



Research • Technology
Communication • Education

ABRF 2015 ANNUAL MEETING

MARCH 28-31, 2015

Exhibit AND Sponsorship Prospectus

INTEGRATIVE TECHNOLOGIES for ADVANCING
SCIENTIFIC CORES



For more information on exhibiting, sponsorship or advertising with us please contact Tim Thoms-Cappello, Exhibit and Sponsorship Manager.

✉ abrf@courtesyassoc.com

☎ 202-973-8670

☎ 202-331-0111

AMERICA'S CONVENTION CENTER
ST. LOUIS, MISSOURI

ABRF 2015 ANNUAL MEETING


Calling all Exhibitors!

The Association of Biomolecular Resource Facilities (ABRF) is delighted to invite you to join us for the 26th Annual ABRF Meeting in St. Louis, MO (March 28-31, 2015), where you will have the opportunity to interact with key decision makers and leaders in the biomolecular field.

This year's program, "Integrative Technologies for Advancing Scientific Cores," will be filled with even more networking opportunities to showcase the products, services, and solutions your organization offers to core facility directors, staff scientists, researchers, administrators, and technicians. As an ABRF exhibitor, you are an integral member of our community, providing the vast array of technology and support necessary to keep the engines of resource labs running!

We invite you to join us in St. Louis and take advantage of the numerous opportunities available to showcase or launch products, interact with new and existing clients, participate in evening hospitality opportunities, and enhance your brand through a variety of sponsorship options featured in this Prospectus. To maximize your exposure, the Exhibit Hall is conveniently located just steps away from the registration desk and four concurrent session rooms, and the exhibit hall hours have been adjusted to meet the goals of our exhibitors.

It is through your support that ABRF is able to continue to offer rich content and invaluable networking opportunities at the ABRF Annual Meeting. We look forward to your presence and support during the 26th Annual ABRF Meeting!


Bill Hendrickson, PhD
President, ABRF


Kevin Knudtson, PhD
Chair, ABRF 2015
Program Committee

INTEGRATIVE TECHNOLOGIES for
ADVANCING SCIENTIFIC CORES

ABRF Annual Meeting WHY ATTEND?

- ▶ **A new conference session format** with four focused tracks that include sessions, workshops and tutorials devoted to:
 - Genomics
 - Proteomics
 - Imaging (e.g., digital imaging, light and electron microscopy, etc.)
 - Core Facility Administration and Operations
- ▶ **Engaging sessions** highlighting: Mass spectrometry, next-generation sequencing, single-cell analysis, metagenomics, optogenetics, live imaging, Inter-core partnerships, lean enterprise practices, and more.
- ▶ **Presentations and conversation** addressing the latest developments in biomolecular technologies related to using transdisciplinary approaches to solve scientific challenges.
- ▶ **ABRF Award presentations**, including the ABRF Annual Award for Outstanding Contribution to Biomolecular Technologies.
- ▶ **2 Poster Sessions!** Showcasing scientific research of core facilities and vendor laboratories.
- ▶ **Satellite educational workshops** focusing on image processing, proteomics analysis, bioinformatics, and next-gen sequencing.
- ▶ **Numerous opportunities to interact** with colleagues and customers. ABRF 2015 will draw attendees from around the world.

ABRF is a unique international membership association comprised of nearly 800 scientists working in resource and research biotechnology laboratories. Our global membership represents over 140 core laboratories in government, academia, research, industry and commercial settings. The ABRF promotes the education and career advancement of scientists through conferences, a quarterly journal, publication of research group studies and conference travel awards. The society also sponsors multi-center research studies designed to help members incorporate new biotechnologies into their laboratories.

"Attendees are very interested in finding solutions to their problems."

conf.abrf.org

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ABRF 2015 Exhibit Booth Pricing

Through September 2014

Corner Booth \$2,500
Inside Booth \$2,400

October through December 2014

Corner Booth \$2,800
Inside Booth \$2,600

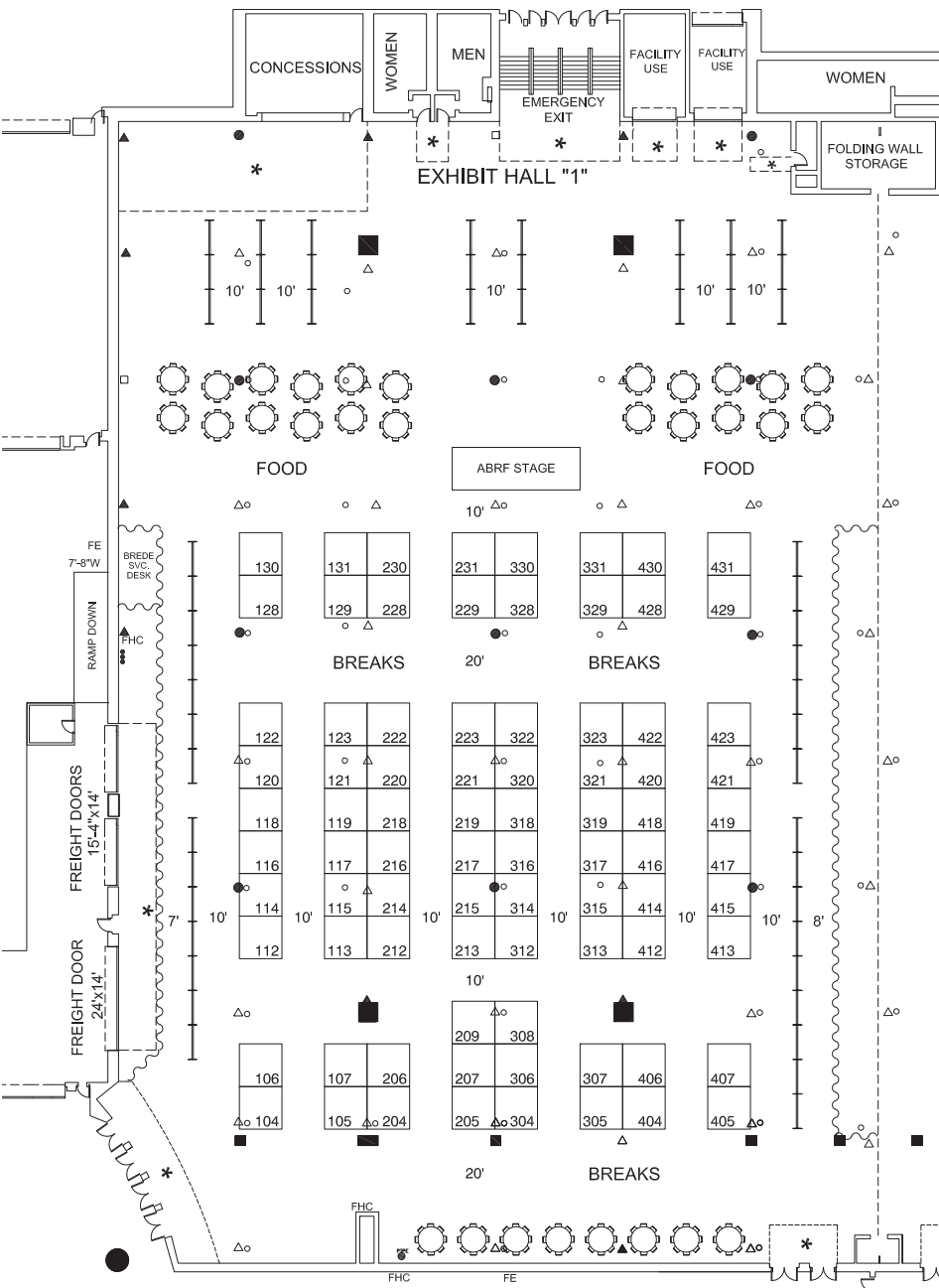
January 2015

Any Available Booth \$3,000

EXHIBITOR BENEFITS:

- ▶ One **FULL Meeting Registration**
 - Enjoy all sessions and activities the meeting offers in and out of the exhibit hall, including the closing social.
- ▶ Three **Exhibit Hall ONLY Registrations**
 - Enjoy all in-hall activities, demos, and events; opening reception; daily breaks; two poster sessions and more. *Does not include ticket to Closing Social event.*
- ▶ Printed listing in the Annual Meeting Program including exhibitor's name and contact information, product/service description, logo and booth number.

- ▶ Standard 8' backwall drape and 36" high sidewall drape in exposition colors.
- ▶ One 7" x 44" identification sign with company name.
- ▶ Comprehensive online Exhibitor Service Kit containing all necessary forms and information regarding booth furnishings, lead retrieval, electrical and utility service and shipping.
- ▶ Exhibit Hall perimeter security from move-in through tear-down.



Hall Hours

SATURDAY | MARCH 28

Opening Reception
6:00 pm – 8:00 pm

SUNDAY | MARCH 29

10:00 am – 5:00 pm

MONDAY | MARCH 30

10:00 am – 5:00 pm

TUESDAY | MARCH 31

10:00 am – 3:00 pm

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INTEGRATIVE TECHNOLOGIES for
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SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Sponsorship Opportunities



**OPENING RECEPTION
or CLOSING SOCIAL \$15,000-\$20,000**

Saturday, March 28 or Tuesday, March 31

Be the name behind the excitement and buzz of this year's Opening Reception or Closing Social! Work with ABRF to create the perfectly branded event that will give you the exposure you're looking for and the memories attendees won't be able to forget! This is an exclusive event that allows your company to really make its mark!



This custom sponsorship will, at minimum, include:

- Additional full meeting registration
- Vendor Presentation Time
- Verbal and print recognition
- Premium advertising space and logo placement
- Cocktail napkins bearing your logo
- Discount on additional booth space, sponsorships and advertising items



WINE AND CHEESE POSTER SESSION . . . \$15,000

Sunday, March 29, 1:00 pm – 2:00 pm

Back by popular demand, this afternoon poster session reception is sure to be a hit!



Your sponsorship will include:

- Verbal recognition at the beginning and end of the Poster Session
- Acknowledgment on all signage at the Poster Session
- Cocktail napkins bearing your logo
- Opportunity to provide branded glassware



COFFEE AND DESSERT POSTER SESSION. . \$12,000

Monday, March 30, 1:00 pm – 2:00 pm

Provide some pick-me-uppers for attendees during this afternoon poster session.



Your sponsorship will include:

- Verbal recognition at the beginning and end of the Poster Session
- Acknowledgment on all signage at the Poster Session
- Cocktail napkins bearing your logo
- Opportunity to provide branded bowls

All sponsors also receive the following sponsorship recognition:

- Recognition and acknowledgment in the Official Meeting Program
- Logo posted on the ABRF meeting website and hyperlinked to sponsor's homepage
- Recognition and acknowledgment on signage throughout the meeting venue



ATTENDEE MEETING BAG \$6,000

You'll get "carried away" with this sponsorship – literally!



- Meeting bag will include your logo either embossed or imprinted along with the ABRF logo
- Ability to include one piece of collateral* inserted into the meeting bag.

**Collateral not to exceed 8½ inches by 11 inches; sponsor responsible for production, shipping/handling charges of collateral. Show Management is responsible for insertion of collateral, printing and distribution of the bag at registration. Please note, the ABRF 2015 Meeting Program, literature inserts from sponsoring organizations, and miscellaneous registration materials will also be inserted into the meeting bag.*



ATTENDEE LANYARD \$4,000

Hang out where you'll really be noticed – around the necks of everyone attending!



You'll have non-stop exposure throughout the show! Your logo, along with ABRF's will appear on the lanyard produced and distributed by show management.



EXPO LOUNGE \$3,000

Provide attendees a comfortable spot to kick back and relax on the show floor in one of these 10'x30' lounges.



Lounges will feature soft seating and plush carpet and include:

- 2 Custom meter board signs – design as you see fit
- Electrical outlets for attendees to power up
- Water cooler

**INTERESTED IN MORE OF A KICK?
Consider providing refreshments or a charging station in your lounge!**



GO-CHARGE STATION \$2,000

Connect with attendees as they recharge at a branded charging station.

Sponsor will create and provide artwork for branding to show management based on provided specs. Show management will produce and install. Kiosk placement will be determined by show management.



MEETING NOTEBOOK \$2,000

ABRF 2015 is certainly noteworthy! This sponsorship ensures you're recognized with every word written!



The notebook will include your logo along with the ABRF logo.

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SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Advertising Opportunities

SPINNING KIOSK\$2,500-\$4,000

Gain exposure with this eye-catching advertising space.

- 2 panels of kiosk\$2,500
- All 4 panels of kiosk\$4,000

Each graphic panel will be approximately 3 feet wide by 7 feet tall. Sponsor will create and provide artwork to Show Management based on provided specs. Show Management will produce, install and remove. Kiosk placement will be determined by Show Management.

HOTEL KEY CARD\$2,500

"Check in" with attendees – Be the first to welcome attendees staying at the Renaissance Hotel with a custom key card!



Card to include your company logo, booth number or messaging.

Sponsor will create and provide artwork for key cards to Show Management based on provided specs. Show Management will produce, install and remove. Kiosk placement will be determined by Show Management."

ITEM IN MEETING BAG\$2,500

Stand out among the meeting bag materials!

- Your branded item is sure to make a mark.

Sponsor responsible for printing, shipping/handling charges of item. Show Management is responsible for insertion of item into meeting bag. Item must be approved, samples may be requested.

PRINT COLLATERAL IN MEETING BAG. . . . \$1,500

Gain exposure, invite attendees to your booth or vendor seminar or announce your latest news with a collateral piece inserted into each attendee meeting bag.

Size not to exceed 8 1/2 inches by 11 inches; Sponsor responsible for production, printing and shipping/handling charges to show site. Show Management is responsible for distribution.

ABRF E-MAIL ON SPONSOR'S BEHALF . . . \$1,200

This is an ABRF Corporate Member only opportunity.

Sponsor to provide ABRF 2015 with no more than 500 words and up to 2 hyperlinked images to relay message to either the pre-event registration list or the post-event registration list. Email to be sent by Show Management on Sponsor's behalf. The pre-event email will be sent to registered attendees approximately two weeks prior to the event and the post-event email will be sent within two weeks of the closing ABRF 2015.

PRINT ADVERTISING\$1,050-\$3,000

Reach attendees with an ad in the printed conference program. Premium full color covers and grayscale interior placement are sure to get notice.

Advertising company to provide print ready ad per provided specs by January 15th for inclusion. Show Management will facilitate placement and printing. Interior ad locations vary and are subject to program content.

METER BOARD ADVERTISING\$1,000

Sponsor a meter board featuring your advertisement (don't forget to include your booth number or vendor seminar time!) located in a prominent location at this year's annual meeting.

Meter board measures approximately 3 feet wide by 7 feet tall. Sponsor will create and provide artwork to Show Management based on provided specs. Show Management will produce, install and remove.

MAILING LIST\$600-\$1,100

Reach out to the ABRF 2015 attendees through a pre-show and/or post-show direct mailing.

- PRE-Show Registration Mailing List\$600
- POST- Show Registration Mailing List\$600
- BOTH: Pre-Show Registration List AND Post-Show Registration List\$1,100

*Please note e-mail addresses will not be provided.

E-BLAST BANNER/MESSAGE SPONSOR . . . \$500

Connect via an E-blast sporting your company logo and booth number.

Your logo and booth number or banner ad will be included in one of the prominent conference messages sent.

DIRECTIONAL FLOOR STICKERS \$500 each

Be the first to welcome attendees each day as they make their way from the Renaissance Hotel to meeting registration, session rooms, and more!

- Attendees will see your logo or message each and every time they make their way from the hotel to the convention center.
- Each floor sticker measures 4'x4'

Sponsor will create and provide artwork to Show Management based on provided specs. Show Management will produce, install and remove.

LOGO ON EXHIBIT HALL MAP\$150

Help attendees navigate the exhibit hall and find YOUR booth!

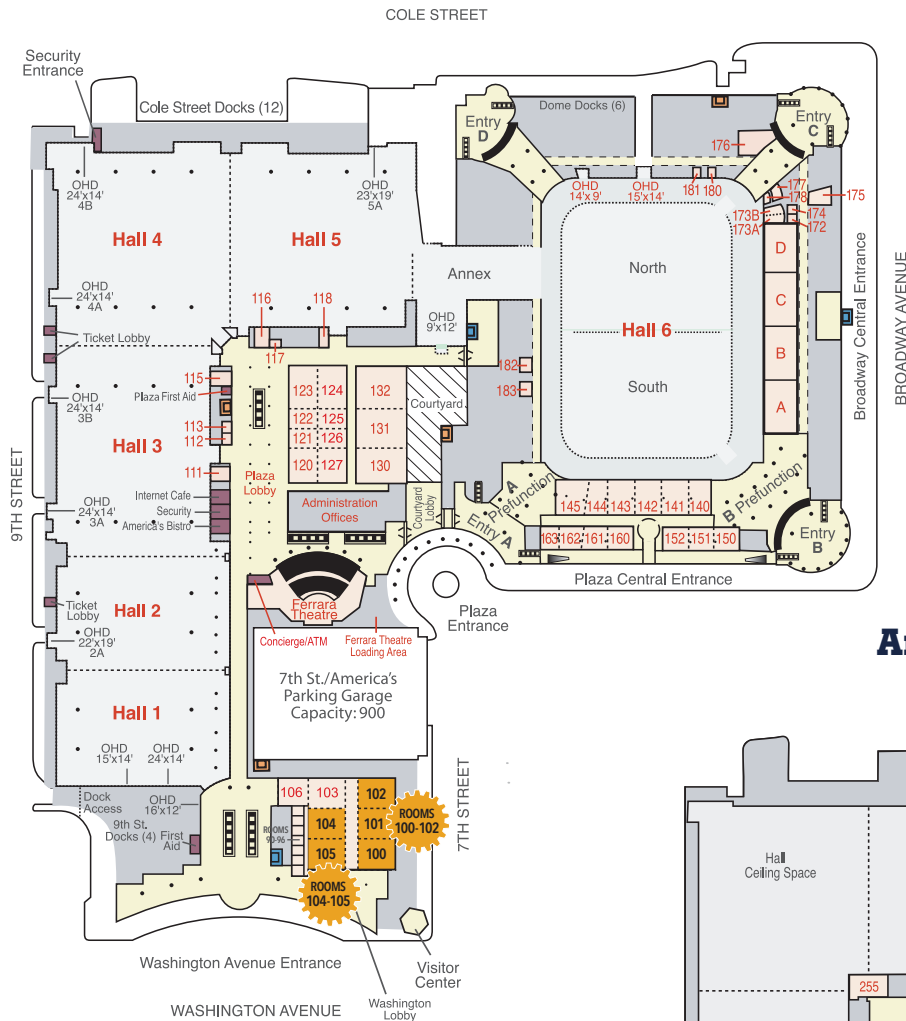
Your logo or company name will indicate your booth location on the printed hall map. The map will be distributed at registration and made available in the expo hall.

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VENDOR SEMINARS AND HOSPITALITY OPPORTUNITIES

America's Center LEVEL 1



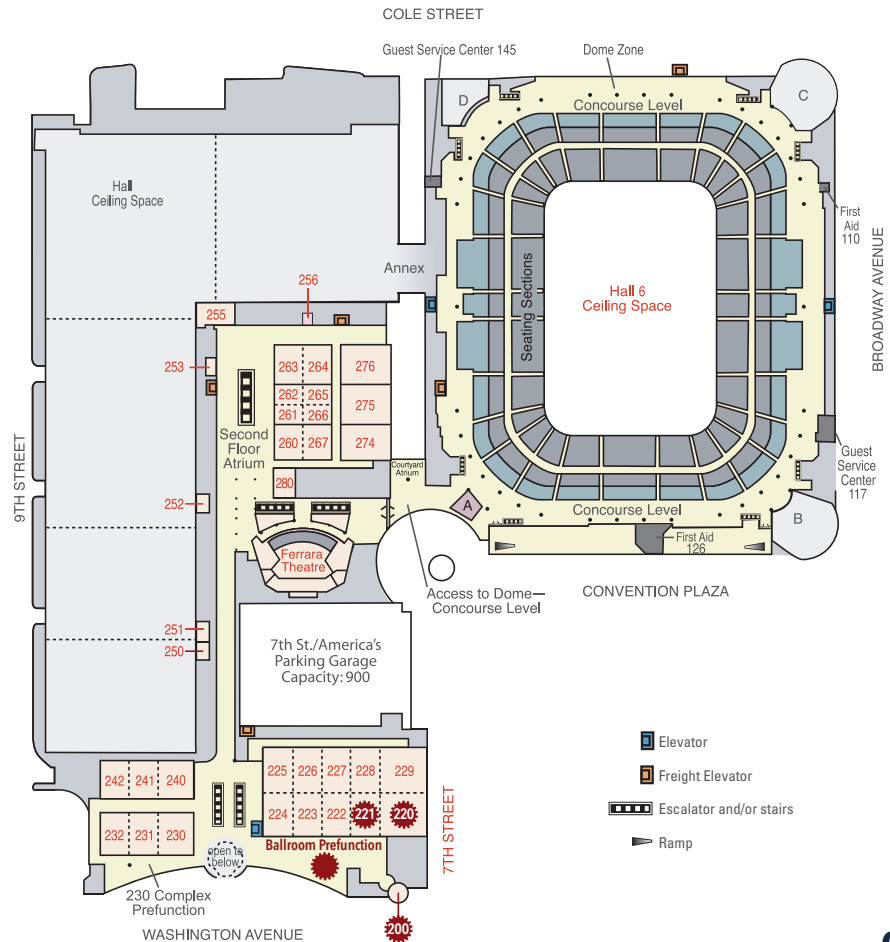
**Sunday to Monday
7:30 pm – 8:30 pm**

If you're interested in hosting an evening seminar, please contact abrf@courtesyassoc.com

All vendor seminars will receive one (1) complimentary e-blast to promote each session.

Hospitality rooms are for exhibiting companies only.

America's Center LEVEL 2



\$1,300

- Room 100 – Classroom Set-Up – 146
- Room 101 – Classroom Set-Up – 126
- Room 102 – Classroom Set-Up – 126
- Room 104 – Classroom Set-Up – 126
- Room 105 – Classroom Set-Up – 146

\$1,200

- Ballroom – Banquet Set-Up (no AV included)
- Room 200 – Banquet Set-Up – 40 (no AV included)
- Room 220 – Banquet Set-Up – 140
- Room 221 – Banquet Set-Up – 140

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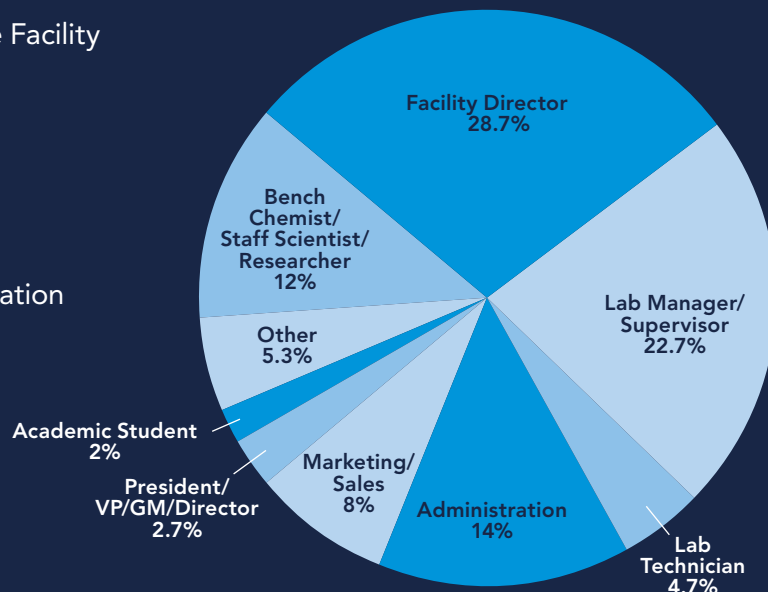
INTEGRATIVE TECHNOLOGIES for
ADVANCING SCIENTIFIC CORES

FACTS AND FIGURES

Industry Sectors Represented at the ABRF Annual Meeting

- ▶ Agriculture
- ▶ Biotechnology/Industry Non-Core
- ▶ Hospital/Medical
- ▶ Contract Laboratory
- ▶ Academic Research Lab
- ▶ Academic Non-Laboratory
- ▶ Industry Core Facility
- ▶ Manufacturing
- ▶ Academic Core Facility
- ▶ Pharmaceutical
- ▶ Government
- ▶ Consulting
- ▶ Cancer Center
- ▶ Core Administration

Who Attends?



Optimize your time at ABRF 2015 with an Exhibitor Hospitality Reception!

Hospitality & Vendor Seminar Rooms:
\$1200+

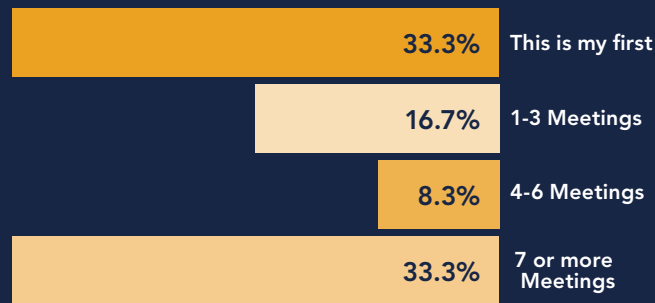
Available Sunday and Monday, March 29-30

- 60 minutes of attendee exposure used at your discretion
- One (1) complimentary e-blast promotion of your seminar
- AV and catering arrangements available
- Room capacity and location varies

(Changes in meeting room sets will incur additional costs)

Contact **Tim Thoms-Cappello**
(abrf@courtesyassoc.com) to find out more about these unique opportunities and reserve your spot today.

Number of Meetings Attended

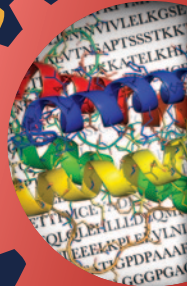


When asked what influences their decision to attend ABRF's Annual Meeting, chance to **interact with vendors** and **expansive networking opportunities** were among the top 5 factors!

See page 5 for additional information and opportunities!

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Join us for
Scientific
Roundtable
and
Administrative
Sessions!

All sponsors, exhibitors, and booth staff are invited to attend the full series of afternoon scientific roundtable and administrative sessions on Sunday, March 29, from 2:30 pm – 6:30 pm. Please see the Conference Agenda for full details on session topics and speakers!

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INTEGRATIVE TECHNOLOGIES for
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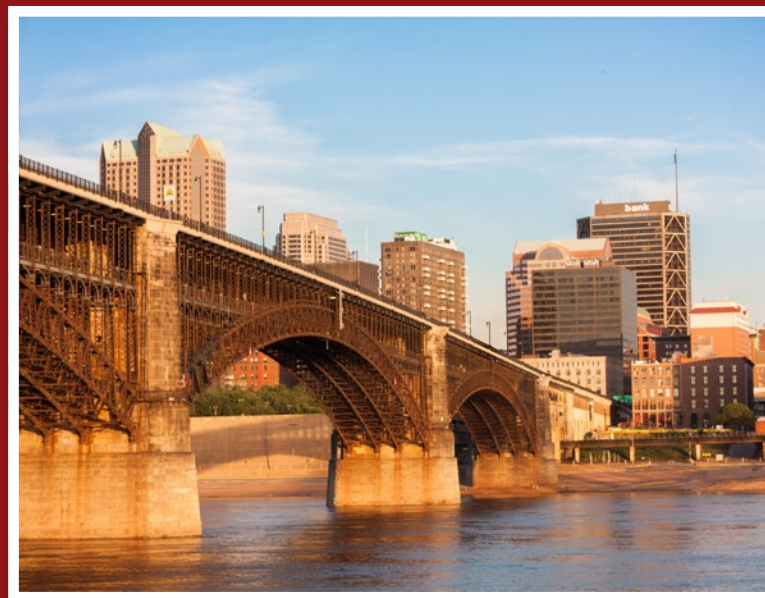
PAST EXHIBITORS

Abcam
Advanced Analytical
Advion
Affymetrix
Agilent Technologies
Aline Biosciences
AnaSpec, Inc.
Azco Biotech, Inc.
Bina Technologies
Bioinformatics Solutions Inc. (BSI)
Biomatters, Inc.
BioNano Genomics
Bioneer
Bio Scientific
Bio-Rad Laboratories
Biosearch Technologies, Inc.
BioStatus Limited
BioStorage Technologies, Inc.
BioTeam
BioTeam, Inc.
Bitplane Inc.
Boreal Genomics
BrandTech Scientific, Inc.
Bruker Daltonics
Carl Zeiss Microscopy, LLC
chemagen for Perkin Elmer
Chroma Technology Corp
Clontech Laboratories, Inc.
Corning, Inc.
Covaris, Inc.
Cytek Development
Diagenode
DNA Genotek
DNA Nexus
DVS Sciences
EdgeBio
emp BIOTECH, LLC
Eureka Genomics
Eurofins MWG Operon
Exiqon, Inc.
FASEB MARC Program
Florigenex, Inc.
Fluidigm
GE Healthcare
GenCellBio

Gene Codes Corporation
Genetic Engineering
and Biotechnology
GENEWIZ, Inc
Genohub
Hamilton Robotics
Huron Technologies
Idea Elan
iLab Solutions
Illumina, Inc.
Inc.
Ingenuity Systems, Inc.
Instruments Ltd
Intavis, Inc.
IntegenX Inc.
Integrated DNA Technologies
IntelliCyt
JPT Peptide Technologies, Inc
KAPA Biosystems
KBiosystems Ltd
Kinome Core
Knome
Labwell
Lathrop Engineering
LaVision BioTec
Leica Microsystems
Lexogen
LGC Genomics/Kbioscience
LGC/Kbioscience
Life Technologies
Lumen Dynamics
MagBio Genomics, Inc.
MassTech Inc.
Matrix Science
McKinley Scientific
MO BIO Laboratories, Inc.
Morehouse School of Medicine/
MS NOISE
NanoString Technologies
NanoTemper
New England Biolabs, Inc.
New Objective, Inc.
Nonlinear Dynamics
NuGEN Technologies
Olympus America

Omega Bio-Tek, Inc.
OMNI ENCLOSURES
OpGen, Inc
Panasonic
Partek Incorporated
PCO-Tech
Peak Scientific
PerkinElmer
Phoenix S&T, Inc.
Photometrics
PolyLC Inc.
Promega Corporation
Protein Metrics
Protein Simple
Proteome Software
QuantiScientifics
RainDance Technologies,
RCMI Program
Reichert Technologies
Roche Applied Science
Sage Science, Inc.
Science Exchange
SciGene

SeqGen, Inc.
SeqWright, Inc
Seven Bridges Genomics
SimuTOF Systems
SoftGenetics
Spectral Applied Research
SPEX SamplePrep LLC
Spiral Genetics
Stratocore
Tecan
Technologies, Inc.
The Jackson Laboratory
The Lee Company
Thermo Scientific
Trianja Technologies
TubeWriter
Vanderbilt University
Medical Center
VICI Valco Instruments
WaferGen Biosystems
Waters Corporation
WHEATON



Past Exhibitors Share Their Thoughts...

“This is the most applicable meeting for someone who runs a core facility, I wouldn't miss it!”

“ABRF is about the right size meeting of core facility operators, scientists and vendors that allows more effective networking and exchange of ideas. For vendors, ABRF is also a great platform to not only hear some of the insightful findings from the various research groups but also the challenges and bottlenecks faced by the facilities which help the vendors to drive product design.”

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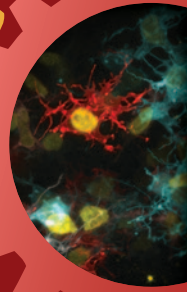


EXHIBIT BOOTH SPACE APPLICATION

ABRF 2015 America's Center Convention Complex – St. Louis, MO | March 28-31, 2015

We hereby apply for exhibit space at ABRF 2015. In making application, we agree to exhibit under and comply with the rules and regulations outlined in the full prospectus, with rules and regulations in the exhibit manual and all correspondence issued prior to or during the meeting. Each company must return a copy of this contract, properly executed by an authorized company representative with 50% deposit prior to assignment of space. Exhibit Management will attempt to assign space according to applicant's continuity with the meeting, application date, individual applicant requirements and available space. Exhibit Management reserves the right to rearrange the floor plan and/or relocate exhibits in the best interests of the total exhibit. Applications and any/all requested materials must be received by Tuesday, January 13, 2015 for inclusion in the Meeting Program.

APPLICATION CONTACT INFORMATION

Please print legibly. Company information as it should appear in the official meeting program will be collected via an internet collection form.

Company _____

Contact Person _____

Address _____

City _____ State _____ Postal Code _____

Country _____

Email _____

Phone _____ Fax _____

ORDER INFORMATION

Please note that booth space is assigned on a first-come, first-served basis with priority given to ABRF Platinum and Gold Corporate Sponsors.

Corner Booth Pricing (2 sides open)

Through September 2014 \$2,500

October through December 2014 \$2,800

January through February 13, 2015: *any available booth* \$3,000

Inside Booth Pricing (1 side open)

Through September 2014 \$2,400

October through December 2014 \$2,600

January through February 13, 2015: *any available booth* \$3,000

of 10' x 10' exhibit spaces: _____

Please DO or DO NOT locate us near the following companies _____

GRAND TOTAL \$ _____

Booth Location/Number Preference

1st Choice 2nd Choice 3rd Choice 4th Choice

PAYMENT INFORMATION

A 50% deposit must be paid to the ABRF within 30 days of receipt of the Booth Space Application and Contract. Balance due no later than January 14, 2015.

Check enclosed – make payable to Association of Biomolecular Resource Facilities (ABRF) *mail check & application to address below*

Wire transfer (\$25 processing fee applies) – a conference representative will contact you to obtain required banking information.

Signature _____ **Date** _____

I am an authorized representative of the company named above with the full power and authority to sign and deliver this application. I further acknowledge I've read and accept the terms and conditions on page 12 and understand that ABRF 2015 reserves the right, in its absolute discretion to reject this application. This application shall not become a binding contract until fully executed/accepted by both parties.

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SPONSORSHIP AND ADVERTISING APPLICATION

ABRF 2015 America's Center Convention Complex – St. Louis, MO | March 28-31, 2015

We hereby apply for sponsorship/advertising at the ABRF 2015 Annual Meeting. In making application, we agree to sponsor/advertise under and comply with the rules and regulations outlined in the prospectus, exhibit manual, and all correspondence issued prior to or during the Conference. A copy of this contract, properly executed by an authorized company representative with full payment and company/organizational will serve as final and binding. No refunds will be issued for sponsorship/advertisement. Applications and any/all requested materials, including both JPG and EPS format logos must be received by January 13, 2015 to be included in all sponsorship listings.

APPLICATION CONTACT INFORMATION

Company _____

Contact Person _____

Address _____

City _____ State _____ Postal Code _____

Country _____

Email _____

Phone _____ Fax _____

SPONSORSHIP AND ADVERTISEMENT ORDER INFORMATION

Please send company logo with application in both EPS and JPG formats to be recognized properly. Submit company information via the online collection form for inclusion in the meeting program

SPONSORSHIP OPPORTUNITIES

- Opening Reception \$15,000-\$20,000
- Closing Social \$15,000-\$20,000
- Wine and Cheese Poster Session \$15,000
- Coffee and Dessert Poster Session \$12,000
- Attendee Meeting Bag \$6,000
- Attendee Lanyard \$4,000
- Expo Lounge \$3,000
- Go-Charge Station \$2,000
- Meeting Notebook \$2,000

ADVERTISEMENT OPPORTUNITIES

- Spinning Kiosk \$2,500-\$4,000
- Hotel Key Card \$2,500
 - 2 Panels \$2,500
 - 4 Panels \$4,000
- Item in Meeting Bag \$2,500
- Print Collateral in Meeting Bag \$1,500
- ABRF Email on Sponsor's Behalf \$1,200
- Meter Board Advertising \$1,000
- Mailing List \$600-\$1,100
 - Pre-Show Registration Mailing List \$600
 - Post-Show Registration Mailing List \$600
 - Both Registration Mailing Lists \$1,100
- E-Blast Banner/Message Sponsor \$500
- Directional Floor Stickers \$500 each
- Logo on Exhibit Hall Map \$150

PROGRAM ADVERTISEMENT OPPORTUNITIES

- Outside Back Cover (4 color) \$3,000
- Inside Front Cover (4 color) \$2,800
- Inside Back Cover (4 color) \$2,800
- Full Page (Grayscale) Inside Conference Program . . \$2,100
- Half Page (Grayscale) Inside Conference Program . . \$1,050

GRAND TOTAL \$ _____

PAYMENT INFORMATION 100% of total due with application

- Check** enclosed – make payable to Association of Biomolecular Resource Facilities (ABRF) *mail check & application to address below*
- Wire transfer** (\$25 processing fee applies) – a conference representative will contact you to obtain required banking information.

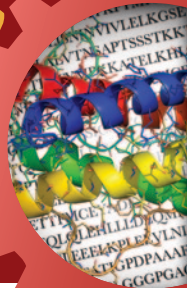
Signature _____ Date _____

I am an authorized representative of the company named above with the full power and authority to sign and deliver this application. I further acknowledge I've read and accept the terms and conditions on page 12 and understand that ABRF 2015 reserves the right, in its absolute discretion to reject this application. This application shall not become a binding contract until fully executed/accepted by both parties.

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EXHIBIT SPACE TERMS AND CONDITIONS

INTEGRATIVE TECHNOLOGIES for
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ABRF 2015 America's Center Convention Complex March 28-31, 2015

OFFICIAL RULES & REGULATIONS GOVERNING EXHIBITS

ABRF 2015 – INTEGRATIVE TECHNOLOGIES FOR ADVANCING SCIENTIFIC CORES, IS PRESENTED BY THE ASSOCIATION OF BIOMOLECULAR RESOURCE FACILITIES (SPONSOR). COURTESY ASSOCIATES HAS BEEN CONTRACTED FOR CONFERENCE AND EXPO MANAGEMENT. THE FOLLOWING RULES AND REGULATIONS WILL APPLY:

1. ASSIGNMENT OF BOOTH SPACE

All booth requests will be handled on a first-come, first-served basis by the date and time of receipt of contract and 50% deposit payment. Space assignment will be made on a first-received (time stamped) first-assigned basis, with priority given to Platinum Corporate Sponsors, second priority to Gold Corporate Sponsors. No booth assignments will be confirmed until Courtesy receives an application and deposit. Every effort will be made to assign the Exhibitor one of its stated preferences in booth locations; however, ABRF cannot guarantee the preferred locations will be available. Registering and paying early will increase the possibility of Exhibitor receiving a preferred location. Should all Exhibitors' preferred locations be assigned, ABRF reserves the right to assign exhibit booth space from available locations. ABRF further reserves the right to deny registration, without recourse to any prospective Exhibitors it deems is not in the best interest of the event as a whole.

2. BOOTH PAYMENT CANCELLATION OR REDUCTION REFUNDS

A 50% deposit must accompany completed application, with the remaining balance due within 30 days, and no later than January 14, 2015. If assigned space is cancelled or reduced by Exhibitor before the close of business on January 14, 2015, all payments made less 50% and a \$300 processing fee will be returned. Cancellations received after January 14, 2015, will result in a full forfeiture. Any Exhibitor who contracts and pays for exhibition space after January 13, 2015, will receive no refund for the cancellation or reduction of space, and/or full payment will still be due.

3. SUBLETTING OR SHARING SPACE

Exhibitor may not assign, sublet, or apportion to others, the whole or any part of the space allotted, and may not advertise or display goods or services other than those produced or sold by Exhibitor in the regular course of its business. However, Exhibitor may use equipment or products of another Exhibitor or vendor in its booth(s) for the purpose of better presentation of Exhibitor's own products.

4. INSTALLATION OF EXHIBITS

Payment in full must be received prior to delivery of materials. Installation of exhibits at America's Center Convention Complex is Friday and Saturday, March 27nd and 28th, 2015 and only during scheduled load in hours outlined in the service kit. If Exhibitor will be delayed in setting up its booth(s), Exhibitor must be fully operational by 5 pm on Saturday, March 28, 2015. Any space contracted for an not occupied by 5 pm on Saturday, March 28, 2015, with no prior notice being given to ABRF is subject to forfeiture of fees and use of the space by the Exhibitor, and may be resold or reassigned at the discretion of ABRF.

5. REMOVAL OF EXHIBITS

All exhibits will close at 2:30 pm on Tuesday, March 31, 2015. Move-out will begin at 2:30 pm the same day. For safety reasons, as well as to maintain a professional and courteous atmosphere, no Exhibitors will close or leave their booths prior to this time. Exhibitors found in violation of this condition are subject to an Early Dismantle fee of up to \$200 per hour. Exhibitor must surrender the occupied booth space in the same condition it was prior to occupation. Exhibitor will make arrangements for the removal of equipment, crates, and materials from the exhibit area according to instructions in the Exhibitor Service Kit. All exhibits must be dismantled and removed by 9 pm on Tuesday, March 31, 2015.

6. CONTRACTOR SERVICES

Exhibit Service Kits will be available on the conference website by December 2014. ABRF has designated Brede Exposition Services as the official exposition services contractor. At the Exhibitor's expense, Brede Exposition Services will provide all show services, material, and equipment, other than material and equipment owned by Exhibitor, to be used in the exhibit space.

7. BOOTH CONSTRUCTION AND ARRANGEMENT

Booths will have a 8' background drape and 3' side divider drapes, and 7" high by 44" long ID sign as standard provisions. Electric service, phone connections, or other services and equipment can be ordered and paid for by the Exhibitor by filling out the appropriate forms in the Exhibitor Service Kit, and sending them to either Brede Exposition Services, or the Hotel, as indicated on the form. The exhibit hall is NOT CARPETED. Exhibitors must order carpet from Brede Exhibitions or bring in their own carpet or floor covering. Any last minute needs can be ordered and paid for by the Exhibitor through Brede Exposition Services Service Desk on the exhibition floor. No exhibition equipment or material can extend above the 10' height so as not to cause a distraction for adjoining booths. Placement of exhibition equipment must not block the visibility of neighboring exhibitors. Aisles must not be used for exhibit space or standing room. This will be strictly enforced. All exhibits must be done in a professional manner that will not detract from the exhibition. Only quality display equipment and materials should be used, with all surfaces and edges having a finished appearance. All displays and exhibits must conform to local building and fire department codes and regulations. ABRF will inspect booths to ensure displays meet acceptable specifications. At ABRF's discretion and determination, any booths requiring changes must be corrected immediately at the Exhibitor's expense. Exhibitor must maintain, clean, and keep its exhibits and contracted space in good order.

8. PROTECTION OF AMERICA'S CENTER CONVENTION COMPLEX PROPERTY

Nothing shall be pasted, tacked, nailed, screwed, or otherwise affixed to columns, walls, floors, ceilings, or other parts of building or furniture. If the premises are defaced or damaged due to acts of negligence or non-compliance by the Exhibitor, its agents, contractors, haulers, riggers, or guests, the Exhibitor shall pay America's Center Convention Complex for incurred damages to America's Center Convention Complex property.

9. FIRE REGULATIONS AND LOCAL LAW

Exhibitor must comply with all Missouri and/or St. Louis laws, safety and fire codes. All electrical installations, equipment, and wiring must comply with the latest National and Local Electrical Codes. Further, Exhibitor agrees to abide by the rules and regulations of America's Center Convention Complex.

10. EXHIBITOR CONDUCT AND APPEARANCE

All employees and agents of the Exhibitors must register at the Exposition Registration Desk at the main conference registration area and must display their badges at all times. Only people with badges will be allowed access to the exhibition area. An Exhibitor representative must be in the booth during all the operating hours that the exhibition area is open. Representatives will have a professional appearance and will provide suitable assistance to conference attendees to explain Exhibitor's products, services, and programs. While on the exhibition floor, Exhibitor's representatives are to conduct themselves in a manner commensurate with acceptable public behavior. At ABRF's discretion, any Exhibitor who is deemed out of order may be required to leave the exhibition area. All Exhibitor activities must be confined to its contracted space. Audiovisual, sound, and attention-getting devices and effects will be permitted only in those locations and in such intensity that, in the opinion of ABRF, do not interfere with the activities of neighboring exhibitors. Operational demonstration equipment must not create noise levels or distractions objectionable to neighboring exhibitors. No smoking shall be allowed in the exhibition area.

11. LIMITATION OF USE OF RECORDED OR LIVE MUSIC

Exhibitor understands and agrees that it will not play, present, perform, or cause to be played, presented, or performed any live or recorded music at the conference other than music that is original or Exhibitor owned. Only if Exhibitor has written permission and has paid the required royalties for the use of non-original recorded or live music will such music be permitted in the exhibition area. Any violation of this law may cause the immediate cancellation of your booth contract and removal of your exhibit from the floor. In such cases all monies will be forfeited.

12. SECURITY AND INSURANCE

Guard service will be provided in the exhibition area. Exhibitor is encouraged not to leave valuables in its booth. Exhibitor is solely responsible for the loss or damage of its goods, materials, displays, and equipment. Exhibitor is responsible for providing adequate insurance coverage to include, but not limited to, damage to personal property, damage to America's Center Convention Complex building or property, injury to persons, public liability, water, storm, and strikes.

13. LIABILITY

Exhibitor hereby releases ABRF, America's Center Convention Complex, Courtesy Associates, Brede Exposition Services, and their agents, contractors, and employees from any and all claims, demands, causes of action or liability of any kind for injury or damages to persons or property that we may now or in the future have, known or unknown, arising directly or indirectly out of attendance at or participation in ABRF 2015. Exhibitor further agrees to indemnify and defend ABRF, America's Center Convention Complex, Courtesy Associates, Brede Exposition Services, and their agents, contractors, and employees and hold them harmless, no matter what the cause or claim, from and against any lawsuits, claims, actions or causes of action, arising out of, or in connection with, this waiver of liability or its participation in ABRF 2015. This obligation includes, but is not limited to, the cost of defense, payment of any judgments and payment of any expenses for attorneys' fees and other costs that may be incurred by ABRF, America's Center Convention Complex, Courtesy Associates, Brede Exposition Services, and their agents, contractors, and employees. Neither ABRF, America's Center Convention Complex, Courtesy Associates, Brede Exposition Services, and their agents, contractors and employees shall be liable for injuries to any person or for damage to property owned or controlled by Exhibitor. In case any part of the exhibit area is destroyed or damaged, preventing ABRF, America's Center Convention Complex, Courtesy Associates, or Brede Exposition Services from permitting an Exhibitor to occupy assigned space, securing any part or the whole of the set up or exhibition period, or in case occupancy of assigned space during any part or the whole of the set up or exhibition period is prevented by strikes, acts of God, national emergency, or other causes only for the period space was or could have been occupied by the Exhibitor, the Exhibitor hereby waives any claim against ABRF, America's Center Convention Complex, Courtesy Associates, Brede Exposition Services, and their agents, contractors, and employees for losses or damages that may arise in consequence of such liabilities to occupy assigned space. No refunds will be provided.

14. EXHIBITOR PROFILE

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 is received no later than Tuesday, January 14, 2015. If the description is not provided by the deadline date only the name, address, and booth number will be printed in the Meeting Program. The description must be submitted on-line. Instructions to key in this information will be included in the exhibit space confirmation packet.

15. CONTRACT FOR SPACE

Exhibitor agrees to be bound by the terms of this Contract, as well as the Official Rules & Regulations Governing Exhibits for the Exhibition, which are incorporated into this Contract by reference. All matters not covered by the regulations are subject to the decision of ABRF. ABRF may amend these regulations at any time, and all amendments shall be equally binding on all parties affected by them as are the original regulations. All provisions of this agreement are severable. If any provision or portion thereof is determined to be unenforceable by a court of competent jurisdiction, then the rest of the agreement shall remain in full effect.

16. AMENDMENTS

Any and all matters not specifically covered by the preceding rules and regulations and the rules and regulations contained in the Exhibitor Manual and correspondence shall be subject to the decision of Exhibit Management. Exhibit Management shall have the full power to interpret, amend and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of the exhibitors through correspondence or otherwise. Each Exhibitor for itself and its employees agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

17. VIOLATIONS

Violation of any of these regulations on the part of Exhibitor or the employees or agents of Exhibitor shall, at the discretion of ABRF, annul the right to occupy exhibit space, and such Exhibitor shall forfeit to ABRF all fees paid and may be subject to fees outlined in this prospectus, the exhibit manual and/or any correspondence issued prior to or during ABRF 2015. Upon evidence of a violation of regulations, ABRF may take possession of the space occupied by Exhibitor and may have all persons and goods removed at Exhibitor's risk and cost. Exhibitor shall pay all such expenses and all damages that ABRF may incur and shall forfeit all fees paid or due to ABRF on account thereof. Exhibitor waives any right to service or written notice of ABRF's intention to terminate this agreement and repossess space occupied by Exhibitor.