

The Exhibit Application/Contract must be signed by an authorized representative of the exhibiting company. This signature will signify that the authorized representative has read and agrees to the terms specified below as well as stated on the IMMUNOLOGY 2011™ website (www.IMMUNOLOGY2011.org). The American Association of Immunologists, Inc. (AAI) reserves the right to dismiss any Exhibitor who does not adhere to the rules and regulations published here and in the *Exhibitor Service Kit*.

Presentation of Products or Services

The purpose of the IMMUNOLOGY 2011™ exhibit program is to further the education of/assistance to scientists working in the field of immunology. The exhibits must be of an educational or service nature. They must emphasize instruments; products or services for use in teaching and research; books or other publications in relevant scientific fields; or scientific research findings in those areas of science represented at the meeting.

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 space will be made on a first-come, first-served basis (applications will be time stamped when they are received). Whenever possible, Exhibitor's space requests will be honored, 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 the booths must be submitted. This information will be published in the meeting program provided that the application and description are received no later than February 1, 2011. 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 magicians, fortune tellers, dancers, puppets, balloons, or other entertainment of this nature without permission. The use of any animal in an exhibit or animals on the floor also requires permission. Dismantling exhibits and leaving before official exhibit close at 4:30 PM on Monday, May 16, 2011, is not allowed.

Location Relative to Other Exhibits

Exhibitors may use the Exhibit Application to designate their preference to be located near other companies, or their wish to not 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 cannot distribute materials outside the booth (hotels, Convention Center lobby area, etc.) without permission. In keeping with the educational purpose of the exhibit program, giveaways must conform to acceptable and professional standards. Exhibit Management reserves the right to deny distribution of materials they deem inappropriate.

GENERAL INFORMATION

Exhibit Space Rental

All booths are 10' x 10' and can be combined to make larger booths. Tiered pricing is available with discounts for applications and deposits received by October 31, 2010. Each corner booth (bordered by a front and side aisle) is US \$2,500–\$2,900, depending on time of application. Each inside booth (bordered by a front aisle only) is US \$2,250–\$2,600. 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, 2010. 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, 2010.

Cancellation or Reduction of Exhibit Space

Notification of 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, 2010, a refund will be made of any funds paid in excess of the required non-refundable deposit. After December 15, 2010, all sales are final and any deposits plus 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 10' x 10' 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 allow admission to scientific sessions.**

BOOTH DESIGN AND USE OF EXHIBIT SPACE

Standard In-Line Booths

The back wall of the display is limited to 8' in height and 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 to avoid blocking the view of adjacent exhibits. The end booths of such an exhibit must conform to the Standard Booth restrictions of 4' display area from the backline of the booth. Hanging signs are not permitted.

No exhibit may span an aisle by using roofing. Exposed, unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. If such draping is not 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, all materials and activities must be contained within Exhibitor's designated booth space. All display material is restricted to 16' in height, and a sufficient "see-through" or "walk-through" area of 40% visibility per side must be provided to avoid blocking 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 as part of booth structure are permitted but must not exceed the 16' height restriction as measured from the top of the sign to the floor.

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

Fire Code Regulations

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

Exhibitor assumes all responsibility and hereby agrees to protect, indemnify, defend and hold harmless AAI and its officers, employees, and agents; IAS (Exhibit Sales); The Moscone Center and its employees and agents; and Freeman Companies against all claims, losses and damages to persons or property, governmental charges or fines, and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibiting premises or a part thereof, excluding such liability caused by the sole negligence of the parties referred to above. In addition, Exhibitor acknowledges that AAI, its agents, the Moscone Center, or 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 2011™ is cancelled due to acts of God, war, strikes, government regulation or advisory (including travel restrictions by the government or World Health Organization), civil disturbance, terrorism, or threats of terrorism in San Francisco, CA, 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 San Francisco, or any other comparable conditions or circumstances occurring either in the location of the IMMUNOLOGY 2011™ 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 2011™, 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 made available on the IMMUNOLOGY 2011™ web page in February 2011 at www.IMMUNOLOGY2011.org.

Exhibitors are urged to take advantage of cost reductions offered by most contractors for advance orders. Many services cost substantially more when ordered onsite.

Please Address All Communications Pertaining to Exhibits to:

AAI Exhibit Sales

AAIExhibits@IAS-online.net

Phone: 703-212-4961 • Fax: 703-548-3733