhibitors must appoint a qualified technician, certified by the Energy Services of the Ministry of Industry and Energy, who will be responsible for the electrical set-up of the stand.
8. The Organizer will be responsible for the cost of the electrical connection to the Exhibitors' panel board. Therefore Exhibitors must submit the electrical project for approval prior to the set up.
9. The electrical installation of each stand must have one or more electric panel boards, according to the power provided by the Organizer. These panel boards are the Exhibitors' responsibility. One of those panels should serve as a general panel board for the stand. If this does not become possible, each panel should only serve limited areas, not being authorized to connect to other areas of the stand.
10. The electric panel board of the stand must have: - appropriate wiring according to the installed load; - all pole circuit breaker, according to the required load; - differential protection relay with high sensitivity (30 mA) and instant power cut in case of ground connection problems;  
Note: This device could eventually act as differential protection relay – Automatic circuit breaker for the protection of all output circuits.
11. The distribution of electricity from the panel board in the Exhibitors' stand leading to the energy using equipments must make use of double insulated wires and protective ground circuit. It is strictly prohibited to use flexible conductors with single insulation (FV), or light-duty sheathed cables (VVD, FDF, etc.) or type V conductors, installed in sight.  
In addition to the above-mentioned restrictions, all the provisions in paragraph 5.3.1 of the R.S.I.U.E.E must be observed.
12. After finishing the electrical installation of the stand, the Exhibitor must request Meo Arena\* an inspection of the installation for approval and, if granted, will receive power supply.
13. In case the electricity use of the Exhibitors' stand exceeds the amount requested, causing the circuit to break, the Organizer might charge a connection fee to reset the power supply.

14. The Exhibitor must take appropriate measures to ensure easy access of licensed staff from Meo Arena, to the connection point between the stand's electrical installation and the permanent energy infrastructures.
15. The Exhibitors' electrical installation may be inspected, at any time, by properly authorized staff of Meo Arena\*. If safety conditions are not satisfactory, or if there has been unauthorized changes, electricity supply to the stand might be cut. In this case, the Exhibitors may, after the appropriate modifications to its installation, request a new connection, which can only be authorized after the inspection of the electrical installation in the stand and the payment of a fee for new connection.
16. The damage to the electrical infrastructures not belonging to the Exhibitor will be the Exhibitor's responsibility and must proceed with the immediate payment of the repair costs.
17. It is compulsory to use a flame retardant cable with double insulated mechanics (type PP). The stand is equipped with a ground wire.
18. The Organizer accepts no liability for accidents, loss or damage resulting from:
  - Electrical power cuts occurred in the public electricity distribution of EDP (Portuguese Energy Company).
  - Variations in tension originating from EDP, as well as overloads of atmospheric origin or another.
19. The use of parallel wiring in electrical installations is strictly forbidden.

### **2.17 Water**

The water supply will depend on the location of the stand and its intended purpose. Its cost is defined in a specific Meo Arena form that can be requested directly to Meo Arena until 24th October.

### **2.18 Parking**

Parking is the responsibility of each Exhibitor\*. The organizer does not provide any kind of credential that allows free parking. Both exhibitors and participants must pay all entry / exit of the parking lot.

### **2.19 Communications (Telephone, Internet, Fax)**

The Exhibitor may request the installation of an Internet connection, land or fax line, with terms and conditions defined by Arena Atlântico.

### **2.20 Guide to Expo-Dentária**

1. The Organizer has the exclusive right to publish the Guide to Expo-Dentária 2013\*, and each Exhibitor has the right to receive a copy of the catalogue.
2. The Organizer publishes the Guide to Expo-Dentária, with commercial information of all Exhibitors present, with an Index of Products and Services and the location of the stands. Corrections and comments to the information provided are the responsibility of each exhibitor.
3. Each exhibitor may identify up to a maximum of 5 (five) items for the classification of products by completing Form No. 02.
4. The exhibitors may advertise in the Guide to Expo-Dentária 2015\*. The cost of that advertising, payment terms and deadlines for sending texts and pictures are indicated in the Specific Form.



NOTE: Exhibitors that fail to send Form N° 2 until 03/10/2015\*, might not be listed in the catalogue, with no right to any compensation.

## LIABILITY

### 2.21 Liability and Insurance

1. Even though the Organizer takes all the precautions necessary to protect the items on display, these are considered to be always under the responsibility of the Exhibitor.
2. Any damages that may occur to the Exhibitors, their staff or their products, whatever their nature or the circumstances in which they occur, including fire or theft, are the sole responsibility of the Exhibitor or participant.
3. The Exhibitors and participants in the Trade Show are responsible for any damages they cause, directly or indirectly, in the hall, stands or products of other Exhibitors.
4. According to the preceding paragraph, Exhibitors and participants must return, after the end of the Trade Show, the stands and respective floorings in the same condition as received, except for the normal wear and tear. If this does not occur, the Organizer will make the necessary repairs and charge the cost to the occupant of the damaged stand.
5. The settlement costs charged in accordance with the preceding paragraph will be deducted from the security deposit given, where applicable.
6. According to the above-mentioned points, when the Exhibitors receive their spaces, they must report to the Organizer any damages already existing, in order to prevent being blamed for them later. Not communicating the damages implies a totally regular initial condition of the space.
7. It is the Exhibitors' responsibility the surveillance of their own stands, the safety of materials and products before, during and after the end of the Trade Show.
8. It is advisable that Exhibitors transfer to insurance companies the liability for damages caused during set up and tear down and the normal functioning of the stand during the event.
9. In the absence of insurance or insufficient coverage for the damage indicated in the preceding paragraph, the Exhibitor will be responsible for the payment of a compensation for such damages, whether permanent or temporary, to the Organizer and / or third parties.
10. The Organizer is not responsible for any harm, damage, loss or theft of products, materials or equipments displayed or used by the Exhibitors, or by companies hired by the Exhibitor, in the area of their stand.
11. The Organizer is not responsible for business relations developed between Exhibitors and Attendees.
12. The Exhibitors are responsible for any and every situation that occurs in the area of their stand, even if caused by companies hired by themselves or by third parties.

## INVITATIONS, PARALLEL ACTIVITIES, NOISE AND IDENTIFICATION

### 2.22 Invitations

1. The Organizer offers the Exhibitors invitations for the event, in an amount proportional to the area of their stand, to be replaced by special badges during the event:

STAND AREA	NUMBER OF INVITATIONS
Até 36m <sup>2</sup>	30
De 37 a 54m <sup>2</sup>	40
De 55 a 108m <sup>2</sup>	50
Acima de 108m <sup>2</sup>	60
Patrocinadores	100

- We will only accept original invitations stamped and / or identified by the Exhibitor Company.  
Note: Additional invitations will not be available.

### 2.23 Parallel Activities

- Debates, lectures and other parallel activities may be organized.
- Regarding the above-described activities, no additional monetary amount can be charged to the participants, other than the required amount for registration purposes at Expo-Dentária.
- The content and profile of the activity must be submitted to the Organizer by 21st September each year, and will be subject to the approval by the Organizing Committee.
- It is strictly forbidden to carry out any activity or demonstration involving interventions with people, whether it's a clinical intervention or not. The emission of ionizing radiation is also forbidden throughout the area of the event, under penalty of civil and criminal liability, which is presumed attributable to the owner of the Stand.
- Failure to comply with the preceding paragraph implies the conversion of the security deposit, where applicable, into the penalty fine by the Organizer, with no right to a refund. Failure will also force the Exhibitor to pay a security deposit in case of application in subsequent years.
- Any illicit intervention in patients will always be, in any case, the sole and exclusive responsibility of the author of those acts.
- In case of technical lectures, presentations or equivalent, it is mandatory to use a closed room, such as meeting rooms, auditoriums, etc.
- Lectures on-technical products of the exhibiting companies and theoretical demonstrations shall not exceed the time limit of 40 minutes per presentation, and the Organizer must be previously informed.

### 2.24 Inconvenient Noises

- Any sound amplification systems inside the stands are forbidden, as are all inconvenient noises that might disturb the proper functioning of the Trade Show.
- It is forbidden to organize any artistic presentation, shows or equivalent activities inside the stands.
- Special situations will be reviewed individually by the Organizing Committee and, when appropriate, approved in writing.

### 2.25 Sound and Background Music

- All the sound produced in the stand by audio-visual recorders, radios or other equipment must not exceed a volume of 80 decibels. It is strictly prohibited to use sound amplifiers for advertising messages of products displayed or other promotions.

## 2.26 Identification Badges

### 1. Letters of validation

Validation letters grant an Exhibitor the right to begin setting-up the stand and will only be available after the settlement of all due amounts.

### 2. Exhibitor cards

The Exhibitor cards, which are personal and non-transferable, will be valid for the duration of the Exhibition and are intended for personnel working in the stands.

The Exhibitor cards are given in proportion to the area occupied, according to FORM N° 3.

### 3. Professional attendee card

These cards are intended for professional attendees and may be used during all three days of the Trade Show. They can be purchased for 15€ at the visitors counter

### 4. Offences

All admission cards are strictly personal and non-transferable and, therefore, the violation of this rule will result in the apprehension of the card, with no right to compensation or to new cards.

## ADVERTISING SUPPORT

### 2.27 Advertising

1. The Exhibitors must limit their activity to the space procured. Only within the limits of this space, are the Exhibitors allowed to advertise their products.
2. The advertising outside the stands, sound, films and television advertisements, are exclusive to the Organizer, or must be previously authorized.
3. The Organizer will advertise the Trade Show, as it deems convenient, using the appropriate media.
4. It is an exclusive right of the Organizer the right to film, televise, photograph or reproduce by any means the facilities and perspectives of the Trade Show.
5. The Organizer detains the right to take photographs, draw sketches and film the items displayed for documentation purposes of advertising.
6. If an Exhibitor wishes to use other photographers, this request must be submitted in writing to the Organizer at least one week before the Trade Show.
7. Failure to comply with the previous paragraphs will justify the conversion of the security deposit into penalty fines, where applicable.

### 2.28 Giveaways

1. The Exhibitors may, distribute gifts to all visitors only inside their stand, given that these gifts are expressly linked to their name and / or their products.
2. This promotion should be compatible with the dimensions of the stand, in order to avoid the formation of queues or crowds.
3. It is strictly forbidden to hand out leaflets in public areas of the Trade Show and circulating areas of Meo Arena\*, without prior authorization from the Organizer. The authorization request must be in writing, using Form No. 1 sent before 03/10/2015.

## STANDARDS FOR CONSTRUCTION OF STANDS

### 2.29 Location

The distribution of stands, as well as their location, is the responsibility of the Organizer.

### 2.30 Changing the Location

1. In the best interest of the Trade Show, the Organizer may freely change the location, size or layout of a stand, without paying a compulsory compensation, except as stated in the following paragraphs.
2. When, in accordance with the preceding paragraph, the Exhibitors' area is reduced, they are entitled to receive the share of the rate corresponding to the unit that has been removed.
3. When, in order to improve the general layout of the Trade Show, there is the need to increase the space allocated to an exhibitor, the Exhibitor will only pay the difference voluntarily.

### 2.31 Stand Size

1. The basic stand will have 9m<sup>2</sup> (3x3m). Each stand can occupy an area of multiples of the basic stand
2. The area of each stand will be properly marked on the floor of the pavilion.

### 2.32 Hiring a Company to Set-up the Stand

1. It is a free choice of each Exhibitor the hiring of a specialist company to set-up the stand.
2. The set-up company will only have access to the area of the stand if the specific FORMS, the presentation of the project and payment of all relevant fees have been sent before the deadline.
3. The hiring of a specialized company for the set-up, decoration, maintenance and tear-down of the stand is an autonomous decision and does not release the Exhibitor from being responsible for the full compliance with the terms and conditions of this Regulation, as well as contractual obligations.

### 2.33 Building and Paving

1. Nothing may be attached or painted on the concrete floor of the pavilions, as well as on its walls. The Exhibitors may cover the floor of the stands with materials of their choice. However, it is forbidden to use any type of glue to fix carpets, or other coatings, whether applied directly on the floor or by strips stickers.
2. It is forbidden to hang anything from the roof structure of the pavilions, as well as from the distribution networks for water, electricity and heating. It is also forbidden to damage walls, ceilings and floors.
3. Since it is not allowed to build the stands inside the Trade Show area, the construction of the stands should consist only in the assembling of the components previously designed and built.

### 2.34 Normal Stand and Special Stand

Special stands are constructions that do not conform strictly to the stand features set herein and therefore are subject to special rules. Nevertheless, special stands are still subject to the general rules applied to all types of stands, regardless of their nature.

### 2.35 Mandatory Set-Up Items – Normal Stand Set-Up

1. The Exhibitor may require the construction of the normal stand, with the characteristics and conditions set out in Form Meo Arena until 24/10/2015.
2. When limiting the area on the pavilion's floor by using carpet, plants or wooden floor, or any kind of material to cover the floor, they must be placed solely with double-sided tape. It is forbidden to use glue to attach the carpet or any other material;
3. Lighting in the stand;
4. Partition walls 2.50 meters tall when neighbours are adjacent.
5. Identification on the front part of the stand;
6. Points of electricity;
7. The materials and construction should have the proper finish, whichever the angle of vision.

### 2.36 Stand Standards

The stands cannot have lower standards than the ones set out above.

### 2.37 Maximum Height, Mandatory Setbacks

1. The maximum height for the stand without setback is 2.5 meters, with a good finishing in the internal and external parts.
2. If the stand exceeds the maximum height, the exhibitor must provide for finishing on the side (s) and bottom (s) with the adjoining stand (s), and comply with the following table regarding to the minimum setback.
3. The maximum building height is 5 meters, only valid for areas where the height of the pavilion such allows:

MAXIMUM HEIGHT (from the floor of the pavilion)	MINIMUM SETBACK (from the hired space to the adjoining neighbour)
Up to 2,5 m	0,00 m
Up to 3,5 m	0,50 m
Up to 5,0 m	1,00 m

4. The maximum height allowed from stands 57 to 84 is 4 meters.

### 2.38 Construction of Taller Stands (with 2 floors including ground floor)

1. To construct a taller stand, including a first floor to complement the ground floor, the Exhibitor must send a formal request to the Organizer by October 15th each year, in order to obtain permission.
2. Notwithstanding the preceding paragraph, the second floor cannot exceed a maximum of 50% of the total linear length of each side of the stand.
3. In order to obtain acceptance of the conditions stated in the preceding paragraph, the Exhibitor must provide proof of the existence of a multi-risk insurance, especially referring to the stand.
4. The authorization granted by the Organizer, means an increase of 50% in the total booking cost.
5. If a security deposit is required, its minimum value is calculated based upon the contents of the preceding paragraph.

### 2.39 Required Documents and Procedures

1. All stands must proceed according to the following rules:
  - 1.1 Presentation of the Stand's Project.
  - 1.2 Exhibitors must send a full draft project of construction and decoration of their stands to the Organizer, until 1/10/2015\*, without which set-up will not be allowed.
  - 1.3 It is the responsibility of the exhibitor to make sure that the stand's project was prepared under the supervision and with the participation of a qualified technician.
  - 1.4 The Exhibitor and the set-up company must present the project of the stand for analysis, with floor plan, front elevation and side elevation with the respective heights.
  - 1.5 The project must be sent via email to: expo-dentaria@omd.pt, compressed and inserted into a PDF document.
  - 1.6 The project sent for review via email will receive a quick reply. If the exhibitor, until the 10th business day after having sent it, does not receive a response, it is recommended getting in touch via e-mail expo-dentaria@omd.pt, in order to verify the existence of any communication problems that might have occurred.
  - 1.7 Even after review, the Organizer reserves the right to, at any time, require changes in the project, in order to conform the set-up with the rules of this Guidebook / Regulation, given that the project cannot be changed after its approval without prior information of the Organizer and respective consent.
2. Deadline for the submission of the Stand's project: 9/10/2015.
3. Failure to comply with these rules within the stipulated timeline, frees the Organizer from its duty to conduct the abovementioned review, thus access to the leased area will be forbidden.

### 2.40 Additional Procedures required for Special Stands

All stands that do not fulfil the conditions in MANDATORY SET-UP ITEMS – NORMAL STAND SET-UP, or exceed 18 m<sup>2</sup>, should proceed in accordance with rules set out in 7.11 and also with those as follows:

1. Sending a security deposit cheque  
Regarding special stand projects, a security deposit cheque must be attached to the approval request. The amount of the security deposit is equivalent to the minimum value for reservation, per stand, considering the rules that determine the minimum values effective for certain specific set-up situations.  
Without the security deposit, the project will not be evaluated, compromising the application and participation in the Trade Show.  
OMD is the trustee of the security deposit and will not use it unless for conversion into a penalty fine according to the regulations in force.

### 2.41 Rules of the Security Deposit

1. A security deposit is necessary in the following cases:
  - a) Submission of a special stand project for approval in accordance with the present regulation;
  - b) Non-compliance with this regulation in the year preceding each application.

2. The security deposit must be delivered together with the submission of the stand project, or in the case of b) together with the registration form.
3. The lack of the security deposit, when applicable, releases the Organizer from having to evaluate the project.
4. The Organizer will communicate the conversion of the security deposit into a penalty fine to the Exhibitor, and the amount can vary according to the Organizer's judgment, given the seriousness of the offense and the Exhibitor's record.
5. In case of conversion, the security deposit will be immediately used by OMD and there will be no refund, except in those cases that have various degrees of fines, where the Organizer will return the remaining amount.
6. The use of the security deposit does not prevent the use of other penalties, including fines that are defined by the Organizer for specific offenses.

#### **2.42 Tear-Down**

1. The tear-down shall commence uninterruptedly on 14th November 2015 from 20h00 to 24h00 of 15th November 2015.
2. Tejo Room will store exhibitors' material, which shall be collected no later than 20h00 on 16th November 2015.  
It is the exhibitors' responsibility to tear down their stands and remove the products and equipment, and leave their occupied areas clean, respecting the timeline and conditions stipulated herein.  
Tear-down will be supervised by Arena Atlântico.
3. After this period, the Organizer will remove and store any materials remaining in the stands.
4. The costs of tear-down, transporting and storing the above mentioned materials are the Exhibitors' responsibility, as are the damages that may occur due to theft or deterioration of these materials or products.
5. For the set-up and tear-down of heavy equipment, the exhibitors must use the forklifts provided by the Organizer, for which a fee will be charged.

#### **2.43 General Provisions**

1. The decor and lighting inside the stands and the storage of the products are the responsibility of the exhibitor, under the supervision of the Organizer, nonetheless.
2. The decor and structure of the stands may not, without prior authorization:
  - a) Impair the visibility of adjoining stands.
  - b) Exceed a height of 2.50 m.
  - c) Plan to build or use two or more floors.
  - d) Exceed the area limits.
  - e) Use of flashing or animated motion neon signs and sound equipment that may be inconvenient to other stands.
3. The Organizer may have to change the dimensions of signs and symbols that do not comply with measures set-out in the draft project, as well as decoration that was not made accordingly.
4. The Organizer may, at any time, prohibit or remove the stand products considered deficient, dangerous, detrimental or incompatible with the objectives and / or scope of the Trade Show.
5. All the set-up operation must be carried out exclusively within the confinity of the rented area.
6. If the space reserved by the Exhibitor is not occupied within 24 hours of the Trade Show Opening, the Organizer will be entitled to use it.



## 2.44 Infringements

In case of violation of the rules regarding the construction and decoration of stands, the Organizer may take any action it deems appropriate, including ordering the closure of the stand.

## FINAL PROVISIONS

### 2.45 Product Import

The laws in force regulate the temporary import of products to be displayed at the Show and is the sole responsibility of the exhibitor.

### 2.46 Retention of Displayed Materials

1. If the Exhibitors do not fulfil their commitments with the Organizer, the Organizer will have a lien for materials and products displayed by the exhibitor during the Trade Show, which will be returned only after the complete fulfilment of the obligations assumed.
2. The above-mentioned materials or products may be stored according to the terms and conditions defined in this regulation.

### 2.47 Violation of the Regulation

1. In the event of violation of this regulation, the Organizer may take whatever action deemed necessary, including the cancellation of the Exhibitor's rights, with no right to claim any compensation or reimbursement of amounts paid.
2. If the Organizer considers the violation serious and detects it during the Trade Show, it may order the closure of the stand and even temporarily prevent the offender from participating in future Trade Shows.

### 2.48 Jurisdiction

Any dispute between the Organizer and Exhibitors arising from the application of this Regulation falls within the Jurisdiction of the Court of Law of Lisbon.

**2.49 Regarding all other aspects not specifically covered in this regulation, the specific regulations of the Trade Show venue shall apply, as approved by the Portuguese Dental Association and Arena Atlântico.**



*2015 Expo-Dentária  
Forms*

# FORM 1 - EXPO-DENTÁRIA

MEO ARENA - 12, 13 E 14 DE NOVEMBRO DE 2015



XXIV CONGRESSO  
 ORDEM DOS MÉDICOS DENTISTAS  
 PORTUGUESE DENTAL ASSOCIATION ANNUAL MEETING

**To be completed by the Organisation**

Stand no.

Date

Name of the Company

Name to be included in the Expo-Dentária Guide\*

For easier identification by the participants, please use the same name as in the Stand

Tax no.

Person in charge

Address\*

Zip code\*    -

City\*

Country\*

Phone\*

Mobil phone

Fax\*

Email\*

Website\*

The data marked with an asterik (\*) will be included in the Expo-Dentária Guide free of charge

**1 STAND RESERVATION**

No of units	Total cost	Location 1st choice	Location 2nd choice	Location 3rd choice
<input type="text"/>	€ <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Note: See criteria for allocation of spaces, point 2.10, alínea 4, page 12.

**2 PROMOS IN THE PARTICIPANTS' FOLDERS**

Promotional material may be included in the folders, thus reaching all the participants.

No. of brochures	Cost per brochure	Total cost
<input type="text"/>	€ 2000	€ <input type="text"/>

**3 SAMPLES IN THE PARTICIPANTS' FOLDERS** € 1250

The exhibitors may, for a token price, include free samples of their products in all the participants' folders for them to try.

**4 CIRCULATING HOST(ESS)**

A host or hostess walking through the aisles of Expo-Dentária will be able to advertise the exhibitors' products (no amplifying devices allowed - project to be submitted to the organisation for approval)

Day	No. of promoters	Cost per promoter	Total cost
3 days	2 (maximum)	€ 1500	€ <input type="text"/>

**5 ADVERTISING SPACES - A5 (148X210mm Vertical)**

You can advertise one or more pages of the Expo-Dentária Guide, in order to give prominence to your company or to some of your products.

<input type="checkbox"/> A5 colour advertising	Nº _____ A5	€ 400
<input type="checkbox"/> Advertising in the back cover		€ 1250
<input type="checkbox"/> Advertising in the inside of the cover		€ 1000
<input type="checkbox"/> Advertising in the inside of the back cover		€ 750

**FINAL COST**

01 - Total price of stand units reserved	€
02 - Promos in the participants' folders	€
03 - Samples in the participants' folders	€
04 - Circulating host(ess)	€
05 - Page advert in the 2014 Expo-Dentária Guide	€
06 - Expo-Dentária 2014 Guide (Form 2)	€ Free
<b>TOTAL</b>	€

**FORMS OF PAYMENT**

Total paid up with reservation

50% at reservation € and 50% by 16/10/2015

**OMD BANK DATA FOR PAYMENT BY SWIFT**

Bank: BARCLAYS BANK

Balcony: Antunes Guimarães

NIB: 0032 0301 0020 0036 84634

IBAN: PT50 0032 0301 0020 0036 8463 4

Swift Code: barcptpl

**SEND FORM AND CHEQUE, PAYABLE TO ORDEM DOS MÉDICOS DENTISTAS, TO:**

Ordem dos Médicos Dentistas  
c. o. Maria do Céu Paz  
Av. Dr. Antunes Guimarães, 463 - 4100-080 Porto - Portugal  
Phone +351 226 197 690 - Fax +351 226 197 699  
Email: expo-dentaria@omd.pt - Website: http://www.omd.pt

**THIS FORM HAS BEEN FILLED IN BY**

Name

Position in the company:

Signature:

Date

I do not wish to be contacted by stand rental firms

# FORM 2 - EXPO-DENTÁRIA GUIDE 2014

MEO ARENA - 12, 13 E 14 DE NOVEMBRO DE 2015



**XXIV CONGRESSO**  
ORDEM DOS MÉDICOS DENTISTAS  
PORTUGUESE DENTAL ASSOCIATION ANNUAL MEETING

**To be completed by the Organisation**

Stand no

Date

**Company's name**

**Name to be included in the Expo-Dentária Guide\***

This name must be the same as that on the stand, so that participants can identify each company

## 1 - EXPO-DENTÁRIA GUIDE (Free Charge Information)

This Guide and the identification information of Exhibitors will be a promotion tool for all the companies present in the trade show. It will be handed out free of charge to the conference members, who will certainly use it throughout 2016. It will include (see example) a message or text, of no more than 500 characters in font size 10, with the institutional presentation of your company.

This information must be submitted no later than 02/10/2015.

Address C. xxxxxxxxxxxxxxxx, x - 5° - 1°  
XXXXXXXXX XXXXXXXXXXX XXXXXXXXXXX - XXXXXXXX

Phone +xx xxx xxx xxx  
Fax +xx xxx xxx xxx

Internet www.xxxxxxxxx.com E-mail xxxxx@xxxxxxxx.com

## EXPO-DENTÁRIA THEMATIC INDEX (FREE CHARGE INFORMATION)

List of products and services (write an "x" in the boxes selected)

Non-durable products/dental instruments <input type="checkbox"/>	Oral hygiene products <input type="checkbox"/>	Hardware/Software <input type="checkbox"/>	Specialized Press <input type="checkbox"/>
Dental equipment <input type="checkbox"/>	Clothing <input type="checkbox"/>	Implants <input type="checkbox"/>	
Furniture <input type="checkbox"/>	Orthodontics material <input type="checkbox"/>	Serviçes <input type="checkbox"/>	
Equipment and non-durable products for prosthesis laboratories <input type="checkbox"/>	Medicine <input type="checkbox"/>		

## 3 - GUIDE TO EXPO-DENTÁRIA ON-LINE (FREE OF CHARGE INFORMATION)

This Guide and the identification information of Exhibitors will be available in an online version on the website [www.ond.pt](http://www.ond.pt).

## THIS FORM HAS BEEN FILLED IN BY

Name

Position in the company \_\_\_\_\_

Signature \_\_\_\_\_ Date

## SEND FORM TO ORDEM DOS MÉDICOS DENTISTAS, TO:

Ordem dos Médicos Dentistas  
Maria do Céu Paz  
Av. Dr. Antunes Guimarães, 463 - 4100-080 Porto - Portugal  
Phone +351 226 197 690 - Fax +351 226 197 699  
Email: [expo-dentaria@ond.pt](mailto:expo-dentaria@ond.pt) - Website: <http://www.ond.pt>

Obs.:  
This form is obligatory and an integral part of your space reservation at EXPO-DENTÁRIA – not sending this form doesn't blame the Organization for any lack required.

**FORM 3**

**ACCREDITATION FOR EXHIBITORS**

MEO ARENA - 12, 13 E 14 DE NOVEMBRO DE 2015



**XXIV CONGRESSO**  
ORDEM DOS MÉDICOS DENTISTAS  
PORTUGUESE DENTAL ASSOCIATION ANNUAL MEETING

<b>To be completed by the Organisation</b>														
Stand no	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Date	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Name of the Company**

**Names on the nametags**

1	<input type="text"/>
2	<input type="text"/>
3	<input type="text"/>
4	<input type="text"/>
5	<input type="text"/>
6	<input type="text"/>
7	<input type="text"/>
8	<input type="text"/>

For stands up to 36 sq.m., maximum of 8 nametags shall be given.

9	<input type="text"/>
10	<input type="text"/>
11	<input type="text"/>
12	<input type="text"/>
13	<input type="text"/>
14	<input type="text"/>
15	<input type="text"/>

**THIS FORM HAS BEEN FILLED IN BY**

<b>Name</b>	<input type="text"/>
<b>Position in the company</b>	<input type="text"/>
<b>Signature</b>	<input type="text"/>
<b>Date</b>	<input type="text"/>

**SEND FORM TO ORDEM DOS MÉDICOS DENTISTAS, TO:**

Ordem dos Médicos Dentistas  
Maria do Céu Paz  
Av. Dr. Antunes Guimarães, 463 - 4100-080 Porto - Portugal  
Phone +351 226 197 690 - Fax +351 226 197 699  
Email: expo-dentaria@omd.pt - Website: <http://www.omd.pt>

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This form is obligatory and an integral part of your space reservation at EXPO-DENTÁRIA – not sending this form doesn't blame the Organization for any lack required.