

AAI RULES AND REGULATIONS

The Exhibit Application/Contract must be signed by an authorized representative of the exhibiting company. This signature will reflect that the authorized representative has read and has full comprehension of the terms specified below and of the terms specified on the IMMUNOLOGY 2009™ website.

Presentation of Products or Services

The purpose of the IMMUNOLOGY 2009™ exhibit program is to further the education of the scientist working in immunology and related fields. The exhibits must be of an educational character. They must emphasize instruments, products or services for use in teaching and research, books or other publications in scientific fields of relevance to the interests of the members of the Association, or directly convey scientific research findings in those areas of science represented by the Association.

The American Association of Immunologists (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 Exhibit Management will be refunded to the exhibiting company.

Space Assignment

Assignment of available space will be made on a first received (time stamped) first assigned basis. Whenever possible, space will be allotted according to the exhibitor's choice, but the final arrangements will be determined by Exhibit Management in a way that produces the most advantageous grouping of the exhibits. AAI shall have no liability if the space location assigned is not as requested or if space is sold out.

A 50-word description of products and/or services to be displayed in your booth must be submitted. This information will be published in the *Meeting Program* provided that the application and description are received no later than January 16, 2009. 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

The following practices are prohibited: noisy electrical or other mechanical apparatus interfering with other exhibitors; operation of x-ray equipment; canvassing or distributing any material outside the exhibitor's own space; use of billboard advertisements and/or the display of signs outside the exhibit area; publicizing and/or maintaining any extracurricular activities, inducements, demonstrations or displays away from the exhibit area during the exhibit hours; entry into another exhibitor's booth without permission; photographing, video taping, or examining another exhibitor's equipment without permission; the use of animals (dead or alive), the use of magicians, fortune tellers, dancers, puppets, balloons, or other entertainment of this nature without permission. Sub-leasing of exhibit space is not permitted. Dismantling exhibits and leaving before official exhibit close at 4:30 PM on Monday, May 11, 2009, is not allowed.

Location Relative to Other Exhibits

Exhibitors may use the Exhibit Application to designate their preference for location near other companies or their wish not to be adjacent to or opposite designated companies. These requests will be honored to the greatest 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 without permission distribute any material outside the booth (hotels, Convention Center lobby area, etc.). In keeping with the educational purpose of the exhibit program, all such giveaways, with the exception of literature, must have prior approval of Exhibit Management and must conform to acceptable and professional standards. A giveaway approval form will be available in the *Exhibitor Service Kit*.

GENERAL INFORMATION

Exhibit Space Rental

All booths are 10' x 10' and can be combined to make larger booths. Each corner booth (bordered by a front and side aisle) is US \$2,500. Each inside booth

(bordered by a front aisle only) is US \$2,400. A 10% discount is offered for applications and deposits received by October 31, 2008. Rental includes 8' high back drapes and a 36" high side dividers and a standard (7" x 44") identification sign with company name. The exhibit aisles will be carpeted. Exhibitors will need to bring or rent carpet for their booths. A deposit check in the amount of US \$1,000 for each booth requested must accompany the application for space for applications submitted on or before October 31, 2008. After October 31, all applications must be submitted with payment in full. **Exhibit space will not be assigned and confirmed without receipt of deposit money.** The balance due on the cost of space assigned must be paid on or before December 15, 2008.

Cancellation or Reduction of Exhibit Space

Notification of an exhibitor's decision to cancel or reduce space must be made in writing. The effective date of space cancellation or reduction will be the date on which the written notice is received by Exhibit Management. If space is cancelled or reduced on or before December 15, 2008, a refund will be made of any funds paid in excess of the required non-refundable deposit. After December 15, 2008, all sales are final and any deposits or other booth fees paid become non-refundable.

Sub-Leasing

Sub-leasing of exhibit space is not permitted. Two or more companies may not share the same space.

Registration of Exhibitors

Exhibitors will receive four complimentary Exhibit Hall-Only badges for company personnel for each 10x10 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 for space to inform all company personnel of the rules and regulations contained in this brochure. **Exhibit Hall-Only badges will not permit attendance to scientific sessions.**

BOOTH DESIGN AND USE OF EXHIBIT SPACE

Standard In-Line Booths

The backwall of the display is limited to 8' in height and a depth of 4'. All display fixtures and accessories, (including but not limited to book racks, instruments and foliage) over 4' in height (not to exceed 8' maximum) must be confined to that area of the exhibitor's space which is within 4' of the backline. Display material in the remaining 6' of booth space must not exceed 4' in height. Hanging signs are not permitted.

Multiple Standard Booths

In an exhibit that contains 3 or more linear booths (30 feet or more), the interior booths are permitted to contain display material over 4' in height—with a maximum of 8' in height—which must be confined to that area of the exhibitor's space which is within 6' of the backline of the booth. Sufficient "see-through" area must be provided so as not to block 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 roofing. Exposed, unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. If such draping is not ordered, the contractor, with the approval of the Exhibit Manager, will install it and charge the exhibitor.

Island Booths

In island booth units, bordered on four sides by aisles, the full cubic content of the space may be used; however, all display material is restricted to 16' in height and sufficient "see-through or walk-through" area of 40% visibility per side must be provided so as not to block the view of adjacent exhibits. Models or to-scale drawings of cubic content exhibits must be submitted in advance to Exhibit Management for approval to avoid problems during exhibit set-up. Island booths will be measured and may not exceed the 16' height limitation. Hanging signs are permitted but must not exceed the 16' height restriction measured from the top of the sign to the floor.

The aisles are the property of AAI. Each exhibitor has the responsibility to assure proper flow of traffic at all times by not blocking the aisles. Do not place your demonstration areas on the aisle line of your exhibit

if you expect many people to congregate at one time. Leave space within your own exhibit area to absorb the majority of the crowd. This regulation applies even if your exhibit booths are directly across the aisle from each other.

Fire Code Regulations

All drapes, curtains, table coverings, skirts, carpet or any material used in exhibits must be flame retardant. 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. Passenger elevators and escalators may not be used for freight, including hand trucks, floats and similar equipment.

Liability

The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold harmless AAI and their officers, employees, and agents, Smith-Bucklin (AAI Exhibit Management), the Washington State Convention and Trade Center, and its employees and agents, and Freeman Companies harmless 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, the Exhibitor acknowledges that AAI, SmithBucklin, the Washington State Convention and Trade Center, and Freeman Companies do 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.

Cancellation of Meeting and Exhibit

It is mutually agreed that in the event IMMUNOLOGY 2009™ is cancelled due to acts of God, war, strikes, government regulation or advisory (including travel advisory warnings by the government or World Health Organization), civil disturbance, terrorism, or threats of terrorism in Seattle, WA, and the western 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 Seattle, WA, or any other comparable conditions or circumstances occurring either in the location of the IMMUNOLOGY 2009™ 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 2009™, the Application 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.

Insurance

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 labor, furniture, rental displays, lead retrieval, utilities, etc. will be included in the exhibitor service kit.

Service Kits

Exhibitor Service Kits will be on-line in February 2009. Exhibitors are urged 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 Exhibit Management • c/o SmithBucklin
2025 M Street, NW, Suite 800, Washington, DC 20036
Phone: (202) 367-1172 • Fax: (202) 367-2172
Email: AAI-exhibits@smithbucklin.com

Exhibit Application/Contract

IMMUNOLOGY 2009™

THE AMERICAN ASSOCIATION OF IMMUNOLOGISTS • 96TH ANNUAL MEETING



Meeting Dates: May 8–12, 2009 • Exhibit Dates: May 9–11, 2009 • Washington State Convention & Trade Center • Seattle, Washington

Instructions: Complete and return this application to reserve your space. Available exhibit space will be assigned on a first-come, first-serve basis according to the receipt of this document. A non-refundable \$1,000 per 10x10 booth deposit is due with the application; the balance is due by December 15, 2008. For applications submitted after October 31, full payment is due with the application.

Company _____

Contact Name _____ Title _____

Address _____

City/State/Zip/Country _____

Phone _____ Fax _____

E-mail _____

The total number of booths we request is/are _____

- Location Preference: Corner \$2,250 (if received on or before Oct 31)
\$2,500 (if received on or after Nov 1)
 Inside \$2,150 (if received on or before Oct 31)
\$2,400 (if received on or after Nov 1)

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

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

We will exhibit the following kinds of products/equipment/services:

If possible, we would like to be grouped with (other exhibitor names):

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

Sponsorships/Additional Marketing Opportunities:

- Cyber Center** (Wired center @ \$10,000) \$ _____
- Exhibit Floor Lounge** \$5,000 \$ _____
- Exhibit Hall Banner** TBD \$ _____
- Coffee Break** (___# breaks) \$5,500 each \$ _____
- Materials Sponsorship** \$3,000 each \$ _____
(Item Type: _____)
- Lanyards** \$5,000 \$ _____
- Meeting Bag Insert** \$3,000 \$ _____
- Hotel Room Key Cards** \$7,000 \$ _____
- Hotel Door Drops** \$2,000 \$ _____
- Workshop** \$850 \$ _____
- Product Showcase** \$300 \$ _____
- Link on the AAI meeting website** \$225 \$ _____
- Pre-Show Attendee List** \$450 \$ _____
- Post-Show Attendee List** \$650 \$ _____
- Announcement of your Booth Raffle** \$100 \$ _____
- You-Are-Here Booth Locators** \$250 \$ _____

In accordance with the following terms, conditions, and regulations governing exhibits of the IMMUNOLOGY 2009™ at the Washington State Convention and Trade Center in Seattle, Washington, May 8-12, 2009, the undersigned hereby makes an application for exhibit space(s) which, when accepted by the AAI Exhibit Management, becomes a contract. Terms and conditions listed elsewhere in this document and at **www.aai.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 results in forfeiture of all monies paid or due AAI under the terms of this agreement.

Authorized Signature _____ Date _____

The American Association of Immunologists (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 Exhibit Management will be refunded to the exhibiting company.

PAYMENT:

TOTAL EXHIBIT FEES \$ _____
TOTAL SPONSORSHIP FEES \$ _____
TOTAL AMOUNT DUE \$ _____

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

Cancellation Policy

The \$1,000 per booth deposit and all sponsorship payments are non-refundable. If full payment is not received by December 15, 2008, booth space will be cancelled and immediately released to other companies interested in exhibiting. After December 15, 2008 all sales are final and any deposit or fee payment is non-refundable.

Mailing Address for Exhibit Payments:

The American Association of Immunologists • Attn: Exhibits
9650 Rockville Pike, Bethesda, MD 20814-3994

** When mailing, also please fax a copy of Application/Contract to AAI Exhibits Manager at (202) 367-2172.

Please return this form and/or direct any questions or concerns to:

Contact Info for AAI Exhibit Management (all questions):

SmithBucklin • 2025 M Street, NW, Suite 800, Washington DC 20036
Phone: (202) 367-1172 • Fax: (202) 367-2172
E-mail: AAI-exhibits@smithbucklin.com

Method of Payment:

Check Creditcard Visa Mastercard American Express

Card # _____ Exp. _____

Signature _____

Address _____ Zip _____

(For cardholder if different from authorized applicant's)

Phone _____