

# AAI EXHIBIT FLOOR RULES AND REGULATIONS

The Exhibit Application/Contract must be signed by an authorized representative of the exhibiting company. This signature will reflect that the authorized representative has read and agrees to the terms specified below as well as stated on the IMMUNOLOGY 2013™ website ([www.IMMUNOLOGY2013.org](http://www.IMMUNOLOGY2013.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*.

AAI reserves the right to interpret these regulations as it deems proper and/or necessary to ensure the success of the Exhibition and to further the educational purposes of the event. Your participation/attendance in or at this event means you, the Exhibitor, agree to comply with all AAI Rules and Regulations, which are in effect at the time Exhibitor Move-in begins.

## Presentation of Products or Services

The purpose of the IMMUNOLOGY 2013™ exhibit program is to further the education of or assist 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.

All claims regarding products and services should be truthful and accurate. Unwarranted disparagements or unfair comparisons of a competitor's product or services will not be allowed.

Exhibitors are prohibited from participating in direct sales or order-taking while exhibiting at IMMUNOLOGY 2013™. This ban is in effect during the dates of the meeting, May 3–7, 2013, and is to include all venues associated with IMMUNOLOGY 2013™.

**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 will be refunded to the applicant.**

## 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 **Feb. 1, 2013**. 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

AAI reserves the right to impose limitations on noise levels and on any other method of operation that becomes objectionable. The use of any animal in an exhibit or animals on the floor requires permission from AAI.

Exhibitors agree to abide by the installation and dismantle times set by AAI and to have at least one person staffing their booths during published exhibition hours. Exhibitors who vacate their booths prior to the published dismantle time without permission of the show manager may be assessed a fine equal to one half the booth fee,

will forfeit any booth selection for the following year, and will not receive prior exhibitor credit for booth selection at future shows.

## 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 extent possible in conjunction with assignment priorities and requests for specific locations on the floor.

## Distribution of Giveaways

Exhibitors will be permitted to distribute appropriate promotional materials and approved related items from their exhibit booth only. Exhibitors may not distribute materials outside their booth (hotels, Convention Center lobby area, etc.) without permission. In keeping with the educational purpose of the exhibit program, giveaways must conform to acceptable, legal, and professional standards. AAI reserves the right to deny distribution of materials they deem inappropriate.

## GENERAL INFORMATION

### Exhibit Space Rental

All booths are 10' x 10' unless stated or marked otherwise on the floorplan or in the exhibitor prospectus or contract and can be combined to make larger booths. Tiered pricing is available with discounts for applications and deposits received by October 31, 2012. Each corner booth (bordered by a front and side aisle) is US \$2,300–\$2,975 depending on time of application. Each inside booth (bordered by a front aisle only) is US \$2,150–\$2,675 depending on time of application. Rental includes 8' high back drapes and a 3' high side dividers and a standard (7" x 44") identification sign with company name. The exhibit aisles will be carpeted. Exhibitors must carpet their booths.

A deposit check in the amount of U.S. \$1,000 for each booth requested must accompany the application for space submitted on or before October 31, 2012. 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 space assigned must be paid on or before December 14, 2012. After December 14, 2012, in the event of late or missing payment, AAI reserves the right to cancel the Exhibitor's booth, retain that portion of funds paid deemed "non-refundable," and re-sell the space.

Exhibit fees cover only those items described in the prospectus, website page, or written communication from AAI. Any other booth furnishings and/or equipment must be contracted through the official AAI General Service Contractor as indicated in the *Exhibitor Service Kit*.

In the event that no representative of an exhibiting organization has arrived on-site to claim its space or freight within 90 minutes of the published event opening, AAI has the right to resell or relocate the exhibit space. Any booth not set up by the last two hours of Exhibitor Move-in may be force-built at Exhibitor expense or relocated at the discretion of AAI.

Exhibitor Move-in/Out is deemed a "construction zone" by OSHA and, as such, prohibits exhibitors from wearing open-toed shoes of any kind in the Exhibit Hall. This regulation will be strictly enforced for the safety of all.

Children under the age of 18 are not allowed in the exhibit hall at any time. There is no photography in the Exhibit Hall without the express permission of the booth staff and/or Exhibits Manager.

## Cancellation or Reduction of Exhibit Space

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 the written notice is received by AAI. If space is cancelled or reduced on or before December 14, 2012, a refund will be made of any funds paid in excess of the required non-refundable deposit. After December 14, 2012, all sales are final and any deposits plus other booth fees paid become non-refundable. All cancellations or reduction of space include the forfeiture of all exhibitor badges that were originally allocated with the booth space.

## Subleasing

Subleasing, assignment, or sharing the whole or any part of exhibit space is not permitted. Two or more companies may not share the same space. Exhibitors agree to limit the service and/or materials displayed in their exhibit area to those supplied or provided by the Exhibitor, with the exception that other proprietary equipment may be used solely for the purpose of demonstrating the materials or services of the exhibitor.

## Registration of Exhibitors

Exhibitors will receive four complimentary Exhibit Hall-Only badges for company personnel for each 10'x10' 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

AAI adheres to IAEE booth display standards. All exhibits must fit within the confines of their assigned space so as not to impede traffic flow, infringe on the space of other exhibitors, create any trip hazards, or violate the emergency exit routes or access to emergency equipment set forth by the fire marshal. The exhibit aisles will be carpeted. Exhibitors are required to cover their allotted floor space by either providing their own carpet or renting carpet from the General Services Contractor. Should the Exhibitor provide their own carpet, the carpet must be of one color and be clean. Exhibits Manager reserves the right to force carpet upon exhibitors that have no floor covering or whose covering does not meet the show "look."

## Standard In-Line Booths

The standard booth size is 10'x10' unless stated or marked otherwise on the floor plan or in the *Exhibitor Prospectus* or contract. The maximum height of 8' is allowed only in the rear half of the booth space, with a 4' height restriction imposed on all materials in the remaining space forward to the aisle.

## 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 with a maximum of 8' in height which must be confined to that area of the Exhibitor's space which is 10' from an adjoining booth. 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 Exhibits Manager, will install it and charge the Exhibitor.

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## Island Booths

An island booth is a unit 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 20' 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 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 20' height limitation. Hanging signs as part of booth structure are permitted but must not exceed the 20' height restriction as measured from the top of the sign to the floor.

## Enclosed/Covered Booths

Exhibit space that incorporates enclosed or covered areas must be protected by an audible smoke detector. This includes storage closest built into the exhibit. Each covered or enclosed area must display a charged fire extinguisher with a minimum rating of 2A, 20BC (or conform to the locality code). There should be no less than two exits from each occupied covered area.

## End Cap Booths

An End Cap Booth is a booth that has open sides on three aisles. AAI does not permit End Cap booths.

## Aisles

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

Federal, state, and city laws will be strictly observed. All drapes, curtains, table coverings, skirts, carpet, or any material used in exhibits must be flame retardant. Wiring must comply with fire department and underwriters' rules. Hall capacity will be monitored. 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. Materials not in compliance with the regulations will be considered trash and subject to disposal. Passenger elevators and escalators may not be used for freight, including hand trucks, floats, and similar equipment.

## Security

AAI will contract reputable security guards during the course of the annual meeting. The duties of the guards will be to protect the general exhibit against fire and other catastrophes as well as to provide access control to the exhibit floor. Neither AAI, the convention center, hotels, nor the owners or leasers of the exhibit venue will assume any responsibility for Exhibitor's personal property. It is strongly urged that exhibitors maintain awareness of any expensive, revenue-generating, irreplaceable (within the timeframe of the exhibition), or proprietary product contained within their booth.

## Liability

Exhibitor assumes all responsibility and hereby agrees to protect, indemnify, defend, and hold harmless AAI and its officers, employees, and agents; The Hawaii Con-

vention 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 Hawaii Convention 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.

The Exhibitor shall be liable to the host facility and/or AAI for any damage to the building and/or the furniture and fixtures contained therein which shall occur through acts or omissions of the exhibitor.

## Cancellation of Meeting and Exhibit

It is mutually agreed that in the event IMMUNOLOGY 2013™ 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 Honolulu, Hawaii, 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 Honolulu, Hawaii, or any other comparable conditions or circumstances occurring either in the location of the IMMUNOLOGY 2013™ 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 2013™, the Application and Contract for exhibit space will be terminated. In such an event, neither party shall 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

Exhibitor acknowledges that AAI does not maintain and is not responsible for obtaining insurance covering Exhibitor's property. 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 2013™ web page in February 2013 at [www.IMMUNOLOGY2013.org](http://www.IMMUNOLOGY2013.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 Exhibits Manager  
E-mail: [exhibits@aaai.org](mailto:exhibits@aaai.org)  
Phone: 301-634-7821 • Fax: 301-634-7889

## 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
- 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
- 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!**