

# IMMUNOLOGY 2011™

Exhibitor Prospectus

98<sup>th</sup> Annual Meeting  
The American Association of Immunologists



May 13–17, 2011  
Moscone Center  
San Francisco, California  
[www.IMMUNOLOGY2011.org](http://www.IMMUNOLOGY2011.org)

An Invitation to Exhibit and Sponsor...

# IMMUNOLOGY 2011™

The Largest Annual Immunology Meeting Worldwide!



Make plans now for **IMMUNOLOGY 2011™**, the 98<sup>th</sup> Annual Meeting of the American Association of Immunologists (AAI). This premier educational event will bring together world leaders in immunology to present their best science, exchange ideas, and discover new products and services to benefit their research. Join us in San Francisco to meet and discuss your products and innovations with the decision makers:

- Heads of laboratories
- Grant holders
- Team leaders

## Scientific attendance at AAI Annual Meetings

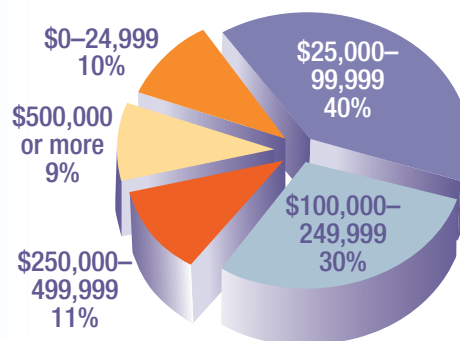
Approximately 3,000 investigators attended the AAI Annual Meeting in 2010.

A recent survey of AAI attendees reveals that

- 94% are involved in, or make, final purchase decisions, and
- 46% are THE final decision makers!

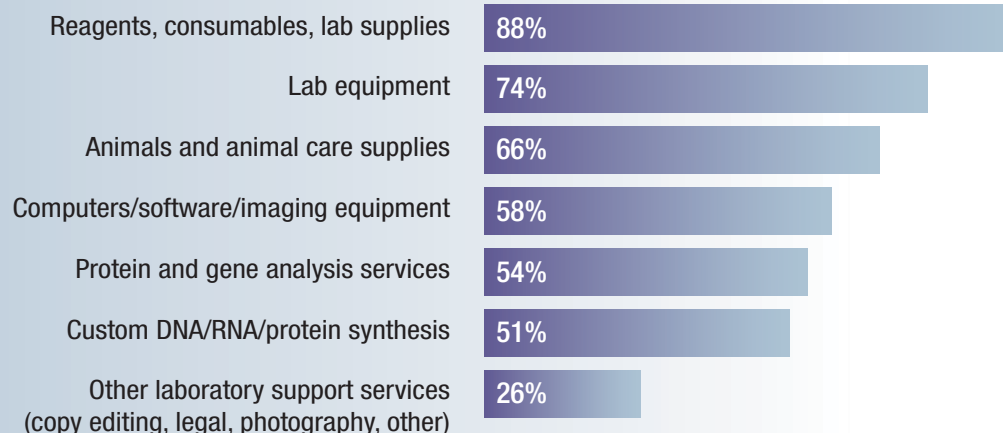
## Annual spending by AAI attendees\*

on Reagents, Consumables, Lab Supplies, and Equipment



\* attendees involved in purchase decisions

## What products are immunologists purchasing?



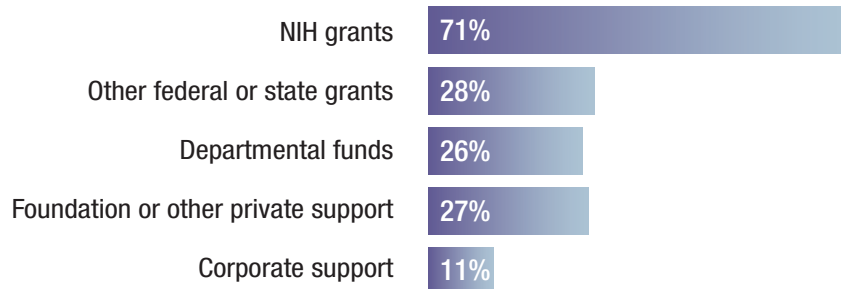
The AAI Annual Meeting draws investigators from every career stage. At IMMUNOLOGY 2011™ you'll meet the most influential decision makers for the field—today and tomorrow!

2010 attendees came from 34 other countries. That's 34 markets—in addition to U.S. scientists!

85% of AAI attendees visit the exhibits!

**Exhibit space will be assigned on a first-come, first-served basis. Discounts are available for early application, so don't delay!**

**AAI attendees receive funding from multiple sources.**



**AUDIENCE PROFILE**

AAI has developed an exceptional scientific and educational program for 2011 that is expected to attract 3,500 immunologists. They are:

- AAI members
  - Faculty/Principal Investigators
  - Students
  - Postdoctoral fellows
- Members of 15 or more Guest Societies
- Corporate scientists
- Government scientists
- Other immunologists from around the world

**SCIENTIFIC PROGRAM**

The program will feature more than 550 scientists speaking in over 100 sessions and more than 1,600 poster presenters. IMMUNOLOGY 2011™ will draw leading immunologists from around the world to share their latest research in areas including:

- Antigen Processing and Presentation
- B Cells as Effectors
- Cellular Migration
- Chronic Infections
- Comparative Immunology
- Cytokines
- Dendritic Cells
- Glycobiology
- Imaging
- Immune Cell Metabolism
- Immune Response Inhibition
- Innate Immunity
- Mast Cells and Basophils
- Mucosal Immunity
- Neuroimmunology
- Natural Killer Cells
- Stem Cells
- Systems Biology
- T Cell Subsets
- Transcriptional Regulation
- Transplantation Tolerance
- Vaccines
- And much more

# Exhibit Hall Sponsorship Options

Available to IMMUNOLOGY 2011™ Exhibitors Only.\*

## Cyber Centers \$10,000 each 2 sponsorships available

2 Cyber Centers on Exhibit Floor, each with 4 computer kiosks and a printer

- Daily exposure
- Opportunity to have booth space placed next to the Cyber Center
- Kiosks/terminals will be set to exhibitor's home page
- Signage in the Cyber Center
- Sponsor-provided graphics on desktop and screensaver
- Other benefits accompanying Level III Sponsorship\*

## Meeting Bags SOLD 1 sponsorship available

- Daily and long-term residual exposure
- Logo on bags
- Other benefits accompanying Level III Sponsorship\*

## Refreshment Carts \$3,000 each Service for 300. Choice of coffee/ other beverages, ice cream, popcorn

- Refreshment cart placed outside or near booth, as regulations permit
- Name, booth number, and refreshment service time publicized to attendees
- Signage on cart
- Other benefits accompanying Level I Sponsorship\*

Bring  
crowds to your  
booth with a  
refreshment  
cart!

## Exhibit Hall Banner \$2,500 Number limited Inquire for availability

- 6' x 4' sign above booth location with corporate logo

## Lanyards SOLD 1 sponsorship available

Lanyards will be provided to attendees at registration. Sponsor arranges purchase, production, and delivery. Estimated quantity, 3,500.

- Daily exposure on every attendee's badge for all events
- Other benefits accompanying Level I Sponsorship\*

Attach  
your name to  
every attendee  
badge!



Sign up today!  
Sponsorships are  
limited and sell  
out quickly!



## Meeting Bag Inserts \$3,000 each 1 sponsorship available for each

All materials will be provided to attendees at registration. Sponsor arranges purchase, production, and delivery. Estimated quantity, 3,500.

- |  |                               |
|--|-------------------------------|
| ■ Pens   | ■ Water bottles               |
| ■ Note pads  | ■ Luggage tags                |
| ■ USB flash drives                                 | ■ Umbrellas                   |
| ■ Other ideas welcome!                             | ■ Long-term residual exposure |
| ■ Other benefits accompanying Level I Sponsorship* |                               |

## Marketing Literature in Meeting Bags \$3,000 Limited to 5

Sponsor arranges production and delivery. Estimated quantity, 3,500.

- Opportunity to insert marketing brochure in attendees' registration bags
- Other benefits accompanying Level I Sponsorship\*

## Hotel Key Cards \$3,000 per hotel Limited to 1 sponsor per hotel—10 available

- Daily exposure on room key of every attendee staying in the designated hotel
- Other benefits accompanying Level I Sponsorship\*



## Additional Marketing Opportunities

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### Workshop \$1,000

- Space for Exhibitor Workshops may be obtained for a minimum of one hour. Hour to include time for setup and teardown. Workshop applications are subject to approval.
- A description of the presentation will be included in the meeting program. Cost covers 50" display monitor, microphone, lectern, easel, and head table.

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### Pre-Show Attendee Mailing List \$900

*Limited to 10 purchasers—1 use each*

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### Post-Show Attendee Mailing List \$700

*Limited to 10 purchasers—1 use each*

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### Product Showcase \$500

- Exhibitors will have the opportunity to make a 15-minute scheduled presentation or demonstration on the Exhibit Hall stage. Presentations are subject to approval. Showcase applications will be considered on a first-come, first-served basis.
- Presentations will be advertised in meeting program. Cost covers stage, 50" display monitor, microphone, lectern, easel, and 6 ft. table.



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### Weblink on AAI Meeting Website\*

*Available only with Sponsorship Levels II and above.*

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### Exhibitor Location Highlight on Exhibit Hall Floor Plan Boards\*

*Available only with Sponsorship Levels II and above.*

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### YouTube Video Link in Online Company Profile

*Available only with Sponsorship Levels II and above.*

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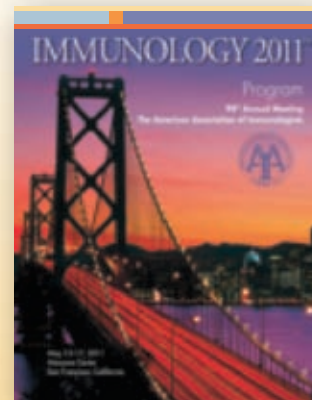
### Announcement of Your Booth Raffle \$100 per raffle item

- AAI will announce your booth-raffle winner over the PA in the Exhibit Hall.
- Raffle entry forms to be collected by exhibitor, raffle prizes to be provided by exhibitor, and winner selection to be handled by exhibitor.

### Program Advertising

Contact for Pricing:

**Steve West**  
**Media West, Inc.**  
230 Kings Highway East  
Suite 316  
Haddonfield, NJ 08033  
Phone: 856-432-1501  
Fax: 856-494-1455  
E-mail: [stevewest@ads-theji.org](mailto:stevewest@ads-theji.org)



For information on sponsorship/support options for the Exhibits at **IMMUNOLOGY 2011™** contact **AAIExhibits@IAS-online.net** or phone **703-212-4961**.

\* **Premier Sponsorships** ([www.IMMUNOLOGY2011.org/Exhibits-Sponsorship/Sponsorship.html](http://www.IMMUNOLOGY2011.org/Exhibits-Sponsorship/Sponsorship.html))

Enjoy additional exclusive benefits when you qualify as a Premier Sponsor (Level I: \$3,000–Level VII: \$80,000 and above). Contact AAI Exhibit Sales for details concerning Exhibit Hall sponsorships listed here on pages 4 and 5. E-mail: [AAIExhibits@IAS-online.net](mailto:AAIExhibits@IAS-online.net).

**AAI offers opportunities beyond the Exhibit Floor for support of the Annual Meeting.** For information on sponsorship/support options for the Scientific Program at IMMUNOLOGY 2011™, visit [www.IMMUNOLOGY2011.org/Exhibits-Sponsorship/Sponsorship.html](http://www.IMMUNOLOGY2011.org/Exhibits-Sponsorship/Sponsorship.html). Contact [mbradshaw@aai.org](mailto:mbradshaw@aai.org).

# IMMUNOLOGY 2011™

Mark your calendar for these important dates and enjoy all that San Francisco has to offer!



## IMPORTANT DEADLINES

### OCTOBER 31, 2010

- Early application deadline. (Exhibit Application and **\$1,000 per booth deposit due.**)
- After this date, full payment is due with Exhibit Application.
- Assignments for available space to be made on a first-come, first-served basis according to date Exhibit Application is received.

### DECEMBER 15, 2010

- Booth fee balance due.
- All booth fees become non-refundable.

### JANUARY 16, 2011

- Deadline for full payment of booth fee

### FEBRUARY 2011

- Exhibitor Kits available online at [www.IMMUNOLOGY2011.org](http://www.IMMUNOLOGY2011.org). Participating exhibitors will receive e-mail notice when website is live.

### FEBRUARY 1, 2011

Deadline for:

- Company description
- Product description for meeting program
- Exhibitor workshop reservations
- Exhibitor logos

### APRIL 11, 2011

- Deadline for hotel reservations

### MAY 6, 2011

- Deadline for advance freight arrival at warehouse
- Booth personnel registration

### MAY 12, 2011

- Freight deliveries accepted on site

### MAY 12–13, 2011

- Exhibitor Setup

### MAY 14–16, 2011

- Exhibits open 9:30 AM–4:30 PM daily
- Exhibit personnel must be present in booth between 2:30 PM–3:30 PM daily for dedicated Exhibit Hall hour.

### MAY 16, 2011

- Exhibitor Teardown begins at 5:00 PM

## EXHIBIT FEES

A discount is available for exhibitors who apply for space and make their deposit by October 31, 2010.

### 10'x10' Corner Booth

**\$2,750** (If application and deposit are received on or before October 31, 2010)

**\$2,900** (After October 31, 2010)

#### Package includes:

8' backwall drape/3' high dividers

7" x 44" one-line sign

4 exhibitor badges (Access to Exhibit Hall only)

### 10'x10' Inside Booth

**\$2,450** (If application and deposit are received on or before October 31, 2010)

**\$2,600** (After October 31, 2010)

#### Package includes:

8' backwall drape/3' high dividers

7" x 44" one-line sign

4 exhibitor badges (Access to Exhibit Hall only)

All booth purchases include the opportunity to purchase up to 2 discounted Scientific Registrations at \$150 each.

## BOOTH ASSIGNMENTS

Available space will be assigned on a first-come, first-served basis.

**NEW  
THIS YEAR!  
DEDICATED  
EXHIBIT HALL  
HOURS!**

## Exhibit Sales Contacts

AAI Exhibit Sales  
c/o IAS—Victoria Geis, Cheryl Stratos,  
or Stacy Bowdring  
103 Oronoco St., Suite 200  
Alexandria, VA 22314  
Phone: 703-212-4961  
Fax: 703-548-3733  
E-mail: AAIExhibits@IAS-online.net



## IMMUNOLOGY 2011™ EXHIBITOR SCHEDULE

### THURSDAY, MAY 12

12:00 PM – 5:00 PM Exhibitor Setup

### FRIDAY, MAY 13

8:00 AM – 3:00 PM Exhibitor Setup

5:00 PM – 6:00 PM President's Address  
and Award Ceremony

6:00 PM – 8:00 PM Welcome Reception

### SATURDAY, MAY 14

8:00 AM – 5:30 PM Sessions/symposia

9:30 AM – 4:30 PM Posters displayed in Exhibit Hall

9:30 AM – 4:30 PM Exhibits open

10:00 AM – 4:00 PM Exhibitor workshops

2:30 PM – 3:30 PM **Dedicated Poster Presentation  
and Exhibits Hour\***

5:30 PM – 6:30 PM Distinguished Lecture

### SUNDAY, MAY 15

8:00 AM – 5:30 PM Sessions/symposia

9:30 AM – 4:30 PM Posters displayed in Exhibit Hall

9:30 AM – 4:30 PM Exhibits open

10:00 AM – 4:00 PM Exhibitor workshops

2:30 PM – 3:30 PM **Dedicated Poster Presentation  
and Exhibits Hour\***

5:30 PM – 6:30 PM Distinguished Lecture

### MONDAY, MAY 16

8:00 AM – 5:30 PM Sessions/symposia

9:30 AM – 4:30 PM Posters displayed in Exhibit Hall

9:30 AM – 4:30 PM Exhibits open

10:00 AM – 4:00 PM Exhibitor workshops

2:30 PM – 3:30 PM **Dedicated Poster Presentation  
and Exhibits Hour\***

3:30 PM – 5:30 PM President's Symposium

5:30 PM – 6:30 PM Distinguished Lecture

5:00 PM – 11:00 PM Exhibitor Teardown

### TUESDAY, MAY 17

8:00 AM – 12:15 PM Sessions/symposia

\* No concurrent symposia, presentations, or other sessions will be held from 2:30 PM – 3:30 PM

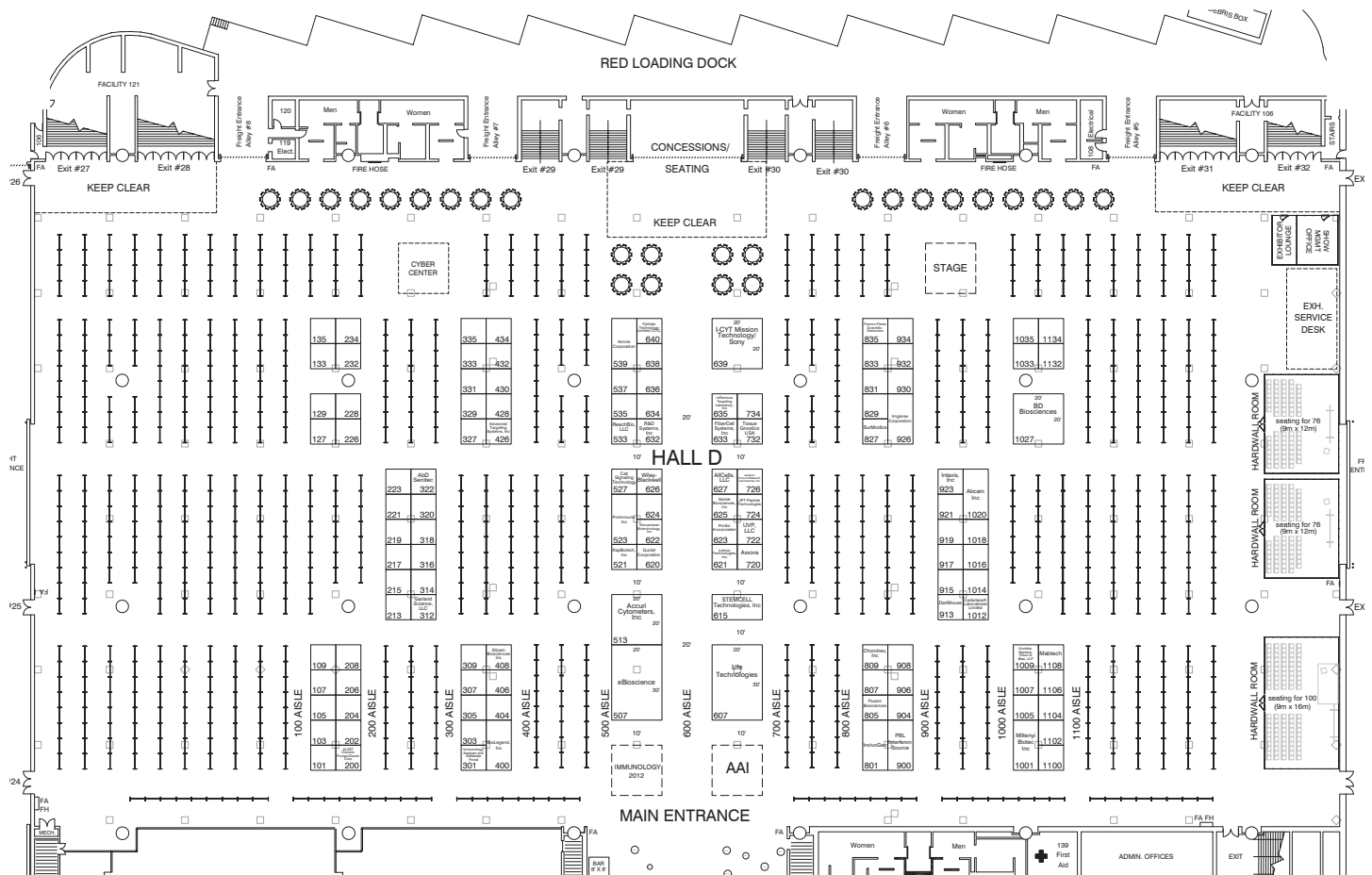
# IMMUNOLOGY 2011™

## Moscone Center - North San Francisco, California

Exhibit Dates: May 14 – 16, 2011  
Exhibits Open 9:30 AM – 4:30 PM daily

Available space will be assigned on a first-come, first-served basis.

Island booths may be created by combining four or more 10' x 10' booths.



## AAI - IMMUNOLOGY 2011 MAY 2011

MOSCONE CENTER - NORTH HALL D  
SAN FRANCISCO, CA

**FREEMAN**

13101 ALMEDA RD.  
HOUSTON, TEXAS 77046  
Phone: 713-433-2400 Fax: 713-433-6985

LAST REVISION: 08/26/2010



# Prior Exhibitors

AAAS/Science  
 Abcam, Inc.  
 ABD Bioquest, Inc.  
 AbD Serotec  
 Abgent, Inc.  
 Abnova (Taiwan) Corporation  
 Academia Book Exhibits  
 Accuri Cytometers, Inc.  
 Active Motif  
 Advalytix AG  
 Advanced Targeting Systems, Inc.  
 ALEXIS® Biochemicals  
 AllCells, LLC.  
 ALZET® Osmotic Pumps/  
 DURECT Corporation  
 amaxa GmbH  
 American Society for Biochemistry and Molecular Biology  
 American Society for Nutrition  
 Amnis Corporation  
 AMRESCO, Inc.  
 AnaSpec, Inc.  
 Apollo Cytokine Research  
 Applied aBiosystems, part of Life Technologies  
 Assay Technology, Inc.  
 Assay Designs, Inc.  
 Aushon Biosystems, Inc.  
 AutoImmun Diagnostika  
 Axxora.com  
 GmbH/Cell Technology, Inc.  
 Bachem/Peninsula Labs  
 Bay Biosciences Co., Ltd.  
 BBK International  
 BD (Becton, Dickinson and Company)  
 BD Biosciences  
 Beckman Coulter, Inc.  
 Bender MedSystems GmbH  
 Beijing Genomics Institute  
 Bethyl Laboratories, Inc.  
 Biacore, Inc.  
 BioCision, LLC  
 Biocompare  
 BIOCON Scientific  
 BioLegend  
 Biomedica Corp.  
 Bioplastics Cyclertest, Inc.  
 Biotium, Inc.  
 Bio Med Immunotech  
 Bio-Quant, Inc.  
 Bio-Synthesis, Inc.  
 Blackwell Publishing, Inc.  
 Bulldog Bio, Inc.  
 BTX/Harvard Apparatus  
 Caliper Discovery Alliances and Services  
 Cayman Chemical Company

CEDARLANE® Laboratories Limited  
 Cell Press/Elsevier Immunity  
 Cell Sciences, Inc.  
 Cell Signaling Technology®  
 CellSeed, Inc.  
 Cellular Engineering Technologies, Inc.  
 Cellular Technology Ltd.  
 Chondrex, Inc.  
 CPC Scientific, Inc.  
 CSL Behring  
 Cytellect, Inc.  
 Dana Press  
 Dartmouse  
 De Novo Software, Inc.  
 Diaclone, A Telpel Company  
 Dragonfly Sciences, Inc.  
 Duke Scientific Corp.  
 eBioscience, Inc.  
 Elsevier  
 Embi, Tec  
 EMD Chemicals, Inc.  
 Endogen  
 Enzo Life Sciences  
 Eppendorf Biochip Systems  
 Exalpha Biologicals, Inc.  
 Exbio  
 EY Laboratories, Inc.  
 Federation of American Societies for Experimental Biology  
 Fiber Cell Systems  
 Fluxion Biosciences  
 Fraunhofer Institute for Cell Therapy and Immunology  
 Full Moon BioSystems, Inc.  
 Garland Science/Taylor & Francis  
 GeneCopoeia, Inc.  
 Gene Tools, LLC  
 GenHunter Corporation  
 Genisphere, Inc.  
 Gen-Probe Diaclone SAS  
 Gentel Biosciences  
 GenWay Biotech, Inc.  
 GL Biochem (Shanghai) Ltd.  
 Green Mountain Antibodies  
 Guava Technologies, Inc.  
 HumanZyme, Inc.  
 iCyt Mission Technology  
 IMGENEX Corp.  
 Immune Deficiency Foundation  
 Immune Epitope Database and Analysis Resource  
 Immunicon Corporation  
 Immunology Database and Analysis Portal  
 Immunology Science Editors (ImmPort)/NIAID, NIH  
 InGenious Targeting Laboratory, Inc.

Inotech Biosystems International  
 INTAVIS Bioanalytical Instruments AG  
 IntelliCyt™ Corporation  
 International Congress of Immunology  
 International Society for Biological Therapy of Cancer  
 Invitrogen Corporation  
 InvivoGen  
 iRepertoire  
 Jackson ImmunoResearch Laboratories, Inc.  
 The Jackson Laboratory  
 Journal of Visualized Experiments  
 JPT Peptide Technologies GmbH  
 Karger Publishers  
 Knobbe Martens Olson & Bear, LLP  
 KPL, Inc.  
 La Jolla Institute for Allergy and Immunology  
 LAMHDI-the Initiative to Link Animal Models to Human Disease  
 LEINCO Technologies  
 LINCO Research  
 Lippincott Williams & Wilkins  
 Lonza Bioscience (formerly Cambrex Research Products)  
 Mabtech AB, Inc.  
 MBL International Corporation  
 MD Biosciences  
 Meso Scale Discovery  
 Millipore Corporation  
 Miltenyi Biotec, Inc.  
 Mimotopes  
 Multispan, Inc.  
 National Center for Complementary and Alternative Medicine, NIH  
 National Institute of Allergy and Infectious Diseases, NIH  
 National Library of Medicine, NIH  
 Nature Publishing Group  
 New England Peptide, Inc.  
 Nexcelom Bioscience, LLC.  
 Novus Biologicals, Inc.  
 Next Advance, Inc.  
 NuAire, Inc.  
 Oklahoma Medical Research Foundation  
 Open Biosystems  
 Operon Biotechnologies, Inc.  
 OriGene Technologies, Inc.  
 Pall Medical  
 PBL Biomedical Laboratories  
 PBL Interferon Source

Pel-Freez Biologicals  
 PeproTech, Inc.  
 Phalanx Biotech Group  
 ProImmune, Inc.  
 PromoCell GmbH  
 Quansys Biosciences  
 Quidel Corporation  
 R&D Systems, Inc.  
 RayBiotech, Inc.  
 Reichert, Inc.  
 The Rockefeller University Press  
 Rockland Immunochemicals, Inc.  
 Rules-Based Medicine, Inc.  
 SABiosciences Corporation  
 Sanofi Pasteur, Inc.  
 Sarstedt, Inc.  
 Saunders/Mosby/Churchill Livingstone  
 ScyTek Laboratories, Inc.  
 SeraCare Life Sciences, Inc.  
 Shenandoah Biotechnology, Inc.  
 Sigma-Aldrich  
 SignalChem Pharmaceuticals, Inc.  
 Siloam Biosciences, Inc.  
 Sinauer Associates, Inc., Publishers  
 SouthernBiotech  
 Springer  
 SRI International  
 STARR Life Sciences  
 St. Jude Children's Research Hospital  
 STEMCELL Technologies, Inc.  
 Stratedigm, Inc.  
 Strategic Diagnostics, Inc.  
 Sughrue Mion, PLLC  
 SuperArray Bioscience  
 Surmodics, Inc.  
 Symansis  
 TA Instruments  
 Texas A&M Institute for Genomic Medicine  
 The Knock Out Mouse Project  
 Thermo Fisher Scientific-Genomics  
 Thermo Scientific Particle Technology  
 The Scientist  
 TissueGnostics GmbH  
 Tree Star, Inc.  
 21st Century Biochemicals, Inc.  
 University of Texas Southwestern Medical Center  
 US Immunodeficiency Network (USIDNET)  
 UVP, LLC  
 VVR Biosciences  
 Wiley-Blackwell

## Products purchased by attendees include:

- Antibodies and diagnostics
- Balances, microscopes, cameras, spectrophotometers, high throughput robotic equipment, etc.
- Cell and tissue culture reagents
- Cell separation products
- Centrifuges
- Cytokines, chemokines, and growth factors
- Data analysis systems and software
- Editing of scientific manuscripts
- Electrophoresis equipment and reagents
- ELISA kits and plate readers
- Enzymes
- Flow cytometry and cell sorting equipment
- General lab supplies and equipment, including chemicals
- HPLC equipment and reagents
- Incubators
- Intellectual property, other legal services
- Irradiators, animal and cell
- Laboratory animals and equipment, including specialty diets
- Laboratory refrigerators, freezers
- Laboratory storage equipment
- Laboratory support services
- Laminar flow hoods
- Microarray reagents, equipment, analysis software (nucleic acid and protein arrays)
- Nucleic acid isolation and PCR reagents
- Oligonucleotide/peptide/protein production services
- Pipettes, pipetting devices, test tubes, plates, and other plastic peripherals
- Reagents related to confocal and electron microscopy, as well as related immunohistochemistry reagents
- Scientific journals and books
- Scintillation counters, gamma counters, radioisotopes
- Software
- Subscriptions and books
- And more...

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

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](http://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 via the IMMUNOLOGY 2011™ website in February 2011 at [www.IMMUNOLOGY2011.org](http://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



# IMMUNOLOGY 2011™

## 98<sup>th</sup> ANNUAL MEETING THE AMERICAN ASSOCIATION OF IMMUNOLOGISTS

Meeting Dates: May 13–17, 2011 • Exhibit Dates: May 14–16, 2011 • Moscone Center • San Francisco, California

**Instructions: Complete and return this application to reserve your space.** Available exhibit space will be assigned on a first-come, first-served basis upon receipt of this document. A non-refundable deposit of \$1,000 per 10' x 10' booth is due with the application; the balance is due by December 15, 2010. For applications submitted after October 31, 2010, full payment is due with the application. Sponsorships/Additional Marketing Opportunities are nonrefundable.

Company \_\_\_\_\_  
 Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip/Country \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_

Total number of booths requested \_\_\_\_\_  
 Location Preference:  Corner \$2,750 (Before October 31, 2010)  
 \$2,900 (After October 31, 2010)  
 Inside \$2,450 (Before October 31, 2010)  
 \$2,600 (After October 31, 2010)

We prefer the following booth locations (in priority order):  
 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_  
 4) \_\_\_\_\_ 5) \_\_\_\_\_ 6) \_\_\_\_\_

We will exhibit the following products/equipment/services:  
 \_\_\_\_\_  
 If possible, we would like to be located near (other exhibitor names)  
 \_\_\_\_\_  
 If possible, we would NOT like to be located adjacent to or directly across from  
 \_\_\_\_\_

**Sponsorships/Additional Marketing Opportunities:**

**Cyber Centers** (wired) ..... 2 @ \$10,000 ea. \$ \_\_\_\_\_  
 **Meeting Bag** ..... \$ **SOLD**  
 **Refreshment Carts** Service for 100 ..... \$1,500 \$ \_\_\_\_\_  
 Service for 300 ..... \$3,000 \$ \_\_\_\_\_  
 **Exhibit Hall Banner** ..... \$2,500 \$ \_\_\_\_\_  
 **Lanyards** ..... \$ **SOLD**  
 **Meeting Bag Insert** (subject to availability) ...\$3,000 ea \$ \_\_\_\_\_  
 **Marketing Literature in Meeting Bag** (limited to 5) ..... \$3,000 \$ \_\_\_\_\_  
 **Hotel Key Cards** (each hotel) ..... \$3,000 \$ \_\_\_\_\_  
 **Workshop** ..... \$1,000 \$ \_\_\_\_\_  
 **Pre-Show Attendee List** ..... \$900 \$ \_\_\_\_\_  
 **Post-Show Attendee List** ..... \$700 \$ \_\_\_\_\_  
 **Product Showcase** ..... \$500 \$ \_\_\_\_\_  
 **Announcement of your Booth Raffle** ..... \$100 \$ \_\_\_\_\_  
**SPONSORSHIP TOTAL** \$ \_\_\_\_\_

In accordance with the following terms, conditions, and regulations governing exhibits of the IMMUNOLOGY 2011™ at the Moscone Center in San Francisco, CA, May 13–17, 2011, 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 in the attached *AAI Exhibit Floor Rules and Regulations* and at [www.IMMUNOLOGY2011.org](http://www.IMMUNOLOGY2011.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, Inc., (AAI) reserves the right, in its sole discretion, to accept or deny applications for exhibit space and to allocate space among exhibitors. In the case of a denied application, all monies collected by AAI Exhibit Management will be refunded to the exhibiting company.

**PAYMENT:** TOTAL EXHIBIT FEES \$ \_\_\_\_\_  
 TOTAL AMOUNT PAID TODAY \$ \_\_\_\_\_  
**BALANCE DUE** \$ \_\_\_\_\_

Please make checks payable to The 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, 2010, booth space will be cancelled and immediately released to other companies interested in exhibiting. After December 15, 2010, all sales are final and any deposit or fee payment is non-refundable.

**Bill my credit card:**

Billing Name \_\_\_\_\_  
 Billing Address (if different than above) \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 American Express  Discover  MasterCard  VISA  
 Card # \_\_\_\_\_  
 Signature \_\_\_\_\_ Exp. Date \_\_\_\_\_

**Submit Application to:** AAI Exhibit Sales, c/o IAS, Victoria Geis, 103 Oronoco Street, Suite 200, Alexandria, VA 22314 • email: [AAIExhibits@IAS-online.net](mailto:AAIExhibits@IAS-online.net)

**For Official Use Only:** Date Received \_\_\_\_\_ Time \_\_\_\_\_

Further information appears at  
[www.aai.org](http://www.aai.org) and [www.IMMUNOLOGY2011.org](http://www.IMMUNOLOGY2011.org)

**THE AMERICAN ASSOCIATION OF IMMUNOLOGISTS**

9650 Rockville Pike, Bethesda, MD 20814-3994

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EXHIBITOR PROSPECTUS

# IMMUNOLOGY 2011™



**98<sup>th</sup> Annual Meeting**  
**The American Association of Immunologists**

May 13–17, 2011  
Moscone Center  
San Francisco, California

SAN FRANCISCO