

IMMUNOLOGY 2018™

EXHIBITOR PROSPECTUS

AUSTIN



MAY 4–8, 2018 AUSTIN CONVENTION CENTER AUSTIN, TX

www.IMMUNOLOGY2018.org





Influential Decision Makers • Outstanding Scientists

AT IMMUNOLOGY 2018™ IT'S ALL ABOUT GREAT SCIENCE

The AAI scientific program features approximately 700 scientists speaking in over 100 sessions, presenting almost 2,000 posters.

Attendees will share their latest research in areas including:

- Antigen Processing and Presentation
- Basic Autoimmunity
- Cellular Adhesion, Migration, and Inflammation
- Cytokines and Chemokines and Their Receptors
- Hematopoiesis and Immune System Development
- Immediate Hypersensitivity, Asthma, and Allergic Responses
- Immune Mechanisms of Human Disease
- Immune System Regulation: Cellular and Molecular Mechanisms
- Immunology Education
- Innate Immune Responses and Host Defense: Cellular Mechanisms
- Innate Immune Responses and Host Defense: Molecular Mechanisms
- Lymphocyte Differentiation and Peripheral Maintenance
- Microbial, Parasitic, and Fungal Immunology
- Mucosal and Regional Immunology
- Technological Innovations in Immunology
- Therapeutic Approaches to Autoimmunity
- Transplantation Immunology
- Tumor Immunology
- Vaccines and Immunotherapy
- Veterinary and Comparative Immunology
- Viral Immunology

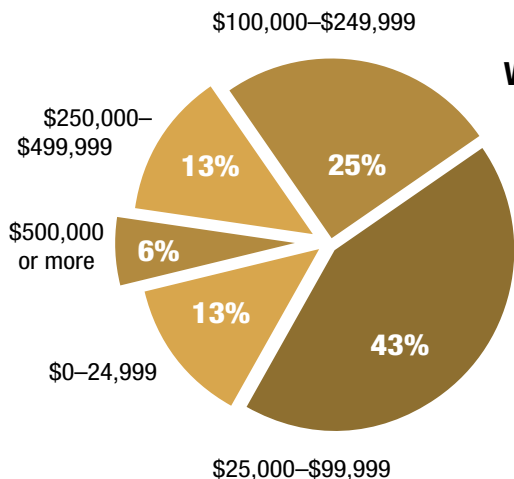
EXCEPTIONAL ATTENDEES

AAI expects the outstanding scientific and educational program for IMMUNOLOGY 2018™ will attract 3,500 immunologists from among AAI members and their colleagues:

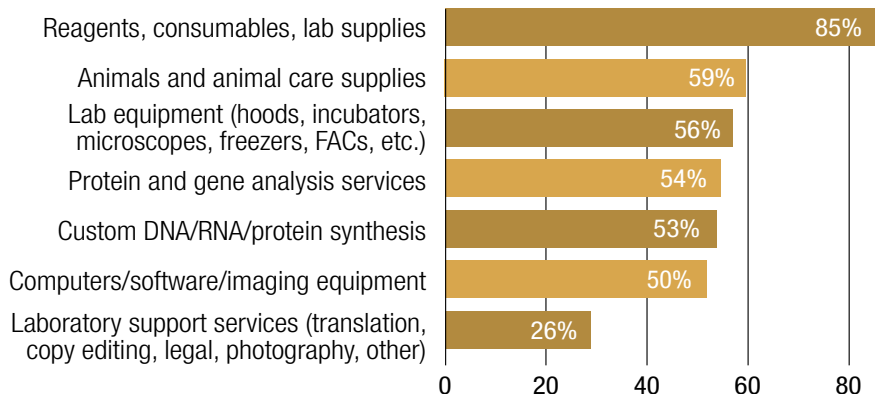
- University faculty/principal investigators
 - Graduate students
 - Postdoctoral fellows
 - Laboratory managers
- Corporate scientists
- Government scientists
- Researchers at independent institutes and foundations
- Members of a dozen or more guest societies
- Other immunologists from around the world

89% of AAI meeting attendees are involved in their lab's purchasing decisions.

Annual spending by AAI meeting attendees¹



What products are immunologists purchasing?¹



¹ Source: 2016 Attendee Survey



ence • Amazing Opportunities for Exhibitors!

The AAI annual meeting draws investigators from every career stage. At IMMUNOLOGY 2018™ you'll meet **the most influential decision makers in the field**—today and tomorrow!

AUSTIN CONVENTION CENTER, HALLS 3 AND 4

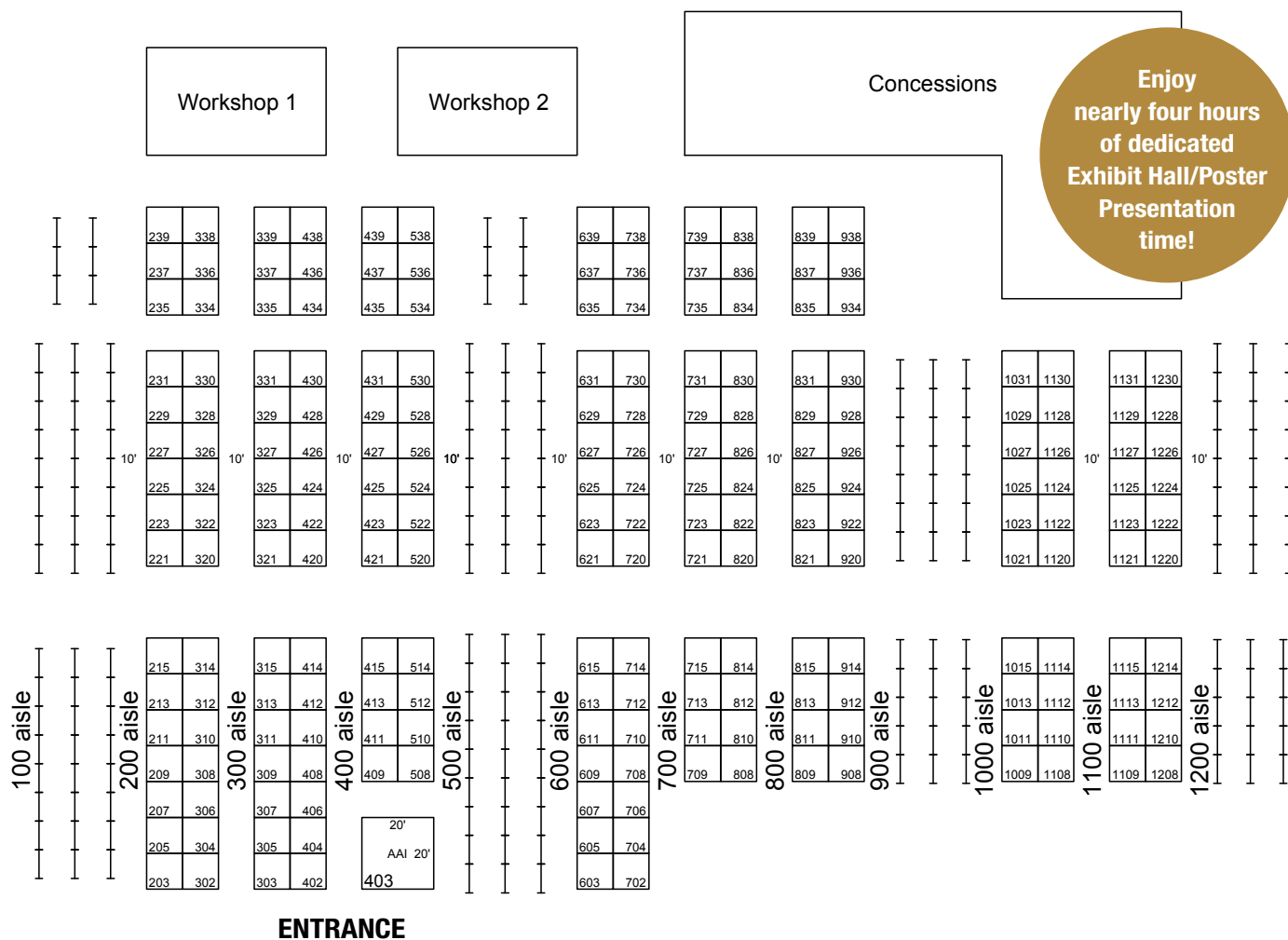
Exhibit Dates: May 5–7, 2018

Exhibits Open: 9:30 AM–4:30 PM daily

See the Interactive Floor Plan at
www.IMMUNOLOGY2018.org

Available space will be assigned on a first-come, first-served basis after IMMUNOLOGY 2017™ exhibitors are assigned by priority points.

Island booths may be created by combining four or more 10' x 10' booths. Please refer to the AAI Exhibit Floor Rules and Regulations for further information.



AAI EXHIBIT FLOOR RULES AND REGULATIONS

The Exhibit Application must be signed by an authorized representative of the exhibiting company. This signature will signify that the authorized representative has read and agrees to the terms specified below, as well as on the IMMUNOLOGY 2018™ website (www.IMMUNOLOGY2018.org). The American Association of Immunologists, Inc., (AAI) reserves the right to dismiss any Exhibitor who does not adhere to the rules and regulations published here and on the meeting website. Failure to comply will also result in loss of priority status for future booth selection.

AAI reserves the right to interpret these regulations as it deems proper and/or necessary to ensure the success of the Exhibition and to further the educational purposes of the event. Your participation/attendance in or at this event means you, the Exhibitor, agree to comply with all AAI Rules and Regulations, which are in effect at the time Exhibitor Move-in begins.

AAI reserves the right, in its sole discretion, to accept or deny applications for exhibit space and to allocate space among Exhibitors. In the case of a denied application, all monies collected by AAI will be refunded to the applicant.

Presentation of Products or Services

The purpose of the IMMUNOLOGY 2018™ exhibit program is to further the education of, or assist scientists working in the field of immunology or in an affiliated relevant scientific field. The exhibits must be of an educational or service nature. They must emphasize instruments, products, or services for use in teaching and research, and/or books or other publications in relevant scientific fields.

All claims regarding products and services should be truthful and accurate. Unwarranted disparagements or unfair comparisons of a competitor's product or services are not permitted.

Selling

IMMUNOLOGY 2018™ Exhibitors will be allowed to sell their products/services in the Exhibit Hall. Sales of products/services are permitted if the products/services are the Exhibitors' own unaltered, marketed products; the products and services are directly related to research and clinical practice of IMMUNOLOGY 2018™ attendees; and all transactions are conducted in a manner consistent with the professional nature of the meeting.

Checks and credit cards may be used for payment, but cash transactions are not allowed for security reasons. Every transaction must be accompanied by a receipt for the purchaser. It is the responsibility of the Exhibitor to have all licenses, permits, and/or registrations required by the conference venue, city, municipality, and/or state. The Exhibitor is responsible for compliance with all applicable tax laws.

Space Assignment

Assignment of space will be made on a first-come, first-served basis. Whenever possible, Exhibitor's space requests will be honored, but the final arrangements will be determined by AAI Exhibit Management. AAI shall have no liability if the space location assigned is not as requested or if space is sold out. AAI reserves the right to modify the floor plan to the extent necessary in the best interest of AAI and the exhibition.

A 1,000-character-maximum description of products and/or services to be displayed in the booths must be submitted. This information will be published in the meeting **Program** provided that the application and description are received no later than **January 12, 2018**. If the description is not provided by the deadline date, only

the name, address (as it appears on the contract), and booth number will be printed in the meeting **Program**.

General Conduct of Exhibits

AAI reserves the right to impose limitations on noise levels and on any other method of operation that becomes objectionable. The use of animals on the floor requires permission from AAI and the Austin Convention Center.

Exhibitors agree to abide by the installation and dismantle times set by AAI and to have at least one person staffing their booths during published exhibition hours. Exhibitors who vacate their booths prior to the published dismantle time without permission of the AAI Exhibits Manager may be assessed a fine equal to one half the booth fee, will forfeit any booth selection for the following year, and will not receive prior Exhibitor credit for booth selection at future shows.

In the interest of the success of the entire AAI meeting, Exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of attendees or Exhibitors from the Exhibit Hall during the official hours of IMMUNOLOGY 2018™. Exhibitor agrees to not hold events, meetings, or other gatherings in their booth without pre-approval by AAI Exhibits Manager.

Location Relative to Other Exhibits

Exhibitors may use the Exhibit Application to designate their preference to be located near other companies, or their wish not to be adjacent to or opposite designated companies. These requests will be honored to the extent possible in conjunction with assignment priorities and requests for specific locations on the floor.

Distribution of Giveaways

Exhibitors will be permitted to distribute appropriate promotional materials and approved related items from their exhibit booth only. Exhibitors may not distribute materials outside their booth (hotels, Convention Center lobby area, etc.) without permission. In keeping with the educational purpose of the exhibit program, giveaways must conform to acceptable, legal, and professional standards. AAI reserves the right to deny distribution of materials it deems inappropriate.

GENERAL INFORMATION

Exhibit Space Rental

All booths are 10' x 10' unless stated or marked otherwise on the floorplan or in the **Exhibitor Prospectus** or contract, and can be combined to make larger booths. Tiered pricing is available with discounts for applications and deposits received by October 31, 2017. Rental includes 8' high back drape and 3' high side divider drapes and a standard (7" x 44") identification sign with company name. The exhibit aisles will be carpeted. **Exhibitors must carpet their booths.**

Payment equal to 50% of the exhibit fee must accompany the application for space submitted on or before October 31, 2017. After October 31, all applications must be submitted with payment in full. **Exhibit space will not be assigned and confirmed without receipt of deposit.** The balance due on space assigned must be paid on or before November 30, 2017. After November 30, 2017, in the event of late or missing payment, AAI reserves the right to cancel Exhibitor's booth, retain that portion of funds paid deemed "non-refundable," and re-sell the space.

Exhibit fee covers exhibit space rental and an allotment of badges according to size of the exhibit space. Any other booth furnishings and/or equipment must be contracted through the official AAI General Service Contractor as indicated in the **Exhibitor Service Kit**. In the event that no representative of an exhibiting organization has arrived on-site to claim its space or

freight within 90 minutes of the published event opening, AAI has the right to resell or relocate the exhibit space. Any booth not set up by the last two hours of Exhibitor Move-in may be force-built at the Exhibitor's expense or relocated at the discretion of the AAI Exhibits Manager and at the Exhibitor's expense.

Exhibitor Move-in/out is deemed a "construction zone" by OSHA and, as such, prohibits Exhibitors from wearing open-toed shoes of any kind in the Exhibit Hall. This regulation will be strictly enforced for the safety of all.

The only individuals under the age of 18 allowed in the Exhibit Hall are registered high school students with a school ID and an accompanying registered adult.

There is no photography of Exhibit displays without express permission of the Exhibitor or the AAI Exhibits Manager.

Cancellation or Reduction of Exhibit Space

Exhibitor's request to cancel or reduce space must be made in writing to the AAI Exhibits Manager for approval. The effective date of space cancellation or reduction will be the date the written notice is received by AAI. If space is cancelled or reduced on or before November 30, 2017, a refund will be made of any funds paid in excess of the required non-refundable deposit. After November 30, 2017, all sales are final and any deposits plus other booth fees paid become non-refundable. All cancellations or reduction of space include the forfeiture of all Exhibitor badges that were originally allocated with the booth space.

Subleasing

Subleasing, assignment, or sharing, in part or in whole, of exhibit space is not permitted. Two or more companies may not share the same space. Exhibitors agree to limit the service and/or materials displayed in their exhibit area to those supplied or provided by the Exhibitor with the exception that other proprietary equipment may be used solely for the purpose of demonstrating the materials or services of the Exhibitor.

Registration of Exhibitors

Exhibitors will receive four complimentary Exhibit Hall-Only badges for company personnel for each 10'x10' booth space reserved. Additional Exhibit Hall-Only badges can be purchased for \$50 each. It is the responsibility of the authorized individual signing the application to inform all company personnel of the rules and regulations contained in this brochure. **Exhibit Hall-Only badges will not allow admission to scientific sessions.**

BOOTH DESIGN AND USE OF EXHIBIT SPACE

AAI adheres to IAEE booth display standards. All exhibit materials and activities must fit within the confines of Exhibitor's assigned space so as not to impede traffic flow, infringe on the space of other Exhibitors, create any trip hazards, or violate the emergency exit routes or access to emergency equipment set forth by the Fire Marshal. The exhibit aisles will be carpeted. Exhibitors are required to cover their allotted floor space by either providing their own carpet or renting carpet from the General Services Contractor. Should the Exhibitor provide their own carpet, the carpet must be of one color and be clean. The AAI Exhibits Manager reserves the right to order and install carpeting for Exhibitors who have not installed carpeting by the start of the last 2 hours of the published move-in time, whose carpeting does not meet the required standard, or who have no carpeting at all. Costs will be at the Exhibitor's expense.

Standard In-Line Booths

The Standard Booth size is 10'x10' unless stated or marked otherwise on the floor plan, in the **Exhibitor Prospectus**, or in the contract. The maximum height of 8' is allowed only in the rear half of the booth space, with a 4' height restriction imposed on all materials in the remaining space forward to the aisle.

AAI EXHIBIT FLOOR RULES AND REGULATIONS

Multiple Standard Booths

In an exhibit space that contains 3 or more linear booths (30 feet or more), the interior booths are permitted to contain display material to a maximum of 8' in height, provided that such display is confined to that area of the Exhibitor's space which is 10' from an adjoining booth. Sufficient "see-through" area must be provided to avoid blocking the view of adjacent exhibits. The end booths of such an exhibit must conform to the Standard Booth restrictions of 4' display area from the backline of the booth. Hanging signs are not permitted. No exhibit may span an aisle by using roofing. Exposed, unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. If such draping is not installed, the AAI Exhibits Manager reserves the right to order it and install draping at the expense of the Exhibitor.

Island Booths

An Island Booth is a unit bordered on four sides by aisles. All materials and activities must be contained within Exhibitor's designated booth space. All display material is restricted to 20' in height, and a sufficient "see-through" or "walk-through" area with 40% visibility per side must be provided to avoid blocking the view of adjacent exhibits. Models or to-scale drawings of exhibits must be submitted in advance to AAI Exhibits Manager for approval. Island booths will be measured and may not exceed the 20' height limitation. Hanging signs as part of booth structure are permitted but must not exceed the 20' height restriction as measured from the top of the sign to the floor.

Enclosed/Covered Booths

Exhibit space that incorporates enclosed or covered areas must submit detailed plans at **least two-months prior to move in**. Booth plans must specify the maximum number of occupants, and must have a structural engineer's stamp certifying the maximum occupancy load capacity. These booths may require fire watches, electrical ventilation, some detection devices, fire extinguishers, multiple exits, etc. as required by the Fire Marshal. Contact AAI for specific requirements for your exhibit.

End Cap Booths

An End Cap Booth is a booth that has open sides on three aisles. AAI does not permit End Cap Booths.

Aisles

Aisles are the leased property of AAI. No Exhibitor will be permitted to block aisles or otherwise impede proper flow of traffic throughout the entire show. All demonstrations must take place within Exhibitor's designated booth space.

Fire Code Regulations

Federal, state, and city laws will be strictly observed. All drapes, curtains, table coverings, skirts, carpet, or any material used in exhibits must be flame retardant. Wiring must comply with fire department and underwriters' rules. Hall capacity will be monitored. Fire hose cabinets, fire extinguishers, sprinklers, fire exit doors, route of egress, and any other fire safety device or facility must not be hidden, obstructed, or otherwise disturbed. Crates, packing materials, wooden boxes, or other highly combustible materials may not be stored in exhibit halls, meeting rooms, or fire-exit areas. Materials not in compliance with the regulations will be considered trash and subject to disposal. Passenger elevators and escalators may not be used for freight, including hand trucks, floats, and similar equipment.

Security

AAI will contract reputable security guards during the course of the annual meeting. Duties of the guards will be to provide access control to, and general security of, the Exhibit Hall. Neither AAI, the Convention Center, hotels, nor the owners or leasers of the exhibit venue will assume any responsibility for Exhibitor's personal property. It is strongly urged that the Exhibitor maintain awareness of

any expensive, revenue-generating, irreplaceable (within the timeframe of the exhibition), or proprietary product contained within their booth. Exhibitor will have the option of engaging security services if desired for exclusive booth coverage.

Liability

Exhibitor assumes all responsibility and hereby agrees to protect, indemnify, defend, and hold harmless AAI and its officers, employees, and agents; the Convention Center and its employees and agents; and The Expo Group against all claims, losses, and damages to persons or property, governmental charges, or fines, and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of the exhibiting premises or a part thereof, excluding such liability caused by the sole negligence of the parties referred to above. In addition, Exhibitor acknowledges that AAI, its agents, the Convention Center, or The Expo Group will not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor.

The Exhibitor shall be liable to the host facility and/or AAI for any damage to the building and/or the furniture and fixtures contained therein which shall occur through acts or omissions of the exhibitor.

Cancellation of Meeting and Exhibit

It is mutually agreed that in the event IMMUNOLOGY 2018™ is cancelled due to acts of God, war, strikes, government regulation or advisory (including travel restrictions by the government or World Health Organization), civil disturbance, terrorism, or threats of terrorism in the United States as substantiated by governmental warnings or advisory notices, curtailment of transportation, epidemics, disaster, fire, earthquakes, hurricanes, unseasonable extreme inclement weather, shortages or disruption of the electrical power supply causing blackouts or rolling blackouts in Austin, TX, or any other comparable conditions or circumstances occurring either in the location of the IMMUNOLOGY 2018™ meeting or in the countries/states of origin of at least 30 percent of the attendees or along their routes of travel, making it commercially impracticable, illegal, or impossible to hold IMMUNOLOGY 2018™, the Application and Contract for exhibit space will be terminated. In such an event, neither party shall be liable to the other for delay or failure to perform its obligations, except there shall be a prorated reduction of any fees payable or otherwise due under this agreement and/or refund of any deposits paid.

Insurance

Exhibitor acknowledges that AAI does not maintain, and is not responsible for obtaining, insurance covering Exhibitor's property. Exhibitors are urged to take out a portal-to-portal rider available at a nominal cost on their own insurance policy protecting them against loss through theft, fire, damage, etc.

SERVICES AND OFFICIAL CONTRACTOR

Details for exhibitor policies, labor, furniture, rental displays, lead retrieval, utilities, etc., will be included in the **Exhibitor Service Kit**.

Service Kits

Exhibitor Service Kits will be distributed via e-mail in February 2018. Exhibitors are encouraged to take advantage of cost reductions offered by most contractors for advance orders. Many services cost substantially more when ordered on-site.

Please address all communications pertaining to exhibits to:

AAI Exhibits Manager
E-mail: Exhibits@aai.org
Phone: 301-634-7821 • Fax: 301-634-7889

Attendees purchase these products

- Antibodies and diagnostics
- Balances, spectrophotometers, high throughput robotics equipment
- Cell and tissue culture reagents
- Cell separation and cell counter products
- Centrifuges
- Chemicals
- Cytokines, chemokines, and growth factors
- Data analysis systems and software
- Electrophoresis equipment and reagents
- ELISA kits and plate readers
- Flow cytometers and cell sorters
- General lab supplies and equipment
- Genomics and proteomics equipment, reagents, and software
- Histology and immunohistochemistry supplies
- HPLC equipment and reagents
- Incubators
- In vivo cell and animal imaging equipment
- Irradiators, animal and cell
- Laboratory animals and equipment, including specialty diets
- Laboratory support services
- Laminar flow hoods
- Microarray equipment, reagents, and software
- Microscopes (confocal, electron, TIRF) and related reagents/software
- Molecular biology and PCR reagents
- Oligonucleotide/peptide/protein production services
- Pipettes, pipetting devices, test tubes, plates, and other consumables
- Scientific journals, subscriptions, and books
- Scintillation counters, gamma counters, radioisotopes
- Software
- Transfection kits and reagents
- And more...

**Your product/service not listed?
Ask us!**



IMMUNOLOGY 2018™

THE AMERICAN ASSOCIATION OF IMMUNOLOGISTS

**Meeting Dates: May 4–8, 2018 | Exhibit Dates: May 5–7, 2018
Austin Convention Center | Austin, TX**

Instructions: IMMUNOLOGY 2017™ exhibitors have been assigned specific times during the meeting to book space for IMMUNOLOGY 2018™. A deposit of 50% of the exhibit fee will be due within 30 days of booth assignment. After May 15, 2017, all remaining exhibit space will be assigned on a first-come, first-served basis upon receipt of this Exhibit Application or the online Exhibit Application, accompanied by a deposit of 50% of the exhibit fee. All balances are due by November 30, 2017. For applications submitted after October 31, 2017, full payment is due with the application.

Company _____

Contact Name _____ Title _____

Address _____

City/State/Zip/Country _____

Phone _____ Fax _____ E-mail _____

Total number of booths requested _____

BOOTH PREFERENCE:

- Corner** **\$2,850 (on-site pricing)***
 \$3,100 (May 16, 2017–October 31, 2017)
 \$3,300 (after October 31, 2017)
- In-line** **\$2,650 (on-site pricing)***
 \$2,900 (May 16, 2017–October 31, 2017)
 \$3,100 (after October 31, 2017)
- Bulk/Island** **\$28.50 per square foot (on-site pricing)***
 \$31.00 per square foot (May 16, 2017–October 31, 2017)
 \$33.00 per square foot (after October 31, 2017)

We prefer the following booth locations (in priority order):

- 1) _____ 2) _____ 3) _____
 4) _____ 5) _____ 6) _____

We will exhibit the following products/equipment/services:

If possible, we would like to be located near (other exhibitor names):

If possible, we would NOT like to be located adjacent to or directly across from:

*** To qualify for on-site pricing, exhibitors must submit applications on-site by 4:30 PM, Monday, May 15, 2017.**

In accordance with the following terms, conditions, and regulations governing exhibits of the IMMUNOLOGY 2018™ at the Austin Convention Center, Austin, TX, the undersigned hereby makes application for exhibit space(s) which, when accepted by the AAI Exhibit Management, becomes a contract. Terms and conditions listed in the attached 2018 AAI Exhibit Rules and Regulations and at **www.IMMUNOLOGY2018.org** are a part of this contract. The undersigned agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this agreement or as may be especially designated by AAI Exhibit Management, the Convention Center, the official general services contractor as well as any city, state, and federal regulations. Failure to abide by such rules and regulations will result in the forfeiture of all monies paid to AAI under the terms of this agreement. Exhibitors remain obligated to pay any outstanding balances due to AAI. Additionally, the undersigned acknowledges that an invoice for payment will be sent and agrees to honor such invoice as legal and binding. The undersigned will submit payment within, but not later than, 30 days after space assignment.

Authorized Signature _____ Date _____

The American Association of Immunologists, Inc. (AAI) reserves the right, in its sole discretion, to accept or deny applications for exhibit space, and to allocate space among exhibitors. In the case of a denied application, all monies collected by AAI will be refunded to the exhibiting company.

PAYMENT: TOTAL EXHIBIT FEE	\$ _____
TOTAL AMOUNT OF DEPOSIT DUE (50%)	\$ _____
BALANCE DUE	\$ _____

Please make checks payable to **The AAI, Inc.**, in U.S. dollars drawn on a U.S. bank.

CANCELLATION POLICY

All booth deposits are non-refundable. If full payment is not received by November 30, 2017, booth space will be cancelled and immediately released to other companies interested in exhibiting. After November 30, 2017, all sales are final and any deposit or fee payment is non-refundable.

Submit Application to:

AAI Exhibits Manager
 1451 Rockville Pike, Suite 650, Rockville, MD 20852
 Phone: 301-634-7821 • Fax: 301-634-7889
 Email: exhibits@aai.org

Further information is available at
www.aai.org and **www.IMMUNOLOGY2018.org**

For Official Use Only: Date Received _____ Time _____