

# **Exhibitor Prospectus**

2017 ASCB | EMBO MEETING

Pennsylvania Convention Center, Philadelphia, PA

December 2-6, 2017 (exhibit dates Dec 3-5)

Exhibitors agree to abide by the contract conditions published in the Exhibitor Prospectus, the Exhibitor Contract, on the American Society for Cell Biology's (Society's) website, and by all conditions stipulated by the Pennsylvania Convention Center. Exhibitors accept responsibility for informing all of their employees and agents of these conditions and agree that they will abide by them.

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1. Exhibits Overview and Prices

## **Eligibility for Exhibiting**

The purpose of the exhibit program is to further the education of scientists working in the field of cell biology. Exhibits must be of an educational character. They must emphasize instruments, products, or services for use in teaching or research, books or other publications in scientific fields of relevance to attendees, or directly convey scientific research findings in areas of science represented by members of the ASCB.

The character of the exhibits is subject to approval by the Society. ASCB reserves the right even after a contract is received to refuse contracts not meeting standards required or expected, as well as the right to curtail or to close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

## **Booth Selections and Assignments**

ASCB uses an online interactive program that enables you to select your preferred booth size and location as well as proximity to other approved exhibitors. If you are a first time exhibitor, please download the Application and Contract for Exhibit Space (<http://expo.jspargo.com/exhibitor/ascb17app.pdf>) and submit via the instructions included in the application. Since prime locations sell quickly we encourage you to make your selection as soon as you can. You can access this form from the pink "Book a Booth" button on the Exhibitor Website.

The Society reserves the right to modify the floor plan and reassign exhibit space at its discretion if a change in the original assignment is necessary. Exhibit space is released first to Corporate Members and then to companies on the basis of their priority points.

### **Priority Points System**

Priority points are earned according to the total amount spent with ASCB over the previous four calendar years. One point is earned for each \$1,000 spent. In the event an exhibiting company merges with, buys, or is bought by another company, the highest number of points accumulated by any one of the original companies will prevail as the point total for the new concern.

### **Booth Prices**

- Corner: \$3,500 (per 10' x 10' bordered by a front and side aisle)-
- Inside: \$3,200 (per 10'x 10' bordered by a front aisle only)
- Special pricing is available for approved Non-Profit organization who book in designated areas
- Island Booth: start at \$14,000 bordered on four sides by aisles (20' x 20' minimum)
- Interactive Conference Booth: start at \$20,400 (a minimum space of 20' x 30') (enables exhibitor to host presentations within the booth, does not include furnishings)

### **Contract for Space**

Exhibitors agree to accept and comply with the policies, rules, and regulations contained in this Exhibitor Prospectus and on the Society's website, and all policies, rules, and regulations adopted after publication of the Exhibitor Prospectus. The acceptance of a contract by the Society and the payment for rental charges constitute a contract.

### **Payment Policy**

Full payment is due upon selection of your booth space via the online booking system in order to be included in the *Meeting Program* and website. Online payment can be made as indicated below:

- Payment types accepted: VISA, MasterCard, and American Express
- Society's Tax ID # 39-605-4285

Exhibitors who cannot use the online booking system must contact [ascbexhibits@spargoinc.com](mailto:ascbexhibits@spargoinc.com) to make alternative arrangements.

### **Cancellations/Reductions**

Exhibiting firms wishing to cancel space or reduce the size of their exhibit space are required to notify SPARGO, Inc. in writing by the dates listed below to SPARGO, Inc. 11208 Waples Mill Rd., Suite 112, Fairfax, VA 22030, USA or via email at [ascbexhibits@spargoinc.com](mailto:ascbexhibits@spargoinc.com). The date the written notice is received is considered the official cancellation date. It is the responsibility of the exhibitor to confirm that the cancellation has been received by the ASCB. Reduction of island space dimensions after assignments have been confirmed may result in relocation of the exhibit booth. The exhibitor is responsible for canceling any accommodation bookings.

The cancellation fee is a percentage of the total booth payment and it will be processed at the conclusion of the meeting. It is assessed as follows:

Through June 2	No Fee
June 3-July 21	25%
July 22-August 11	50%
After August 11	100%

No refunds will be made for written notices received after August 11, 2017

**Note:** Marketing Support and Advertising purchases are nonrefundable.

### **What Is Included in Exhibit Space Rental**

- Each 10' x 10' booth will be set with 8' high GRAY back drape, 3' high WHITE side dividers.
- Identification sign (7" x 44") with company name and booth number for inline booths 300 sq. ft. or less
- Company name, telephone, website, exhibit description up to 50 words, and product categories (up to 10 per 10'x10' booth) printed in the *Meeting Program* and on the meeting website. This information must be provided before the deadline to be included in the print materials (see 'Deadlines').
- Two complimentary scientific meeting registrations for each 10'x10' booth purchased.
- Ten complimentary exhibitor badges per 10' x10' booth
- Ten Guest badges per 10'x10' booth
- Exclusive opportunity to host a Tech Talk
- Exclusive opportunity to host workshops within your booth. Your booth must be of sufficient size and exhibitor must manage noise so as not to impact other exhibits.
- Exclusive opportunity to purchase the preregistration and the post conference mailing lists (note these are postal mailing lists and do not include email addresses)
- One copy of the *Meeting Program* per exhibit space
- Exhibit Floor perimeter security when exhibits are closed
- Complimentary job postings in the onsite Career Center

### **What to Order for Your Booth**

No furnishings, carpet, electric, etc. are included in your booth purchase. You may order these items and more from the Freeman Exhibitor Service Kit. Please note that the ASCB requires exhibitors to completely cover the entire area of their contracted exhibit space with carpeting or an approved material (bare floors are not permitted)..

- Audiovisual
- Carpet (required)
- Catering
- Electric
- Floral
- Internet
- Lead Retrieval device
- Photographer

- Table(s) & Chair(s)
- Trash can(s)

## **2. Installation and Dismantle**

### **Installation**

ASCB recommends that exhibitors plan to arrive no later than Friday, December 1, 2017. Travel in December is sometimes subject to weather delays. If for some reason the materials for your booth have not arrived, it is easier to track the shipment on Friday.

### **Booth Installation Hours**

Thursday, Nov 30	1:00 pm-7:00 pm
Friday, Dec 1	8:00 am-7:00 pm
Saturday, Dec. 2	8:00 am-12:00 Noon*

\*All crates must be tagged and ready for removal by 12:00 Noon on Saturday, December 2, 2017. However, exhibitors may continue 'light' set up such as setting up equipment and literature within their booths until 5:00 pm on Saturday, December 2. Programming starts in the Learning Center on Saturday evening so the exhibit floor must be 'show ready' by 5pm.

### **Exhibits Open**

Exhibits are open each day, Sunday to Tuesday, 9:30 am-4:00 pm

### **Booth Dismantling Dates and Hours**

Tuesday, Dec 5	4:00 pm-9:00 pm
Wednesday, Dec 6	8:00 am-12:00 Noon*

\*The ASCB Learning Center must be completely cleared by 12:00 Noon on Wednesday, December 7.

Dismantling will begin after show hours on Tuesday, December 5. No packing of equipment, literature, etc., or dismantling of exhibits will be permitted beforehand. A pass and approval must be obtained from ASCB Exposition Management to remove any material or equipment prior to the dismantle time. This provision will be strictly enforced. Violators are subject to exclusion from exhibiting at future meetings. The ASCB Learning Center must be completely cleared by 12:00 Noon on Wednesday, December 6.

### **Service Desk**

The Exhibitor Service Desk will be open during installation to assist exhibitors with verification and adjustments of their orders for labor, furniture, and other auxiliary services. The Service Desk will be staffed throughout the meeting.

### **3. Deadlines**

- Freeman Exhibitor Service Kit available online - Sept 4
- Tech Talk Abstracts for inclusion in print materials (payment must also be received) - Sept 15
- Advertisements (for *Meeting Program*, *Poster Guide*, and special print edition of *MBoC (Award Essays)*) - Artwork received by Oct 6
- Company description & product categories for inclusion in print materials (must be entered into Exhibitor Portal - Oct 6
- Artwork for majority of Marketing Support options – Oct 6
- Hotel reservations for 10 rooms or more - Oct 6
- Submit plans for island booth space and interactive booths-Oct 27
- Exhibitor Appointed Contractor (EAC) Registration Form and Certificate of Insurance - Oct 27
- Giveaway approval - Oct 28
- Certificate of Insurance for Exhibitor – Nov 10
- Advance rate for furnishings & utilities – Nov 10
- Individual hotel reservations - Nov 10
- Register booth staff (through the Exhibitor Portal). After this date booth staff must register onsite – Nov 22
- Advance shipments accepted at Freeman warehouse – Oct 30-Nov 22
- Onsite shipments accepted at the Pennsylvania Convention Center from Nov 30, 1:00 pm
- All crates removed from ASCB Learning Center - Dec 2, noon
- Exhibits must be fully set up - Dec 2, 5:00 pm

### **4. Contractual Obligations**

#### **Access to the ASCB Learning Center (Exhibit Hall)**

Exhibitor personnel will be allowed access to the ASCB Learning Center(Exhibit Hall) two hours prior to its opening on Sunday through Tuesday. Request for access to the hall before these hours, or after closing hours, must be made by contacting [ascbexhibits@spargo.com](mailto:ascbexhibits@spargo.com). Only representatives who are employed by the exhibiting company and who will be working in the booth are to be registered via the Exhibit Registration Form. Exhibitor badges will not be issued to registrants who should pay the registration fee or to representatives of leasing companies, financial institutions, suppliers, vendors, or others who wish to gain admittance for the purpose of making sales contacts.

#### **Americans with Disabilities Act**

Exhibitors shall be responsible for compliance with the Americans with Disabilities Act of 1992 with regard to their exhibit space, including, but not limited to wheelchair access. Further information regarding ADA compliance is available via phone at 800-514-0301 or at [www.usdoj.gov/crt/ada/infoline.htm](http://www.usdoj.gov/crt/ada/infoline.htm).

### **Booth Relocation Policy**

Every effort will be made not to relocate an exhibitor's booth. However, if relocation is necessary, the exhibitor will be notified and offered the opportunity to relocate the booth.

### **Booth Staff**

As a courtesy to the attendees and to fellow exhibitors, exhibits must be staffed at all times during the meeting. All exhibitors are expected to make their travel arrangements in accordance with this policy

### **Cancellation of Meeting and Exhibition**

It is mutually agreed that in the event the 2017 ASCB / EMBO Meeting is canceled due to acts of God, war, strikes, government regulation or advisory foreseen or unforeseen (including travel advisory warnings by the government or World Health Organization), civil disturbance, terrorism, or threats of terrorism in Pennsylvania, PA and/or the Eastern Region of 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 Pennsylvania, PA or any other comparable conditions or circumstances occurring either in the location of ASCB's meeting or in the countries/states of origin of at least 30% of the attendees or along their routes of travel, making it commercially impracticable, illegal, or impossible to hold the meeting and therefore the contract and contract for exhibit space will be terminated. In such an event, the affected party shall not 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.

### **Career Center & Job Openings**

The ASCB / EMBO Meeting includes a free Career Center / Job Posting Area available to all meeting participants and exhibitors. Employers may post unlimited positions in the Job Posting Area. The ASCB also has a year-round online Job Board (<http://jobboard.ascb.org>). You may also advertise the position in the *ASCB Newsletter*, mailed eight times a year to every member of the Society, and available in digital format on the ASCB website.

### **Carpet**

The ASCB requires exhibitors to completely cover the entire area of their contracted exhibit space with carpeting or an approved material (bare floors are not permitted)..

### **Cleaning**

It is the responsibility of the exhibitor to make arrangements for booth cleaning. An order form for the custom cleaning of tile, carpet, and booths will be included in the Freeman Exhibitor Service Kit.

### **Colors for the ASCB Learning Center (Exhibit Hall)**

The aisle carpet color will be PLUM. Each 10' x 10' booth will be set with 8' high GRAY back drape, 3' high WHITE side dividers

### **Convention Center Rules and Regulations**

Exhibitor compliance with the Pennsylvania Convention Center Rules and Regulations is

mandatory. Full details can be found at <https://www.paconvention.com/meeting-professionals/meeting-planner-tools/contractor-services-documents>

Exhibitor agrees that all current and subsequent ASCB conditions and regulations and the conditions and regulations of the Pennsylvania Convention Center, and any other facilities used for the 2017 ASCB / EMBO Meeting are made a part of this Agreement and are incorporated by any reference. The ASCB and, in its discretion, its designees shall have the full and exclusive power in matters of interpretation, amendment, and enforcement of all such conditions and regulations, and any amendments when made and brought to the notice of said exhibitor will be as though duly incorporated herein and subject to the terms and conditions of this Agreement. If a dispute or disagreement arises between the parties concerning the allotment of or permitted use of exhibition space or concerning interpretation of any of the conditions or regulations, the decision and interpretation of ASCB is final. The exhibitor agrees to abide by the interpretation that, if requested, shall be in writing.

If ASCB is forced to close an exhibitor's booth or take other remedial action to address a violation of ASCB rules and regulations, the exhibitor will not receive a refund or other compensation from ASCB.

### **Copyright and Licensing**

License agreements for music are the sole responsibility of the exhibitor. The exhibitor is responsible for all applicable ASCAP, BMI, and/or SESAC music licensing fees. The exhibitor assumes responsibility for, and indemnifies ASCB and Pennsylvania Convention Center for all costs and obligations arising from the use of licensed, patented, and/or copyrighted materials, equipment, devices, processes, or dramatic rights furnished, used, or incorporated in conduct of the Meeting.

### **Demonstrations/Presentations**

Demonstration areas may not be set on the aisle line of the exhibit; space must be left within the exhibit area to absorb the spectators. Should the spectators interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, the presentation must be limited or eliminated. Exhibitors are responsible for the safety (structural, fire, etc.) of their booths.

### **Disabilities/Special Needs**

If you have a disability or a special need that may affect your participation in the Meeting, please check the appropriate box when registering. ASCB staff will contact you before the Meeting to discuss your requirements. The ASCB cannot ensure the availability of appropriate accommodations without at least 10 days' prior notification of need.

### **Dispute Resolution**

Any controversy or claim arising out of or relating to this contract, or breach thereof, shall first be discussed informally for an amicable settlement between the parties and should that not succeed the parties shall attempt to resolve the matter by mediation. Should that not resolve the matter, it shall be settled by arbitration in the State of Maryland in accordance with the

commercial arbitration rules of the American Arbitration Association, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof.

### **Electricity-Air-Water-Drain**

Order forms will be available in the online Freeman Exhibitor Service Kit. Electrical service is 208 and 480 volt.

### **Electrical Equipment**

Electrical equipment shall be installed, operated, and maintained in a manner that does not create a hazard to life or property. Sufficient access and working space must be provided for all electrical equipment and must comply with current N.E.C. standards.

All show and exhibitor equipment must be United Laboratories (UL) approved. Extension cords shall be three-wire with ground and shall service on appliance or device. Multi-plug adapters must be UL approved and have an overload internal circuit breaker. Home-type "cube" taps are prohibited. Spliced wires or heat generators are prohibited.

### **Equipment Passes**

Deliveries or removal of equipment must be made before or after exhibit hours. A pass must be obtained from the ASCB Exposition Management office to remove any material or equipment prior to Tuesday, December 5. Once the ASCB Learning Center (Exhibit Hall) opens Tuesday morning for the last day of exhibiting, nothing may be removed until the exhibit is officially closed at 4:00 pm, at which point no pass is required. Strict security will be in effect at all other times. Exhibitors who wish to remove equipment from the ASCB Learning Center (Exhibit Hall) while the show is open must obtain an equipment pass from the ASCB Exposition Management Office. Passes must be shown to the security officers when leaving the hall.

### **Exclusive Services**

The Pennsylvania Convention Center is the exclusive provider of the following services: Electrical service, food and beverage, cleaning, business, center, coat check, telephone, Internet, and the use of the house sound system. While the Pennsylvania Convention Center maintains utilities, Freeman provides plumbing and the supply of compressed airs and gases.

### **Exits**

Exits, entrances, air supply vents, ramps, sidewalks, hallways, stairways, elevators, escalators and aisle ways must be kept clear at all times. Exit signs must be kept visible at all times. Fire extinguishers, fire protection valves and fire hose cabinets must be kept clear at all times. The Pennsylvania Convention Center requires a number of freight-free aisles and egress aisles within the ASCB Learning Center (Exhibit Hall). They are marked clearly on the floor plan.

### **Exhibitor Conduct**

- Canvassing or distributing advertising matter outside the exhibitor's own booth is not permitted. Solicitation of business except by exhibiting firms is prohibited.
- The nature of the exhibits is subject to the approval of ASCB Exposition Management.
- The right is reserved to refuse contracts of companies that do not meet the standards required or expected, as well as the right to curtail exhibits or parts thereof which reflect against the character of the meeting.
- Nonprofessional products or services are not to be displayed. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc. Electrical or other



mechanical apparatus must be muffled so noise does not interfere with other exhibitors.

- Market research companies must indicate on the exhibit contract the companies for which they are conducting market research. All market research surveys must be conducted only within the market research booth.
- No exhibitor may enter another exhibitor's booth without permission. Photographing or examining another exhibitor's equipment without permission is prohibited.
- No exhibitor is permitted to sell goods unless they are properly registered with the state where the convention is being held.

### **Exhibit Construction, Decoration, Signs, etc.**

The exhibitor is solely responsible for the safety of its exhibit. All special booth work must conform to ASCB exhibit regulations. Such approval and/or compliance with ASCB exhibit regulations do not constitute ASCB's approval or opinion on the structural safety of construction. The exhibitor and its display company remain solely liable for the safety of its exhibit, including its booth and any products or materials used or displayed therein. The exhibitor agrees that it is solely responsible for protecting its property on the premises of the Pennsylvania Convention Center.

The exhibitor may choose to work with any display company provided the company meets ASCB requirements for Exhibitor Appointed Contractors (EAC) and it provides ASCB with a certificate of liability insurance and signed indemnification agreement no later than October 27, 2017. It is recommended that exhibitors use Freeman, which is the official contractor for the show. If the exhibitor installs its own booth/display, the exhibitor must comply with all federal, state, and local laws and/or regulations and must comply with any/all laws, rules, or regulations related to booth installation/dismantling and assumes all risks including bodily injury or death associated with booth installation/dismantling.

### **Exhibitor Advisory Committee**

The Exhibitor Advisory Committee was established to enhance the relationship between ASCB and its exhibitors. The Committee enables exhibitors to voice ideas and concerns; participate in the assessment of the ASCB, its vendors, and technologies; and serve in an advisory capacity to the ASCB. Committee members are asked to walk the exhibit floor to engage in conversation with exhibitors about their meeting experience. Committee members can be identified at the meeting by "Blue/Gold" colored ribbons. The ASCB Exposition Management Desk is at the Freeman Service Center in the ASCB Learning Center. Any exhibitor violations, questions, or comments should be brought to the attention of a Committee member and SPARGO, Inc. located at the exhibitor service center onsite. Committee members include:

#### **Elaine Fitzpatrick**

Trade Show Project Manager  
EMD Millipore Corp  
elaine.fitzpatrick@emdmillipore.com

**Sande Giaccone**

GEN Group Publisher  
GEN Genetic Engineering & Biotechnology News  
sgiaccone@genengnews.com

**Louis LaRiviere**

Manager, Trade Shows & Events  
Olympus  
louis.laRiviere@olympus-ossa.com

**Cyndy Nawrocki**

Marketing Communications Director  
Photometrics | QImaging  
cnawrocki@photometrics.com

**Linda Majewski**

Tradeshaw & Events Manager, North America Regional Marketing  
Life Science Solutions  
Thermo Fisher Scientific  
linda.majewski@thermofisher.com

**Exhibitor Appointed Contractor (EAC)**

Exhibitors who plan to use the services of anyone other than the official service contractor must notify ASCB Exposition Management ([ascbexhibits@spargoinc.com](mailto:ascbexhibits@spargoinc.com)) & Freeman on or before October 27, 2017 in writing. [Click here for the EAC Form](#). Exhibitor Appointed Contractors must:

- Complete the EAC form
- Provide an original Certificate of Insurance by October 27 (see Insurance section for specific requirements)
- Perform services in accordance with exhibition rules and regulations
- Not solicit business on the exhibit floor

**Exhibitor Registration****Exhibitor Badges**

Exhibitors may register their booth staff online via the Exhibitor Portal before November 22. Badges will be available for pick up at the Exhibitor Registration Desk at the Pennsylvania Convention Center. After November 22 exhibitors will need to register onsite. All exhibitors must be registered and wear badges at all times while in the Pennsylvania Convention Center. There is \$25 fee for badge reprints.

Badge allocations per 10'x10' booth are as follows:

- Ten complimentary exhibitor badges per booth.

- Exhibitor badges are for the ASCB Learning Center (Exhibit Hall) only and will not allow admittance to the scientific sessions. If booth personnel wish to attend the scientific sessions, they must pay the scientific registration fee.
- Each person issued an exhibitor's badge must be employed by the exhibiting company or have a direct business affiliation.
- The exhibiting company will be responsible for the actions of anyone authorized to receive a badge under the exhibiting company's name.
- Two complimentary scientific meeting registrations per booth.
  - Badges are nontransferable and will only be printed once. Any person who loses a complimentary badge will need to register and pay the meeting registration fee.
- Ten Exhibitor Guest badges per booth.
  - Exhibitor guests are defined as individuals whom exhibitors wish to invite to view their display who would not otherwise register for the meeting. The Exhibitor Guest badge will permit entry to the ASCB Learning Center (Exhibit Hall) only during exhibit hours but will not allow admittance to the scientific sessions.
  - The Exhibitor Guest badges may be picked up from Exhibitor Registration from Sunday at 8:00 am.
  - People who show up at the meeting claiming to be an Exhibitor Guest will not be allowed in the ASCB Learning Center (Exhibit Hall) unless authorized to receive a guest badge by an exhibitor. It is the responsibility of the exhibiting company to inform all guests of the rules and regulations for exhibiting, particularly the rules regarding General Conduct of Exhibitors

### **Exhibitor Registration Hours**

Thursday, Nov 3	1:00 pm-5:00 pm
Friday, Dec 1	8:00 am-5:00 pm
Saturday, Dec 2	8:00 am-7:00 pm
Sunday, Dec 2	7:30 am-4:00 pm
Monday, Dec 4	7:30 am-4:00 pm
Tuesday, Dec 5	7:30 am-12:00 noon

### **Exhibitor Lounge**

An Exhibitor Lounge with coffee will be available in the ASCB Learning Center from Saturday, December 2 through Tuesday, December 5, during set-up and show hours. The lounge will be located next to the Career Center.

### **Exhibitor Participation in Scientific Sessions**

Increase your company's exposure at the meeting by encouraging your research scientists to submit an abstract to be presented at the meeting. Such abstracts must be scientific and not seek to advertise or promote an exhibitor's products and/or services. Use of trademarks and registered marks is discouraged.

### **Exhibitor List Terms of Use**

Annual lists of exhibitors are compiled by the American Society for Cell Biology with permission from the individual exhibitors. These lists are the exclusive copyrighted intellectual property of the American Society for Cell Biology and are for informational purposes only. Any unauthorized commercial use or reproduction of this list, including soliciting exhibitors or representing yourself as an agent of the trade show, is prohibited and may subject you to civil and criminal liability.

### **Facility Structure**

Exhibitors may not engage in any of the following:

- Rigging of cable/hanging devices or affixing any materials to the ceiling, electrical truss ducts and conduits, on sprinkler pipes, ventilation equipment, windows, columns or any other physical structure at the Pennsylvania Convention Center is strictly prohibited.
- Exhibitors shall not cause or permit any nails, staples, hooks, tacks, screws, or the like to be driven into the facility structure (including, but not limited to, any wall, ceiling, column, stone, window, drape, painted, carpeted or concrete surfaces) of the premises.
- Exhibitors shall not erect any decorations or use adhesive materials, including tape that can deface the walls, ceilings, floors, facilities, and equipment contained on the premises.
- Walls, floors, ceilings, or other areas of the facility or its furnishings or fixtures are not to be painted or have permanent coverings applied.

### **Failure to Occupy Space**

If space is not occupied by the exhibitor by 12:00 Noon, Saturday, December 2, the Society claims the right to use or reassign such space without compensation to the exhibitor. Any exhibitor failing to occupy space one hour prior to the scheduled ASCB Learning Center (Exhibit Hall) opening will forfeit their fees and the Society will have the right to use the exhibit space as it sees fit.

### **Fire Protection**

All exhibitors and their service contractors must comply with all application of federal, state and municipal laws, operating guidelines and all other rules and requirements of the City of Philadelphia Police and Fire departments or any other municipal authorities, including local fire and building codes that apply to public assembly facilities. It is the exhibiting company's responsibility and duty to be aware of all fire and safety requirements during your tenure as an exhibitor.

All materials used in the exhibit area must be flameproof and fire resistant to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Crepe paper, corrugated paper, flameproof or otherwise, will not be permitted. Display racks, signs, spotlights, and special equipment must be approved before use, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibits or parts

thereof that are found not to be fireproof may be ordered dismantled. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed.

### **Fire Regulations**

No volatile or flammable fluids, substances, or materials of any nature prohibited by local ordinances, the Pennsylvania Convention Center, or insurance carriers, may be used in any booth. The use of any type of crepe or corrugated paper is prohibited. Details will also be included in the Freeman Exhibitor Service Kit.

### **Floor Load and General Lighting**

The exhibit floor load of the Pennsylvania Convention Center is 350 lbs. per square foot. For heavy machinery or displays, contact Freeman. Fifty percent of lighting is provided during move-in and move-out. Lighting one hour prior to show opening each day will be 100%. At 8:00 pm each show day, lighting will be reduced to 33.3%.

### **Food and Beverage Distribution**

Beer, wine, and light snacks are permitted at your exhibit booth if ordered through the Convention Center's official caterer. Island booths may provide services such as espresso or coffee machines, provided there is space to accommodate any lines or crowds. All food and beverage must be approved by ASCB Exposition Management and must be ordered through the exclusive caterer for the Pennsylvania Convention Center. Forms can be found in the Freeman Exhibitor Service Kit available online in early September.

### **General**

All matters and questions not covered by these regulations are at the discretion of Management. Management may amend these regulations at any time, and all amendments that may be so made shall be equally binding upon publication on all parties affected by them as the original regulations.

### **General Service Contractor**

Freeman  
909 Newark Turnpike  
Kearny, NJ 07032  
(201) 299-757

### **Gifts/Promotional Items**

Giveaways will be limited to those items relevant to the professional interests of the registrants. Exhibitors may conduct contests, lotteries, and raffles onsite. The winner must be announced after the meeting has concluded to avoid congestion in the aisle. Requests for approval of giveaways, with the exception of literature, must be made via the Exhibitor Portal by October 27. Requests received after this date may not be approved.

Distribution of candy is limited to individually wrapped items. For additional guidelines on food and beverage in the ASCB Learning Center (Exhibit Hall), please see “Food & Beverage Distribution” above.

### **Gratuities**

Tipping is expressly prohibited. This includes such practices as giving money, merchandise, or other special consideration for service rendered. Any attempt to solicit a gratuity by an employee for any service should be reported immediately to Freeman’s show-site manager. Please refer to the Freeman Exhibitor Service Kit for complete guidelines.

### **Hand-Carry Policy**

Exhibitors may use their own equipment, including but not limited to carts, dollies, luggage carriers and 2-4 wheel hand trucks. No motorized or hydraulic devices will be allowed.

### **Hospitality Suites/Meeting Space**

Social functions and other activities sponsored by exhibitors cannot be held during exhibit hours or in conflict with any meeting or activities listed in the *Meeting Program*. Exhibitors must sign a contract with the ASCB to exhibit at the meeting before an ancillary event is accepted by the hotel. Exhibitors are permitted to book hospitality suites directly through the hotels. Exhibitors are responsible for all arrangements and costs associated with their event including room rental, audiovisual equipment, food and beverage, etc.

### **Hours for Exhibits**

The exhibits in the ASCB Learning Center (Exhibit Hall) will be open from 9:30 am-4:00 pm Sunday, December 3-Tuesday, December 5.

### **Hours - Poster Viewing and Presentations, including Microsymposia and Tech Talks**

Saturday, Dec 2	5:30 pm-8:00 pm
Sunday, Dec 3	7:00 am-8:00 pm
Monday, Dec 5	7:00 am-8:00 pm
Tuesday, Dec 6	7:00 am-4:00 pm
Wednesday, Dec 7	CLOSED

### **Insurance Requirements and Liability**

It is the sole responsibility of the exhibitor for any damages, claims, losses, liabilities or expenses arising from any injury to any person or property that arises out of or is in any manner connected with the exhibitor’s participation in the 2017 ASCB/EMBO Meeting, including its indemnity obligations herein. In general, it should be understood that exhibitors are expected to leave the Pennsylvania Convention Center in the same condition in which they found it and should not make or attempt alterations of any kind without express written permission of ASCB Exposition Management and the Pennsylvania Convention Center. Exhibitor assumes entire responsibility for its property and activities while participating in the ASCB/ EMBO Meeting.

Exhibitor acknowledges that the American Society for Cell Biology (ASCB), European Molecular Biology Society (EMBO), Freeman, SPARGO, Inc. the Pennsylvania Convention Center Authority,

SMG, City of Philadelphia, Philadelphia Convention and Visitors Bureau, Commonwealth of Pennsylvania, their agents, servants and employees do not maintain insurance covering exhibitor's property or activities. Furthermore, it is the sole responsibility of exhibitor to obtain insurance (Liability and Fire/Theft) covering all risks and perils including materials, goods, and/or wares of exhibits against theft, damage by fire, accident or loss of any kind.

Exhibitors are required to maintain general public liability insurance in an amount sufficient to cover such obligations, including show cancellation insurance. Exhibitor acknowledges and agrees that it will obtain, at its own expense, any and all licenses or permits to comply with all local, state and federal laws, ordinances and regulations of any of its activities in connection with the 2017 ASCB/ EMBO Meeting. Execution of the Exhibit Contract is the agreement of exhibitor to protect, indemnify, defend and hold harmless the ASCB, EMBO, Freeman, SPARGO, Inc. the Pennsylvania Convention Center Authority, SMG, City of Philadelphia, Pennsylvania Convention and Visitors Bureau, Commonwealth of Pennsylvania, their agents, servants and employees against all claims, losses, and damages, to persons or property, governmental charges or fines, and attorneys' fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the parties referred to above.

In no event shall the ASCB, its agents, servants or employees be liable to exhibitor for any loss of business, business opportunities, or for any other type of direct or consequential damages alleged to be due under any claim.

#### **Additional Insureds on the Foregoing Insurance**

The American Society for Cell Biology, European Molecular Biology Society (EMBO), their agents servants and employees, SPARGO, Inc., the Pennsylvania Convention Center Authority, SMG, City of Philadelphia, Pennsylvania Convention & Visitors Bureau, Commonwealth of Pennsylvania, and the members, officers, directors, agents, employees, affiliates and subsidiaries of each of these entities are named as additional insureds.

#### **Exhibitor & Exhibitor Appointed Contractor (EAC) Insurance Requirements**

(i) Commercial General Liability Insurance (CGL), including bodily injury/property damage, products and completed operations, personal injury and contractual liability of at least \$1 million per occurrence and \$2 million aggregate, against injury (including sickness or death) to a person and property of others, (ii) Commercial Automobile Liability with a combined single limit of not less than \$1 million covering all owned, non-owned, leased and contracted (hired) vehicles placed in service during the dates of the event, and (iii) Workers' Compensation Insurance in full compliance with all federal and state laws governing all of the exhibitor's employees engaged in the performance of any work for the exhibitor or contractor in the jurisdiction where work is performed or services are provided. Policies shall name additional insureds as indicated above, coverage to apply as primary and without contribution. ASCB holds the exhibitor responsible for the management of their designees. To reduce the probability of infractions, designees should be knowledgeable of the policies in the Exhibitor Terms and Information. Agents should be aware that sanctions for violations will be assessed

against the exhibiting company and the agent, including, but not limited to, loss of the exhibitor's priority points.

### **Certificate of Insurance Requirements**

Exhibitor Appointed Contractors must provide a Certificate of Insurance in full compliance with the requirements stated above by October 27. Policies shall name the additional insured stated above. Completed forms must be uploaded into the Exhibitor Portal or sent by email to [ascbexhibits@spargo.com](mailto:ascbexhibits@spargo.com). You may also mail to American Society for Cell Biology, c/o SPARGO, Inc., 11208 Waples Mill Rd., Suite 112, Fairfax, VA 22030.

### **ShowGuard®**

Exhibitors (no contractors please) may secure the required CGL and Hired & Non-Owned Automobile Liability insurance through **ShowGuard®**. Simply click on [ShowGuard®](#). The basic ShowGuard® premium of \$75 will meet all general liability and hired non-owned auto liability requirements and will provide coverage for the dates of the show from move in to move out. Enrolling in ShowGuard® is quick and easy.

### **Internet /WiFi**

An order form for Internet access for your booth will be included in the Freeman Exhibitor Service Kit. WiFi service is available for purchase in the ASCB Learning Center (Exhibit Hall). Complimentary WiFi will be available in the other areas of the Pennsylvania Convention Center. Public access Internet kiosks within your booth are not permitted.

### **Internet Café**

Badged attendees and exhibitors may use the Internet Café. The Internet Café is open during registration hours.

### **Interactive Conference Booth**

ASCB also provides the opportunity for exhibitors to create conference space within their booths. Video and audio capabilities are available in this setting, together with a seating area consisting of modular spaces with 5, 10, 15, or 20 seats. Exhibitors can schedule as many conferences as they wish in their booths at a time of their choosing (except during scheduled symposia and minisymposia sessions). If you wish to include the presentations in the *Meeting Program* and mobile app your payment and abstract must be received for approval by ASCB by October 27. Contact [ascbexhibits@spargo.com](mailto:ascbexhibits@spargo.com) for further information.

### **Island Booths**

In island booth units (units bound on four sides by aisles), the full cubic content of the space may be used; however, all display material (including hanging signs) is restricted to 22 feet in height to the top of the sign. Sufficient see-through areas must be provided so as not to block the view of the adjacent exhibits. Models or schematic drawings of cubic content exhibits should be submitted in advance to ASCB Exposition Management for approval no later than October 27, 2017. Companies with island booths are permitted to hang a sign over their booth. Nothing shall be posted, tacked, nailed, or otherwise attached to the walls, floors, or other parts of the exhibit facility or furniture contained in the facility.

### **Lead Retrieval**

Exhibitor Lead Management Systems will be available for rent to exhibitors. Each attendee will have a large, easy-to-read badge with their contact information encoded on the front of the



badge. Attendee email addresses will only be included if the attendee selects this option when registering for the meeting. Ordering information will be included in the Freeman Exhibitor Service Kit that will be available.

### **Location**

The meeting will be held at the Pennsylvania Convention Center, 1101 Arch Street, Philadelphia, PA 19107

### **Mailing Lists/Demographic Information**

Exhibitors are prohibited from selling and/or otherwise distributing demographic information obtained by scanning the name badges of attendees who visit their booth with lead retrieval devices. This information is restricted for use only by companies exhibiting at the 2017 ASCB/EMBO Meeting to send follow-up information requested by the attendee. Exhibitors violating these guidelines are subject to loss of all accrued priority points and a one-year suspension from exhibiting at the Society's annual meeting.

### **Material Handling**

The Teamsters Union claims jurisdiction on the operation of all material handling equipment, all unloading and reloading, and handling of empty containers. The use of fork trucks, pallet jacks and lift gates are permitted only by personnel of Freeman.

Freeman will receive shipments at the Pennsylvania Convention Center dock; deliver to the exhibitor's booth; remove, store, and return empty crates and containers when unpacked; and remove packed shipments from the booth and transfer to the outgoing carriers at the Pennsylvania Convention Center dock. Exhibitors are urged to ensure that all materials are delivered to booths on set-up days because deliveries cannot be made during exhibit hours. Freeman will control access to the trade show floor, which includes access from the loading docks and/or doorways into the ASCB Learning Center (Exhibit Hall). This will help provide a safe and orderly move-in/move-out. Unloading or reloading of any freight into the ASCB Learning Center by any and all private vehicles and contracted carriers will be handled by Freeman.

### **Mergers**

In the event that an exhibiting company merges with, is acquired by, or purchases another exhibiting company, the Priority Point seniority accumulated by either company (whichever is highest) will be used. ASCB Exposition Management must be notified in writing of such changes, including public announcement of the transaction

### **Non-contracted Exhibit Space**

Any person, firm, or organization not having contracted with the Society for the occupancy of space in the ASCB Learning Center (Exhibit Hall) will not be permitted to display or demonstrate any products, processes, or services; solicit orders; or distribute advertising materials in the Pennsylvania Convention Center or in any hotel used by the Society to house registrants. Any noncompliance with this regulation will result in the prompt removal of the offending person and property from the area. No exhibit will be permitted in a hotel or room.

### **Non-exhibiting Companies**

Companies that are not contracted to exhibit and their personnel, agents, and contractors will not be permitted in the ASCB Learning Center (Exhibit Hall) at any time. Non-exhibiting companies and their representatives will not be allowed to display or demonstrate any services or products in the convention center or any hotel in the ASCB Housing Block.

Non-exhibitors may not solicit business from scientific registrants or contracted exhibiting companies, nor will their materials be accepted for distribution in the ASCB Learning Center (Exhibit Hall) or in the meeting hotel blocks.

### **Operation of Exhibits and Conduct**

ASCB reserves the right to restrict exhibits that become objectionable due to sound, method of operation, materials, content, or any other reason, and prohibit or evict any exhibit that, in the opinion of ASCB Exposition Management, may detract from the general character of the exhibits as a whole. This reservation includes persons, things, conduct, printed matter, food and beverages, or anything of a character ASCB Exposition Management determines is objectionable to the exhibit. In the event of such restriction or eviction, the Society is not liable for any refunds or rentals of other exhibit expenses.

### **Photograph and Video Release**

By attending/exhibiting at the 2017 ASCB/ EMBO Meeting or its associated events, you hereby understand that you may be photographed, videotaped, or digitally recorded, as may be your voice, and hereby waive any objection, condition, limit, or right you may have to the photographs or recordings. Furthermore you hereby authorize ASCB to use any such photographs, videotapes, or other recordings of yourself and your guests for any promotional purposes and to license other relevant people/organizations to use them. You hereby indemnify and hold the Society harmless for any such licensed or unlicensed use.

### **Photography/ Video Taping**

Taking of photographs in the ASCB Learning Center (Exhibit Hall) is strictly prohibited except for booth photography contracted through the official show photographer. An exhibitor may not photograph or videotape the exhibits or products of other exhibitors.

### **Printed Materials**

Distribution of printed educational material by the exhibitor or its agents is limited to the area rented by the exhibiting company in the ASCB Learning Center (Exhibit Hall). These materials are not permitted in the Registration area, poster session areas, meeting rooms, and corridors of the Pennsylvania Convention Center or in any official ASCB contracted hotel.

### **Prohibited Practices**

The prohibited practices below apply to exhibitors and non-exhibitors:

- Distributing giveaway items that do not comply with stated policy
- Distributing or using stick-on decals and/or similar adhesive-backed promotional items in the Pennsylvania Convention Center
- Canvassing or distributing any materials or product samples outside the exhibitor's own space, the convention center, and any ASCB contracted hotel unless approved through an official ASCB support or advertising opportunity
- Using billboard advertisements and/or displays of signs outside the exhibit space, the convention center, and any ASCB contracted hotel unless approved through an official ASCB support or advertising opportunity
- Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area
- Hanging signs or banners from the ceiling (island booths only are permitted)
- Entering another exhibitor's space without permission
- Photographing or examining another exhibitor's equipment without permission

- Taking photographs and/or recording any scientific session
- Wearing buttons, unofficial badges, company name plates, etc., in lieu of the official ASCB exhibitor badge
- Use of minors as models
- Noisy electrical or mechanical apparatus interfering with other exhibitors
- Use of the Society's name on signs inside or outside the exhibit area and on descriptive product literature
- Subletting or sharing of exhibit space
- Using helium balloons or glitter products
- Selling and/or otherwise distributing demographic information obtained by scanning the name badges of attendees who visit your booth with lead retrieval devices
- Negotiating blocks of hotel rooms directly with contracted ASCB participating hotels
- Tipping contracted labor

### **Safety**

Standing on chairs, tables, or other rental furniture is prohibited. Rental furniture is not engineered to support standing weight. Freeman cannot be responsible for injuries or falls caused by the improper use of rental furniture. If assistance is required in the assembly/dismantle of your booth, please order labor in advance using the forms that will be provided in the Freeman Exhibitor Service Kit

### **Security**

Security will be on duty in the ASCB Learning Center (Exhibit Hall) when exhibits are closed, but the safe-keeping of the exhibitor's property shall remain the responsibility of the exhibitor. The ASCB, Freeman, the Pennsylvania Convention Center, and the security company will not be liable for any losses of any materials or items taken from the ASCB Learning Center (Exhibit Hall) or from the Pennsylvania Convention Center for any reason. Each exhibitor is advised to purchase a portal-to-portal rider (available at a nominal cost) on its own insurance policy, protecting it against loss through theft, fire, damage, etc. Forms to order additional security for your booth will be included in the Freeman Exhibitor Service Kit. Exhibitors are encouraged to take all appropriate measures to safeguard their displays and equipment.

### **Security Tips**

- Have a booth representative check your freight as soon as it arrives to verify the condition of the freight and receipt of complete shipment.
- During set up, do not unwrap expensive items and giveaways and leave for lunch. Secure all items if you leave the area.
- If you must leave during show hours and you are the only person staffing your booth, ask a neighboring exhibitor to watch your booth until you return.
- The second highest number of thefts occur during move-out. When the show closes, secure your valuables and label your shipping containers correctly. Shrink wrap small boxes and containers together.
- Stay with your freight until it is removed by the service contractor.
- Theft is a crime of opportunity. If you have it, chances are, someone else wants it.

During the show:

- Secure all laptop computers, mobile phones, and any other small electronic equipment in a way that will prevent theft. Never leave these items unattended, even for a moment.
- Report anything missing or out of the ordinary to security or show management in the Exhibits Management Office.
- Any losses from your booth space are the liability of the exhibiting company and its representatives.
- Wear your badge at all times while in the convention center. Badges will be checked by the security guards.
- Please request badges for any additional representatives at the Exhibit Registration desk. No one is allowed to enter the exhibit floor without a badge. Everyone without a badge will be stopped by the guards until someone from your company in consultation with ASCB Exposition Management can verify that they know the person in question.

Do not store anything of value in crates going into storage. Professional security guard service will be provided for the perimeter of the exposition (not booths) on an around-the-clock basis beginning with the first day of move-in and continuing through move-out. The American Society for Cell Biology, the Pennsylvania Convention Center, and Freeman are not responsible for loss or damage to exhibitor property.

### **Service Contractors**

Exhibitor assumes responsibility for the actions of any independent service contractor(s) providing services to the exhibitor or exhibitor's customers. Exhibitor assures the compliance by such contractors with the terms and conditions of the Society's Rules and Regulations. Exhibitor assumes responsibility for any facility charges resulting from independent service contractors' damages or noncompliance with the Society's Rules and Regulations.

### **Sharing of Exhibit Space**

No subletting or sharing of exhibit space is permitted. Exhibitors may not release or assign any of their contracted space to another company.

The sharing of booth space is prohibited except:

- By divisions of the same company
- By companies co-marketing a product

In the case of co-marketing companies, only the name of the company that appears on the contract will be listed in the *Meeting Program*.

### **Shipping Information**

All exhibitors are urged to verify the delivery of their freight before arrival in Philadelphia, PA. Many shipments cannot be traced or delivered on the weekend. USPS, UPS, and Federal Express packages going to the Convention Center must be sent directly to Freeman. They will then be delivered to the exhibitor's booth.

- **Advanced Shipping Instructions** (Delivery between October 27 -November 22, 2017): Uncrated materials will not be accepted at the warehouse. All freight charges must be prepaid. Exhibitors who ship by van, motor freight, or air must send a copy of the bill of lading that shows the number of pieces, weight, classification, and complete routing of

delivery from between October 27 through November 22, 2017. After that an additional late to warehouse fee (25%) will apply. Freight terminal hours are from 8:00 am-2:30 pm. Advance freight shipments may be sent to the following address:

Exhibiting Company Name and Booth #  
ASCB/EMBO 2017  
C/O Freeman  
9820 Blue Grass Rd  
Philadelphia, PA 19114  
Phone: (201) 299-7575

- **Direct Shipping to Showsite**

Crated and uncrated shipments consigned directly to the Pennsylvania Convention Center may be scheduled to arrive starting at 1:00 pm on Thursday, November 30, at the address shown below. Any freight arriving directly at the Pennsylvania Convention Center before Thursday, November 30, which has not been confirmed as an early target move-in by Freeman, will be refused by the convention center and returned to the exhibitor.

Exhibiting Company Name and Booth #  
ASCB/EMBO 2017  
C/O Freeman  
Pennsylvania Convention Center  
1101 Arch Street  
Philadelphia, PA 19107  
Phone: (201) 299-7575

### **Smoking Policy**

The Pennsylvania Convention Center is a nonsmoking facility. Smoking and the use of cigarettes, electronic, or tobacco products is prohibited in the convention facilities. Smoking is NOT allowed in the building at any time. Designated smoking areas are located outside of the building.

### **Sound Restrictions**

Requests to use an open audio system must be approved by ASCB Exposition Management, and the exhibitor must agree to discontinue its use if the sound level is deemed to be objectionable to registrants or adjacent exhibitors. Noisy electrical or mechanical apparatus interfering with other exhibitors is prohibited.

### **Standard Booth Layout**

All exhibit backgrounds must conform to the standards set by the Healthcare Convention and Exhibitors Association. Each 10'x10' standard booth space will include:

- 8' high GRAY back drape, 3' high WHITE side dividers.

- Exhibitors are required to purchase or bring their own carpet for their booth. The aisle carpet color is PLUM.
- Identification sign (7" x 44") with company name and booth number for inline booths 300 sq. ft. or less
- All display material, including side rails or counters, may not exceed 48 inches in height, except the back wall of the display, which is limited to 8 feet in height.
- Backgrounds are limited to 8 feet in height and must not protrude more than 5 feet from the back wall.
- No obstructions in the front 5 feet of the booth above a height of 48 inches will be permitted.
- Peninsular booths (i.e. two or more booths at the end of two rows) are not permitted unless part of an island booth at least 20'x20' size.
- No part of any exhibit, or signs relating thereto, shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture, in any way to deface same.
- No exhibit may span an aisle by roofing or floor covering.
- Exposed unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. If such draping is not ordered, the decorator, with the approval of ASCB Exposition Management, will install draping and charge the exhibitor
- Models or schematic drawings of cubic content exhibits should be submitted in advance to ASCB Exposition Management for approval.
- Costs to repair damage arising by failure to observe these rules shall be payable by the exhibitor.

### **Storage of Crates and Boxes**

Proper identification and tags will be available at the Service Desk. Storage of crates and boxes can be arranged with Freeman, as outlined in the Freeman Exhibitor Service Kit. All cartons, crates, containers, packing materials, etc., that are necessary for re-packing must be labeled with "Empty" stickers. They will be removed from the floor and stored by Freeman at **12:00 Noon on Saturday, December 2**. Containers or skids without the "Empty" stickers will be considered refuse and disposed of accordingly. Crates, boxes, and cartons may not be stored behind booth backgrounds. Nothing may be stored behind booths. All packing containers, wrapping materials, carrying cases, etc., must be stored off the exhibit floor. The ASCB inspects all exhibits to ensure compliance.

### **Violations**

As a condition of participation in the ASCB/EMBO Meeting, each exhibitor, its representatives, and agents hereby agrees to and abides by all rules and regulations set forth in the Exhibitor Terms and Information, Freeman Exhibitor Service Kit, and all other correspondence of the ASCB, its contractors/agents, and the Pennsylvania Convention Center.

Violation of any of these regulations on the part of the exhibitor, his/her/its employees or agents, shall annul the right to occupy the contracted booth space and such exhibit will forfeit

to ASCB management all monies, which may have been paid. ASCB will neither refund the booth fee(s) paid nor pay for exhibitor losses of any kind.

In the event of a violation, Management may shut down and take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages, which Management may incur in the process. ASCB reserves the right to remove any exhibit or exclude from future exhibition participation if, in ASCB's opinion, the exhibitor disregards or refuses to observe ASCB policies or instructions.

### **Visas for International Visitors**

The American Society for Cell Biology invites and welcomes scientists from every part of the world to attend and participate in the 2017 ASCB/ EMBO Meeting. Please allow ample time for visa processing, as the application process can take several months in some countries. Letters of invitation may be requested online via the Exhibitor Portal.

### **Website Links**

Your Company will automatically be listed as an exhibitor on the meeting website when full payment has been received. Exhibitors may also purchase the opportunity to add a hyperlink to their exhibitor listing.

### **Worker Passes**

All pre-approved exhibitor-designated contractors must obtain work passes for all personnel at the Exhibitor Registration Desk during the hours of registration. Work passes must be visible at all times while on the premises of the convention center. Work passes are valid during installation and dismantle only. In the interest of safety, only those individuals directly responsible for the installation and the dismantling of the booth will be permitted in the ASCB Learning Center (Exhibit Hall) during move-in and move-out times. Under no circumstances will children or guests be allowed within the exhibit area until the official opening at 5:30 pm, Saturday, December 2. **Freight doors will close at 4:00 pm on Saturday.**

## **Hotel Information**

### **Hotel Reservations**

The ASCB has contracted with specific hotels offering special rates during the 2017 ASCB/EMBO Meeting. Please visit the hotel link on the meeting website to make your hotel reservation. Reservations are first-come, first-served. When exhibitors and attendees book within the official housing block, it gives the ASCB negotiating power to future cities for better rates from convention center rental to hotel rates. Your loyalty and cooperation are greatly appreciated.

### **Please Don't Be a No-Show**

If you cancel your plans to attend the ASCB/EMBO Meeting, remember to cancel your meeting registration and hotel reservation as quickly as possible. The ASCB strives to obtain the largest number of hotel rooms near the Convention Center at the lowest possible rate for attendees.

Hotels are reluctant to commit large room blocks and offer lower rates if the ASCB has a high no-show rate (number of attendees with reservations who do not show up and do not cancel reservations). If a reservation is canceled properly, it will help you avoid charges and allows another ASCB attendee the chance to book the room.

### **Scam Alert! Avoid Housing Pirates**

Only the official ASCB housing partner onPeak on behalf of the ASCB may contact you (either by email or phone) about booking hotels. All exhibitors and meeting attendees should book hotels through the official housing partner onPeak. If someone other than onPeak on behalf of the ASCB contacts you via email, phone, or fax, please **do not** provide your personal information, especially your credit card number. If you provide your credit card information to one of these companies (commonly referred to as “pirates” or “housing bandits”), your credit card may be charged and you might not have a hotel room when you arrive.

If you are contacted by anyone asking if you need a room at the upcoming 2017 ASCB/EMBO Meeting, or who represents himself or herself as the “ASCB housing partner, please get as much information as you can, such as the name of the company, person calling, and telephone number. Then contact ASCB Director of Meetings Alison Harris at [aharris@ascb.org](mailto:aharris@ascb.org) or 301-347-9325 and provide her the information.

### **Unauthorized Use**

The hotel rooms being provided have been contracted by ASCB and the official housing partner, onPeak. Hotel reservations booked through onPeak are subject to approval by the ASCB, and unauthorized use of the hotel room block will result in the hotel reservations being canceled. Unauthorized use includes the resale of rooms by third parties, travel agencies, event organizers, and tour groups without the express consent of the ASCB. Neither the ASCB nor onPeak bear any responsibility for any costs or damages incurred due to cancellation of rooms to any party that is in violation of these terms of use. onPeak reserves the right to require full pre-payment of rooms should onPeak determine that hotel reservations made via this website are being re-sold to a third party.

### **Convention Service Representatives**

#### **Audiovisual**

Holly Alderton  
Projection Presentation Technology  
Phone: 301-575-2754  
[halderton@projection.com](mailto:halderton@projection.com)

#### **Contractor/Shipping/Handling**

Larry Gutelius  
Freeman  
Phone: 504-731-1208  
[larry.gutelius@freemanco.com](mailto:larry.gutelius@freemanco.com)

#### **Event Services Manager**



Mary Ann Torres, CMP  
Director of Event Services  
Phone: 215-418-4785  
Mobile: 267-969-0721  
mtorres@paconvention.com

**Food and Beverage**

Bernard Carpenter  
Director of Sales, Aramark  
Phone: 215-418-2233  
carpenter-bernard@aramark.com

**Lead Retrieval**

Convention Data Services®  
107 Waterhouse Road  
Bourne, MA 02532  
800-746-9734 or 508-743-0197  
[XPressLeadPro@cdsreg.com](mailto:XPressLeadPro@cdsreg.com) or [sbarove@cdsreg.com](mailto:sbarove@cdsreg.com)

**Electrical Services**

PCCA/SMG Order Processing  
1101 Arch Street  
Philadelphia, PA 19107  
215-418-2190  
utilities@paconvention.com

**Technology Services**

PCCA/SMG Order Processing  
1101 Arch Street  
Philadelphia, PA 19107  
Phone: 215.418.4800  
showservices@paconvention.com

**Exhibit Questions?**

[ascbexhibits@spargoinc.com](mailto:ascbexhibits@spargoinc.com)  
703-631-6200 or 800-564-4220