

2016 ASCB Annual Meeting – Exhibitor Terms and Information
December 3-7, 2016, San Francisco, CA

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1. Exhibits Overview and Prices

What Is Included in Exhibit Space Rental

- Company name, telephone, website, exhibit description up to 50 words, and product categories (up to 10 per 10'x10' booth) printed in the *Annual Meeting Program* and on the ASCB website. This information must be received before the deadline (October 7, 2016) to be included in the print materials.
- One complimentary scientific meeting registration for each 10'x10' booth purchased.
- Ten complimentary exhibitor badges per 10' x10' booth
- Exclusive opportunity to host a Tech Talk(s)
- Exclusive opportunity to host workshops within your booth. Booth must be of sufficient size and exhibitor must manage noise so as not to impact other exhibits.
- Exclusive opportunity to purchase the preregistration and the post conference mailing lists (note that these are postal mailing lists and do not include email addresses)
- Draped booth with 8-foot-high back drapes and 3-foot-high side divider drapes on rails. Drape colors are white and orange.
- Standard (7" x 44") identification sign with company name and booth number
- One copy of the *Annual Meeting Program* per exhibit space
- Exhibit Floor perimeter security when exhibits are closed
- Complimentary use of the onsite Career Center job posting area

What to Order for Your Booth

All items may be ordered from the Freeman Exhibitor Service Kit:

- Audiovisual
- Carpet (**required**)
- Catering
- Electric
- Floral
- Internet
- Lead Retrieval device
- Photographer
- Table(s) & Chair(s)
- Trash can(s)

Booth Prices

- Corner: \$3,400 (per 10' x 10' bordered by a front and side aisle)
- Inside: \$3,100 (per 10'x 10' bordered by a front aisle only)
- Island Booth: start at \$13,600 bordered on four sides by aisles (20' x 20' minimum)
- Interactive Conference Booth: start at \$19,800 (a minimum space of 20' x 30') (enables exhibitor to host presentations within the booth, does not include furnishings)

Contract for Space

Exhibitors agree to accept and comply with the policies, rules, and regulations contained in this Exhibitor Terms and Information and on the Society's website, and all policies, rules, and regulations adopted after publication of the Exhibit Terms and Information. The acceptance of a contract by the Society and the payment for rental charges constitute a contract.

Payment Policy

Full payment is due upon selection of your booth space via the online booking system in order to be included in the *Annual Meeting Program* and website. Online payment can be made as indicated below:

- Payment types accepted: VISA, MasterCard, and American Express
- Society's Tax ID # 39-605-4285

Exhibitors who cannot use the online booking system must contact Louise Campbell-Blair (Lcblair@ascb.org) to make alternative arrangements.

Cancellations/Reductions

Exhibiting firms wishing to cancel space or reduce the size of their exhibit space are required to notify the ASCB, 8120 Woodmont Avenue, Suite 750, Bethesda, MD 20814, USA, in writing by the dates listed below.

It is the responsibility of the exhibitor to confirm that the cancellation has been received by the ASCB. Reduction of island space dimensions after assignments have been confirmed may result in relocation of the exhibit booth. The exhibitor (through onPeak) will cancel exhibitor hotel rooms proportional to the reduction of booth space and entire room blocks held by a company canceling the entire exhibit space. The date the written notice is received is considered the official cancellation date.

The cancellation fee is a percentage of the total booth fee and it will be processed at the conclusion of the meeting. It is assessed as follows:

Through June 3	No Fee
June 4-July 22	25%
July 23-August 12	50%
After August 12	100%

Refunds

No refunds will be made for written notices received after August 12, 2016. Marketing Support and Advertising purchases are nonrefundable.

2. Installation and Dismantle

Installation

ASCB recommends that exhibitors plan to arrive no later than Friday, December 2, 2016. Travel in December is sometimes subject to weather delays. If for some reason the materials for your booth have not arrived, it is easier to track the shipment on Friday.

Booth Installation Hours

Thursday, Dec. 1 1:00 pm-5:00 pm
Friday, Dec. 2 8:00 am-5:00 pm
Saturday, Dec. 3 8:00 am-12:00 Noon*

*All crates must be tagged and ready for removal by 12:00 Noon on Saturday, December 3, 2016. Exhibitors may continue to set up equipment and literature within their booths until 5:00 pm on Saturday, December 3, 2016.

Exhibits Open

Exhibits are open each day, Sunday to Tuesday, 9:30 am-4:00 pm

Booth Dismantling Dates and Hours

Tuesday, Dec. 6 4:00 pm-9:00 pm
Wednesday, Dec. 7 8:00 am-12:00 Noon*

*The ASCB Learning Center must be completely cleared by 12:00 Noon on Wednesday, December 7.

Dismantling will begin after show hours on Tuesday, December 6. No packing of equipment, literature, etc., or dismantling of exhibits will be permitted before Tuesday, December 6 at 4:00 pm. Prior to Tuesday, December 6, a pass and approval must be obtained from Exhibit Management to remove any material or equipment. This provision will be strictly enforced. Violators are subject to exclusion from exhibiting at future meetings. The ASCB Learning Center must be completely cleared by 12:00 Noon on Wednesday, December 7.

Service Desk

The Exhibitor Service Desk will be open during installation to assist exhibitors with verification and adjustments of their orders for labor, furniture, and other auxiliary services. The Service Desk will be staffed throughout the meeting.

3. Deadlines

- Freeman Exhibitor Service Kit available online - Sept 6
- Tech Talk Abstracts for inclusion in print materials (payment must also be received) - Sept 16
- Advertisements (for *Annual Meeting Program*, *Poster Guide*, and special print edition of *MBoC (Award Essays)*)
 - Order by -Sept 30
 - Artwork received by - Oct 7
- Company description & product categories for inclusion in print materials (must be entered into Exhibitor Portal - Oct 7
- Artwork for Coupon Book & majority of Marketing Support options – Oct 7
- Hotel reservations for 10 rooms or more - Oct 7

- Submit plans for island booth space and interactive booths-Oct 14
- Insurance certificate for Exhibitor – Oct 28
- Registration forms and insurance certificate for Exhibitor Appointed Contractor (EAC) - Oct 28
- Giveaway approval - Oct 28
- Advance rate for furnishings & utilities – Nov 9
- Individual hotel reservations - Nov 10
- Register booth staff (through the Exhibitor Portal). After this date booth staff must register onsite – Nov 11
- Advance shipments accepted at Freeman warehouse – Oct 27-Nov23
- Onsite shipments accepted at the Moscone Center from Dec 1, 1:00 pm
- All crates removed from ASCB Learning Center - Dec 3, noon
- Exhibits must be fully set up - Dec 3, 5:00 pm

4. Contractual Obligations/ Rules & Regulations

Americans with Disabilities Act

Exhibitors shall be responsible for compliance with the Americans with Disabilities Act of 1992 with regard to their exhibit space, including, but not limited to wheelchair access. Further information regarding ADA compliance is available via phone at 800-514-0301 or at www.usdoj.gov/crt/ada/infoline.htm.

Booth Cleaning

It is the responsibility of the exhibitor to make arrangements for booth cleaning. An order form for the custom cleaning of tile, carpet, and booths will be included in the Freeman Exhibitor Service Kit.

Booth Relocation Policy

Every effort will be made not to relocate an exhibitor's booth. However, if relocation is necessary, the exhibitor will be notified and offered the opportunity to relocate the booth.

Booth Selections and Assignments

ASCB uses an online interactive program that enables you to select your preferred booth size and location as well as proximity to other approved exhibitors. Since prime locations sell quickly we encourage you to make your selection as soon as you can.

The Society reserves the right to modify the floor plan and reassign exhibit space at its discretion if a change in the original assignment is necessary. Exhibit space is released first to Corporate Members and Corporate Supporters and then to companies on the basis of their priority points.

Booth Sharing

No subletting or sharing of exhibit space is permitted. Exhibitors may not release or assign any of their contracted space to another company.

The sharing of booth space is prohibited except:

- By divisions of the same company
- By companies co-marketing a product

In the case of co-marketing companies, only the name of the company that appears on the contract will be listed in the *Annual Meeting Program*.

Booth Staff

As a courtesy to the attendees and to fellow exhibitors, exhibits must be staffed at all times during the meeting. All exhibitors are expected to make their travel arrangements in accordance with this policy

Cancellation of Meeting and Exhibition

It is mutually agreed that in the event the 2016 ASCB Annual Meeting is canceled due to acts of God, war, strikes, government regulation or advisory foreseen or unforeseen (including travel advisory warnings by the government or World Health Organization), civil disturbance, terrorism, or threats of terrorism in San Francisco, CA and/or the Western Region of the 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, CA or any other comparable conditions or circumstances occurring either in the location of ASCB's meeting or in the countries/states of origin of at least 30% of the attendees or along their routes of travel, making it commercially impracticable, illegal, or impossible to hold the meeting and therefore the contract 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.

Career Center & Job Openings

The ASCB Meeting includes a free Career Center. A Job Posting Area is available to all meeting participants and exhibitors. Employers may post unlimited positions in the Job Posting Area. The ASCB also has a year-round online Job Board (<http://jobboard.ascb.org>). You may also advertise the position in the *ASCB Newsletter*, mailed eight times a year to every member of the Society, and available in digital format on the ASCB website.

Carpet

The ASCB requires all exhibitors to purchase or provide their own carpet for their exhibit booths and displays.

Colors for the ASCB Learning Center (Exhibit Hall)

The aisle carpet color will be Tuxedo (black and white speckle). The drape colors will be white and orange.

Convention Center Rules and Regulations

Exhibitor compliance with the Moscone Center Rules and Regulations is mandatory. Full details can be found at <http://www.moscone.com/site/do/mtgplanner/guideline/list>. Exhibitor agrees that all current and subsequent ASCB conditions and regulations and the conditions and regulations of the Moscone Center, and any other facilities used for the 2016 ASCB Annual Meeting are made a part of this Agreement and are incorporated by any reference. The ASCB and, in its discretion, its designees shall have the full and exclusive power in matters of interpretation, amendment, and enforcement of all such conditions and regulations, and any amendments when made and brought to the notice of said exhibitor will be as though duly incorporated herein and subject to the terms and conditions of this Agreement. If a dispute or disagreement arises between the parties concerning the allotment of or permitted use of

exhibition space or concerning interpretation of any of the conditions or regulations, the decision and interpretation of ASCB is final. The exhibitor agrees to abide by the interpretation that, if requested, shall be in writing.

If ASCB is forced to close an exhibitor's booth or take other remedial action to address a violation of ASCB rules and regulations, the exhibitor will not receive a refund or other compensation from ASCB.

Copyright and Licensing

License agreements for music are the sole responsibility of the exhibitor. The exhibitor is responsible for all applicable ASCAP, BMI, and/or SESAC music licensing fees. The exhibitor assumes responsibility for, and indemnifies ASCB and Moscone Center for all costs and obligations arising from the use of licensed, patented, and/or copyrighted materials, equipment, devices, processes, or dramatic rights furnished, used, or incorporated in conduct of the Annual Meeting.

Demonstrations/Presentations

Demonstration areas may not be set on the aisle line of the exhibit; space must be left within the exhibit area to absorb the spectators. Should the spectators interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, the presentation must be limited or eliminated. Exhibitors are responsible for the safety (structural, fire, etc.) of their booths.

Disabilities/Special Needs

If you have a disability or a special need that may affect your participation in the 2016 ASCB Annual Meeting, please check the appropriate box when registering. ASCB staff will contact you before the Annual Meeting to discuss your requirements. The ASCB cannot ensure the availability of appropriate accommodations without at least 10 days' prior notification of need.

Dispute Resolution

Any controversy or claim arising out of or relating to this contract, or breach thereof, shall first be discussed informally for an amicable settlement between the parties and should that not succeed the parties shall attempt to resolve the matter by mediation. Should that not resolve the matter, it shall be settled by arbitration in the State of Maryland in accordance with the commercial arbitration rules of the American Arbitration Association, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof.

Electricity-Air-Water-Drain

Order forms will be available in the online Freeman Exhibitor Service Kit. Electrical service is 208 and 480 volt.

Electrical Equipment

Electrical equipment shall be installed, operated, and maintained in a manner that does not create a hazard to life or property. Sufficient access and working space must be provided for all electrical equipment and must comply with current N.E.C. standards.

All show and exhibitor equipment must be United Laboratories (UL) approved. Extension cords shall be three-wire with ground and shall service on appliance or device. Multi-plug adapters must be UL approved and have an overload internal circuit breaker. Home-type "cube" taps are prohibited. Spliced wires or heat generators are prohibited.

Electrical services are provided exclusively by Freeman. More information can be found in the online Freeman Exhibitor Service Kit, available in September.

Eligibility for Exhibiting

The purpose of the exhibit program is to further the education of scientists working in the field of cell biology. Exhibits must be of an educational character. They must emphasize instruments, products, or services for use in teaching or research, books or other publications in scientific fields of relevance to attendees, or directly convey scientific research findings in areas of science represented by members of the ASCB.

The character of the exhibits is subject to approval by the Society. ASCB reserves the right even after a contract is received to refuse contracts not meeting standards required or expected, as well as the right to curtail or to close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

Equipment Passes

Deliveries or removal of equipment must be made before or after exhibit hours. A pass must be obtained from the Exhibit Management office to remove any material or equipment prior to Tuesday, December 6. Once the ASCB Learning Center (Exhibit Hall) opens Tuesday morning for the last day of exhibiting, nothing may be removed until the exhibit is officially closed at 4:00 pm, at which point no pass is required. Strict security will be in effect at all other times.

Exhibitors who wish to remove equipment from the ASCB Learning Center (Exhibit Hall) while the show is open must obtain an equipment pass from the Exhibit Management Office. Passes must be shown to the security officers when leaving the hall.

Exclusive Services

The Moscone Center is the exclusive provider of the following services: food and beverage, cleaning, business, center, coat check, telephone, Internet, and the use of the house sound system. While the Moscone Center maintains utilities, Freeman provides plumbing and the supply of compressed airs and gases.

Exits

Exits, entrances, air supply vents, ramps, sidewalks, hallways, stairways, elevators, escalators and aisle ways must be kept clear at all times. Exit signs must be kept visible at all times. Fire extinguishers, fire protection valves and fire hose cabinets must be kept clear at all times. The Moscone Center requires a number of freight-free aisles and egress aisles within the ASCB Learning Center (Exhibit Hall). They are marked clearly on the floor plan.

Exhibitor Conduct

- Canvassing or distributing advertising matter outside the exhibitor's own booth is not permitted. Solicitation of business except by exhibiting firms is prohibited.
- The nature of the exhibits is subject to the approval of Exhibit Management.
- The right is reserved to refuse contracts of companies that do not meet the standards required or expected, as well as the right to curtail exhibits or parts thereof which reflect against the character of the meeting.
- Nonprofessional products or services are not to be displayed. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc. Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors.
- Market research companies must indicate on the exhibit contract the companies for which they are conducting market research. All market research surveys must be conducted only within the market research booth.

- No exhibitor may enter another exhibitor's booth without permission. Photographing or examining another exhibitor's equipment without permission is prohibited.
- No exhibitor is permitted to sell goods unless they are properly registered with the state where the convention is being held.

Exhibit Construction, Decoration, Signs, etc.

The exhibitor is solely responsible for the safety of its exhibit. All special booth work must conform to ASCB exhibit regulations. Such approval and/or compliance with ASCB exhibit regulations do not constitute ASCB's approval or opinion on the structural safety of construction. The exhibitor and its display company remain solely liable for the safety of its exhibit, including its booth and any products or materials used or displayed therein. The exhibitor agrees that it is solely responsible for protecting its property on the premises of the Moscone Center.

The exhibitor may choose to work with any display company provided the company meets ASCB requirements for exhibitor-appointed contractors and it provides ASCB with a certificate of liability insurance and signed indemnification agreement no later than October 28, 2016. It is recommended that exhibitors use Freeman, which is the official contractor for the show. If the exhibitor installs its own booth/display, the exhibitor must comply with all federal, state, and local laws and/or regulations and must comply with any/all laws, rules, or regulations related to booth installation/dismantling and assumes all risks including bodily injury or death associated with booth installation/dismantling.

Exhibitor Access to the ASCB Learning Center (Exhibit Hall)

Exhibitor personnel will be allowed access to the ASCB Learning Center(Exhibit Hall) two hours prior to its opening on Sunday through Tuesday. Request for access to the hall before these hours, or after closing hours, must be made by contacting Louise Campbell-Blair (Lcblair@ascb.org). Only representatives who are employed by the exhibiting company and who will be working in the booth are to be registered via the Exhibit Registration Form. Exhibitor badges will not be issued to registrants who should pay the registration fee or to representatives of leasing companies, financial institutions, suppliers, vendors, or others who wish to gain admittance for the purpose of making sales contacts.

Exhibitor Advisory Committee

The Exhibitor Advisory Committee (EAC) was established in 2009 to enhance the relationship between ASCB and its exhibitors. The Committee enables exhibitors to voice ideas and concerns; participate in the assessment of the ASCB, its vendors, and technologies; and serve in an advisory capacity to the ASCB.

EAC members are asked to walk the exhibit floor to engage in conversation with exhibitors about their meeting experience. Any exhibitor violations, questions, or comments should be brought to the attention of an EAC member and Louise Campbell-Blair, Director of Business Development onsite.

EAC members can be identified at the meeting by "Blue/Gold" colored ribbons. The Exhibit Management Lounge is located next to the Career Center in the ASCB Learning Center.

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Exhibitor Appointed Contractor (EAC)

Exhibitors who plan to use the services of anyone other than the official service contractor must notify ASCB & Freeman on or before **October 28, 2016** in writing. [Click here for the EAC Form](#). Exhibitor Appointed Contractors must:

- Provide ASCB with an original Certificate of Insurance by October 28 (see Insurance section for specific requirements)
- Perform services in accordance with exhibition rules and regulations
- Not solicit business on the exhibit floor

Exhibitor Registration Hours

Thursday, Dec. 1	1:00 pm-5:00 pm
Friday, Dec. 2	8:00 am-5:00 pm
Saturday, Dec. 3	8:00 am-7:00 pm
Sunday, Dec. 4	7:30 am-4:00 pm
Monday, Dec. 5	7:30 am-4:00 pm
Tuesday, Dec. 6	7:30 am-12:00 noon

Exhibitor Badges

Exhibitors may register their booth staff online via the Exhibitor Portal before November 11. Badges will be available for pick up at the Exhibitor Registration Desk at the Moscone Center. After November 11 exhibitors will need to register onsite.

- Exhibitors receive 10 complimentary exhibitor badges per booth.
 - Exhibitor badges are for the ASCB Learning Center (Exhibit Hall) only and will not allow admittance to the scientific sessions. If booth personnel wish to attend the scientific sessions, they must pay the scientific registration fee.
 - Each person issued an exhibitor's badge must be employed by the exhibiting company or have a direct business affiliation.
 - The exhibiting company will be responsible for the actions of anyone authorized to receive a badge under the exhibiting company's name.
- Exhibitors receive one free scientific meeting registration per booth.
- All exhibitors must be registered and wear badges at all times while in the Moscone Center. Please note that badges are nontransferable and will only be printed once. Any person who loses a complimentary badge will need to register and pay the meeting registration fee.
- Attendees and exhibitors will incur a \$25 fee for badge reprints. ID will be required to receive badge reprints.

Exhibitor Lounge

An Exhibitor Lounge with coffee will be available in the ASCB Learning Center from Saturday, December 3 through Tuesday, December 6, during set-up and show hours. The lounge will be located next to the Career Center.

Exhibitor Participation in Scientific Sessions

Increase your company's exposure at the meeting by encouraging your research scientists to submit an abstract to be presented at the meeting. Such abstracts must be scientific and not seek to advertise or promote an exhibitor's products and/or services. Use of trademarks and registered marks is discouraged.

Exhibitor List Terms of Use

Annual lists of exhibitors are compiled by the American Society for Cell Biology with permission from the individual exhibitors. These lists are the exclusive copyrighted intellectual property of the American Society for Cell Biology and are for informational purposes only. Any unauthorized commercial use or reproduction of this list, including soliciting exhibitors or representing yourself as an agent of the trade show, is prohibited and may subject you to civil and criminal liability.

Facility Structure

Exhibitors may not engage in any of the following:

- Rigging of cable/hanging devices or affixing any materials to the ceiling, electrical truss ducts and conduits, on sprinkler pipes, ventilation equipment, windows, columns or any other physical structure at the Moscone Center is strictly prohibited.
- Exhibitors shall not cause or permit any nails, staples, hooks, tacks, screws, or the like to be driven into the facility structure (including, but not limited to, any wall, ceiling, column, stone, window, drape, painted, carpeted or concrete surfaces) of the premises.
- Exhibitors shall not erect any decorations or use adhesive materials, including tape that can deface the walls, ceilings, floors, facilities, and equipment contained on the premises.
- Walls, floors, ceilings, or other areas of the facility or its furnishings or fixtures are not to be painted or have permanent coverings applied.

Failure to Occupy Space

If space is not occupied by the exhibitor by 12:00 Noon, Saturday, December 3, the Society claims the right to use or reassign such space without compensation to the exhibitor. Any exhibitor failing to occupy space one hour prior to the scheduled ASCB Learning Center (Exhibit Hall) opening will forfeit their fees and the Society will have the right to use the exhibit space as it sees fit.

Fire Protection

All exhibitors and their service contractors must comply with all application of federal, state and municipal laws, operating guidelines and all other rules and requirements of the City of San Francisco Police and Fire departments or any other municipal authorities, including local fire and building codes that apply to public assembly facilities. It is the exhibiting company's responsibility and duty to be aware of all fire and safety requirements during your tenure as an exhibitor.

All materials used in the exhibit area must be flameproof and fire resistant to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Crepe paper, corrugated paper, flameproof or otherwise, will not be permitted. Display racks, signs, spotlights, and special equipment must be approved before use, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibits or parts thereof that are found not to be fireproof may be ordered dismantled. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed.

Fire Regulations

No volatile or flammable fluids, substances, or materials of any nature prohibited by local ordinances, the Moscone Center, or insurance carriers, may be used in any booth. The use of any type of crepe or corrugated paper is prohibited. Details will also be included in the Freeman Exhibitor Service Kit.

Floor Load and General Lighting

The exhibit floor load of the Moscone Center is 350 lbs. per square foot. For heavy machinery or displays, contact Freeman. Fifty percent of lighting is provided during move-in and move-out. Lighting one hour prior to show opening each day will be 100%. At 8:00 pm each show day, lighting will be reduced to 33.3%.

Food and Beverage Distribution

Beer, wine, and light snacks are permitted at your exhibit booth if ordered through Savor, the Center's official caterer. Island booths may provide services such as espresso or coffee machines, provided there is space to accommodate any lines or crowds. All food and beverage must be approved by Exhibit Management and must be ordered through Savor, the exclusive caterer for the Moscone Center. Forms can be found in the Freeman Exhibitor Service Kit available online in early September.

General

All matters and questions not covered by these regulations are at the discretion of Management. Management may amend these regulations at any time, and all amendments that may be so made shall be equally binding upon publication on all parties affected by them as the original regulations.

General Service Contractor

Freeman
901 E South Street
Anaheim, CA 92805
Phone: 714-254-3410
Fax: 469-621-5618
FreemannaheinES@freemanco.com

Gifts/Promotional Items

Giveaways will be limited to those items relevant to the professional interests of the registrants. Exhibitors may conduct contests, lotteries, and raffles onsite. The winner must be announced after the meeting has concluded to avoid congestion in the aisle. All giveaways and handouts, with the exception of literature, must be approved by Exhibit Management via email to Lcblair@ascb.org by October 28. Requests received after October 28 may not be approved. Distribution of candy is limited to individually wrapped items. For additional guidelines on food and beverage in the ASCB Learning Center (Exhibit Hall), please see "Food & Beverage Distribution" above.

Gratuities

Tipping is expressly prohibited. This includes such practices as giving money, merchandise, or other special consideration for service rendered. Normal working hours are 8:00 am-5:00 pm with one hour for lunch (12:00 pm-1:00 pm) and two 15-minute breaks (10:00 am and 3:00 pm). Any attempt to solicit a gratuity by an employee for any service should be reported immediately to Freeman's show-site manager. Please refer to the Freeman Exhibitor Service Kit for complete guidelines.

Guests Badges

Exhibitors may request up to 10 Exhibitor Guest badges per booth via the Exhibitor Portal before November 11. (A booth is defined as one 10'x10' space.) Badges will be made available to exhibitor guests, defined as individuals whom exhibitors wish to invite to view their display who would not otherwise register for the meeting. The Exhibitor Guest badge will permit entry to the ASCB Learning Center (Exhibit Hall) only, from Sunday, December 4, through Tuesday, December 6. Guest badges will not allow admittance to the scientific sessions. No duplicate names will be permitted. Badges will not be mailed in advance of the meeting. The Exhibitor Guest Registration Desk will be open for guests to pick up their badges beginning Sunday, December 4, at 8:00 am.

People who show up at the meeting claiming to be an Exhibitor Guest will not be allowed in the ASCB Learning Center (Exhibit Hall) unless authorized to receive a guest badge by an exhibitor. It is the responsibility of the exhibiting company to inform all guests of the rules and regulations for exhibiting, particularly the rules regarding General Conduct of Exhibitors.

Hand-Carry Policy

An exhibitor may move the material that can be hand carried by one person in one trip, without the use of dollies, hand trucks, or other mechanical equipment. Small luggage handling carts may be permitted through the lobby entrance but are not allowed on the escalators. Note that exhibitors may not offload vehicles on Howard Street in the front of the Moscone Center. A police officer is posted at all times and he/she will direct the vehicle to the loading docks, or to paid parking.

Hospitality Suites/Meeting Space

Social functions and other activities sponsored by exhibitors cannot be held during exhibit hours or in conflict with any meeting or activities listed in the printed *Annual Meeting Program*. Exhibitors must sign a contract with the ASCB to exhibit at the meeting before an ancillary event is accepted by the hotel. Exhibitors are permitted to book hospitality suites directly through the hotels. Exhibitors are responsible for all arrangements and costs associated with their event including room rental, audiovisual equipment, food and beverage, etc. All requests for hospitality suites and social functions must be made through onPeak. Please email your request to ascb@onpeak.co.

Hours for Exhibits

The exhibits in the ASCB Learning Center (Exhibit Hall) will be open from 9:30 am-4:00 pm Sunday, December 4-Tuesday, December 6.

Hours - Poster Viewing and Presentations, including Microsymposia and Tech Talks

Saturday, Dec. 3	5:30 pm-8:00 pm
Sunday, Dec. 4	7:00 am-8:00 pm
Monday, Dec. 5	7:00 am-8:00 pm
Tuesday, Dec. 6	7:00 am-4:00 pm
Wednesday, Dec. 7	CLOSED

Insurance Requirements and Liability

It is the sole responsibility of the exhibitor for any damages, claims, losses, liabilities or expenses arising from any injury to any person or property that arises out of or is in any manner connected with the exhibitor's participation in the ASCB Annual Meeting, including its indemnity obligations herein.

Exhibitor acknowledges that the American Society for Cell Biology (ASCB), its agents, servants and employees, Freeman, and the Moscone Center do not maintain insurance covering exhibitor's property or activities and that it is the sole responsibility of exhibitor to obtain insurance (Liability and Fire/Theft) covering all risks and perils including materials, goods, and/or wares of exhibits against theft, damage by fire, accident or loss of any kind, and must do so at their own expense.

Exhibitors are required to maintain general public liability insurance in an amount sufficient to cover such obligations, including show cancellation insurance. Exhibitor acknowledges and agrees that it will obtain, at its own expense, any and all licenses or permits to comply with all local, state and federal laws, ordinances and regulations of any of its activities in connection with the ASCB Annual Meeting. Execution by exhibitor of the Exhibit Space Application is the agreement of exhibitor to protect, indemnify, defend and hold harmless the ASCB, its agents, servants and employees, Freeman, and the Moscone Center and their respective employees and agents against all claims, losses, and damages, to persons or property, governmental charges or fines, and attorneys' fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the parties referred to above.

In no event shall the ASCB, its agents, servants or employees be liable to exhibitor for any loss of business, business opportunities, or for any other type of direct or consequential damages alleged to be due under any claim.

In general, it should be understood that exhibitors are expected to leave the Moscone Center in the same condition in which they found it and should not make or attempt alterations of any kind without express written permission of Exhibit Management and the Moscone Center. Exhibitor assumes entire responsibility for its property and activities while participating in the ASCB Annual Meeting.

- **Additional Insureds on the Foregoing Insurance**

The American Society for Cell Biology, its agents servants and employees, the City and County of San Francisco, SMG (Moscone Center Management), the Moscone Center Joint Venture, the San Francisco Redevelopment Agency, the Trustees of the Moscone Center Project, and the members, officers, directors, agents, employees, affiliates and subsidiaries of each of these entities are named as additional insureds.

- **Exhibitor & Exhibitor Appointed Contractor Insurance Requirements**

(i) Commercial General Liability Insurance (CGL), including bodily injury/property damage, products and completed operations, personal injury and contractual liability of at least \$1 million per occurrence and \$2 million aggregate, against injury (including sickness or death) to a person and property of others, (ii) Commercial Automobile Liability with a combined single limit of not less than \$1 million covering all owned, non-owned, leased and contracted (hired) vehicles placed in service during the dates of the event, and (iii) Workers' Compensation Insurance in full compliance with all federal and state laws governing all of the exhibitor's employees engaged in the performance of any work for the exhibitor or contractor in the jurisdiction where work is performed or services are provided. Policies shall name additional insureds as indicated above, coverage to apply as primary and without contribution.

ASCB holds the exhibitor responsible for the management of their designees. To reduce the probability of infractions, designees should be knowledgeable of the policies in the Exhibitor Terms and Information. Agents should be aware that sanctions for violations will be assessed against the exhibiting company and the agent, including, but not limited to, loss of the exhibitor's priority points.

Exhibitors who plan to use the services of anyone other than the official service contractor must notify ASCB & Freeman on or before October 28, 2016, in writing. Click here for the Exhibitor Appointed Contractor form.

- **Certificate of Insurance Requirements**

Each exhibitor AND exhibitor appointed contractors must provide a Certificate of Insurance in full compliance with the requirements stated above by **October 28**. Policies shall name the additional insured stated above. Completed forms must be uploaded into the Exhibitor Portal or sent by fax to 301 347 9310. You may also mail to American Society for Cell Biology, ATTN Louise Campbell-Blair, 8120 Woodmont Ave, Suite 750, Bethesda, MD 20814-2762.

Exhibitors (no contractors please) may secure the required CGL and Hired & Non-Owned Automobile Liability insurance through **ShowGuard®**.

- **Exhibitor Appointed Contractors must:**

- Provide ASCB with an original Certificate of Insurance indicating the name and booth number of the exhibiting companies for whom they are working
- Perform services in accordance with exhibition rules and regulations

- Not solicit business on the exhibit floor
- **ShowGuard®**

All exhibitors must provide a Certificate of Insurance by October 28, 2016. Certificates should be uploaded into the Exhibitor Portal or sent by fax to 301-347-9310. Exhibitors (no contractors please) can secure the required insurance coverage per the terms outlined through your own insurance company or through [ShowGuard®](#) – ASCB’s approved online insurance program for exhibitors. Simply click on [ShowGuard®](#). The basic [ShowGuard®](#) premium of \$75 will meet all general liability and hired non-owned auto liability requirements and will provide coverage for the dates of the show from move in to move out. Enrolling in [ShowGuard®](#) is quick and easy.

Internet /WiFi

An order form for Internet access for your booth will be included in the Freeman Exhibitor Service Kit. WiFi service is available for purchase in the ASCB Learning Center (Exhibit Hall). Complimentary WiFi will be available in the other areas of the Moscone Center. Public access Internet kiosks within your booth are not permitted.

Internet Café

Badged attendees and exhibitors may use the Internet Café. The Internet Café is open during registration hours.

Interactive Conference Booth

ASCB also provides the opportunity for exhibitors to create conference space within their booths. Video and audio capabilities are available in this setting, together with a seating area consisting of modular spaces with 5, 10, 15, or 20 seats. Exhibitors can schedule as many conferences as they wish in their booths at a time of their choosing (except during scheduled symposia and minisymposia sessions). If you wish to include the presentations in the *Annual Meeting Program* and mobile app your payment and abstract must be received for approval by ASCB by **September 16**. Contact Lcblair@ascb.org for further information.

Island Booths

In island booth units (units bound on four sides by aisles), the full cubic content of the space may be used; however, all display material (including hanging signs) is restricted to 22 feet in height to the top of the sign. This limit is reduced to 16 feet above the first three rows at the front and the first three rows from the back of the exhibit areas. Sufficient see-through areas must be provided so as not to block the view of the adjacent exhibits. Models or schematic drawings of cubic content exhibits should be submitted in advance to Exhibit Management for approval no later than **October 14, 2016**. Companies with island booths are permitted to hang a sign over their booth. Nothing shall be posted, tacked, nailed, or otherwise attached to the walls, floors, or other parts of the exhibit facility or furniture contained in the facility.

Lead Retrieval

Exhibitor Lead Management Systems will be available for rent to exhibitors. Each attendee will have a large, easy-to-read badge with their contact and demographic information encoded on the front of the badge. Attendee email addresses will only be included if the attendee selects this option when registering for the meeting. Complete information will be included in the Freeman Exhibitor Service Kit that will be available.

Location

The Moscone Center will host the 2016 ASCB Annual Meeting. The convention center is located at 747 Howard St, San Francisco, California 94103, Phone: 415 974 4000

Mailing Lists/Demographic Information

Exhibitors are prohibited from selling and/or otherwise distributing demographic information obtained by scanning the name badges of attendees who visit their booth with lead retrieval devices. This information is restricted for use only by companies exhibiting at the 2016 ASCB Annual Meeting to send follow-up information requested by the attendee. Exhibitors violating these guidelines are subject to loss of all accrued priority points and a one-year suspension from exhibiting at the Society's annual meeting.

Marketing Support

ASCB offers many opportunities for exhibitors to enhance their presence and increase their visibility.

- Offer financial support for a scientific program and get your company name listed prominently in the *Annual Meeting Program* and *ASCB Newsletter* as well as on signage in the Moscone Center.
- Invite attendees to stop by your booth for a demonstration of your products or to pick up an item that you are giving away by renting the preregistration mailing list. The list will be available in October.
- Present a Tech Talk in the ASCB Learning Center (Exhibit Hall).
- Advertise in the *Annual Meeting Program*, the Poster Guide, the *ASCB Newsletter*, and the special print issue of *Molecular Biology of the Cell*.
- Purchase a hyperlink to your own homepage that will be listed on the ASCB website.
- Purchase an enhanced or collateral listing on the meeting mobile app.

Material Handling

The Teamsters Union claims jurisdiction on the operation of all material handling equipment, all unloading and reloading, and handling of empty containers. The use of fork trucks, pallet jacks and lift gates are permitted only by personnel of Freeman.

Freeman will receive shipments at the Moscone Center dock; deliver to the exhibitor's booth; remove, store, and return empty crates and containers when unpacked; and remove packed shipments from the booth and transfer to the outgoing carriers at the Moscone Center dock. Exhibitors are urged to ensure that all materials are delivered to booths on set-up days because deliveries cannot be made during exhibit hours.

Freeman will control access to the trade show floor, which includes access from the loading docks and/or doorways into the ASCB Learning Center (Exhibit Hall). This will help provide a safe and orderly move-in/move-out. Unloading or reloading of any freight into the ASCB Learning Center by any and all private vehicles and contracted carriers will be handled by Freeman.

Mergers

In the event that an exhibiting company merges with, is acquired by, or purchases another exhibiting company, the Priority Point seniority accumulated by either company (whichever is highest) will be used. Exhibit Management must be notified in writing of such changes, including public announcement of the transaction

Non-contracted Exhibit Space

Any person, firm, or organization not having contracted with the Society for the occupancy of space in the ASCB Learning Center (Exhibit Hall) will not be permitted to display or demonstrate any products, processes, or services; solicit orders; or distribute advertising materials in the Moscone Center or in any hotel used by the Society to house registrants. Any noncompliance with this regulation will result in the prompt removal of the offending person and property from the area. No exhibit will be permitted in a hotel or room.

Non-exhibiting Companies

Companies that are not contracted to exhibit and their personnel, agents, and contractors will not be permitted in the ASCB Learning Center (Exhibit Hall) at any time. Non-exhibiting companies and their representatives will not be allowed to display or demonstrate any services or products in the convention center or any hotel in the ASCB Housing Block.

Non-exhibitors may not solicit business from scientific registrants or contracted exhibiting companies, nor will their materials be accepted for distribution in the ASCB Learning Center (Exhibit Hall) or in the meeting hotel blocks.

Operation of Exhibits and Conduct

ASCB reserves the right to restrict exhibits that become objectionable due to sound, method of operation, materials, content, or any other reason, and prohibit or evict any exhibit that, in the opinion of Exhibit Management, may detract from the general character of the exhibits as a whole. This reservation includes persons, things, conduct, printed matter, food and beverages, or anything of a character Exhibit Management determines is objectionable to the exhibit. In the event of such restriction or eviction, the Society is not liable for any refunds or rentals of other exhibit expenses.

Photograph and Video Release

By attending/exhibiting at the 2016 ASCB Annual Meeting or its associated events, you hereby understand that you may be photographed, videotaped, or digitally recorded, as may be your voice, and hereby waive any objection, condition, limit, or right you may have to the photographs or recordings. By attending/exhibiting at the 2016 ASCB Annual Meeting or its associated events, you hereby authorize ASCB to use any such photographs, videotapes, or other recordings of yourself and your guests for any promotional purposes and to license other relevant people/organizations to use them. You hereby indemnify and hold the Society harmless for any such licensed or unlicensed use.

Photography/ Video Taping

Taking of photographs in the ASCB Learning Center (Exhibit Hall) is strictly prohibited except for booth photography contracted through the official show photographer. An exhibitor may not photograph or videotape the exhibits or products of other exhibitors.

Priority Points System

Priority points are earned according to the total amount spent with ASCB over the previous four calendar years. One point is earned for each \$1,000 spent. In the event an exhibiting company merges with, buys, or is bought by another company, the highest number of points accumulated by any one of the original companies will prevail as the point total for the new concern.

To obtain the full benefit of the priority rating, contracts for space, full payment, and company description must be received at the same time as selecting and submitting your application for

booth space. Exhibitor must meet the deadlines stated above to ensure they are listed in the printed *Annual Meeting Program*. Within these and the other rules stated here all assignments and determinations concerning exhibitors are made at the discretion of the ASCB.

Printed Materials

Distribution of printed educational material by the exhibitor or its agents is limited to the area rented by the exhibiting company in the ASCB Learning Center (Exhibit Hall). These materials are not permitted in the Registration area, poster session areas, meeting rooms, and corridors of the Moscone Center or in any official ASCB contracted hotel.

Prohibited Practices

The prohibited practices below apply to exhibitors and non-exhibitors:

- Distributing giveaway items that do not comply with stated policy
- Distributing or using stick-on decals and/or similar adhesive-backed promotional items in the Moscone Center
- Canvassing or distributing any materials or product samples outside the exhibitor's own space, the convention center, and any ASCB contracted hotel unless approved through an official ASCB support or advertising opportunity
- Using billboard advertisements and/or displays of signs outside the exhibit space, the convention center, and any ASCB contracted hotel unless approved through an official ASCB support or advertising opportunity
- Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area
- Hanging signs or banners from the ceiling (island booths only are permitted)
- Entering another exhibitor's space without permission
- Photographing or examining another exhibitor's equipment without permission
- Taking photographs and/or recording any scientific session
- Wearing buttons, unofficial badges, company name plates, etc., in lieu of the official ASCB exhibitor badge
- Use of minors as models
- Noisy electrical or mechanical apparatus interfering with other exhibitors
- Use of the Society's name on signs inside or outside the exhibit area and on descriptive product literature
- Subletting or sharing of exhibit space
- Using helium balloons or glitter products
- Selling and/or otherwise distributing demographic information obtained by scanning the name badges of attendees who visit your booth with lead retrieval devices
- Negotiating blocks of hotel rooms directly with contracted ASCB participating hotels
- Tipping contracted labor

Safety

Standing on chairs, tables, or other rental furniture is prohibited. Rental furniture is not engineered to support standing weight. Freeman cannot be responsible for injuries or falls caused by the improper use of rental furniture. If assistance is required in the assembly/dismantle of your booth, please order labor in advance using the forms that will be provided in the Freeman Exhibitor Service Kit

Security

Security will be on duty in the ASCB Learning Center (Exhibit Hall) when exhibits are closed, but the safe-keeping of the exhibitor's property shall remain the responsibility of the exhibitor. The ASCB, Freeman, the Moscone Center, and the security company will not be liable for any losses of any materials or items taken from the ASCB Learning Center (Exhibit Hall) or from the Moscone Center for any reason. Each exhibitor is advised to purchase a portal-to-portal rider (available at a nominal cost) on its own insurance policy, protecting it against loss through theft, fire, damage, etc. Forms to order additional security for your booth will be included in the Freeman Exhibitor Service Kit. Exhibitors are encouraged to take all appropriate measures to safeguard their displays and equipment.

Security Tips

- Have a booth representative check your freight as soon as it arrives to verify the condition of the freight and receipt of complete shipment.
- During set up, do not unwrap expensive items and giveaways and leave for lunch. Secure all items if you leave the area.
- If you must leave during show hours and you are the only person staffing your booth, ask a neighboring exhibitor to watch your booth until you return.
- The second highest number of thefts occur during move-out. When the show closes, secure your valuables and label your shipping containers correctly. Shrink wrap small boxes and containers together.
- Stay with your freight until it is removed by the service contractor.
- Theft is a crime of opportunity. If you have it, chances are, someone else wants it.

During the show:

- Secure all laptop computers, mobile phones, and any other small electronic equipment in a way that will prevent theft. Never leave these items unattended, even for a moment.
- Report anything missing or out of the ordinary to security or show management in the Exhibit Management Office.
- Any losses from your booth space are the liability of the exhibiting company and its representatives.
- Wear your badge at all times while in the convention center. Badges will be checked by the security guards.
- Please request badges for any additional representatives at the Exhibit Registration desk. No one is allowed to enter the exhibit floor without a badge. Everyone without a badge will be stopped by the guards until someone from your company in consultation with ASCB Director of Business Development can verify that they know the person in question.

Do not store anything of value in crates going into storage. Professional security guard service will be provided for the perimeter of the exposition (not booths) on an around-the-clock basis beginning with the first day of move-in and continuing through move-out. The American Society for Cell Biology, the Moscone Center, and Freeman are not responsible for loss or damage to exhibitor property.

Service Contractors

Exhibitor assumes responsibility for the actions of any independent service contractor(s)

providing services to the exhibitor or exhibitor's customers. Exhibitor assures the compliance by such contractors with the terms and conditions of the Authority's Rules and Regulations. Exhibitor assumes responsibility for any facility charges resulting from independent service contractors' damages or noncompliance with the Authority's Rules and Regulations.

Shipping Information

All exhibitors are urged to verify the delivery of their freight before arrival in San Francisco, CA. Many shipments cannot be traced or delivered on the weekend. USPS, UPS, and Federal Express packages going to the Moscone Center must be sent directly to Freeman. They will then be delivered to the exhibitor's booth.

- **Advanced Shipping Instructions**

Uncrated materials will not be accepted at the warehouse. All freight charges must be prepaid. Exhibitors who ship by van, motor freight, or air must send a copy of the bill of lading that shows the number of pieces, weight, classification, and complete routing of delivery from between October 27 through November 23, 2016. After that an additional late to warehouse fee (25%) will apply. Freight terminal hours are from 8:00 am-2:30 pm. Advance freight shipments may be sent to the following address:

Advance Shipping Address (October 27 through November 23, 2016):

Exhibiting Company Name and Booth #

ASCB 2016

C/O Freeman

245 South Spruce Ave, Suite 100, South San Francisco, CA 94080

- **Direct Shipping to Showsite**

Crated and uncrated shipments consigned directly to the Moscone Center may be scheduled to arrive starting at 1:00 pm on Thursday, December 1, at the address shown below. Any freight arriving directly at the Moscone Center before Thursday, December 1, which has not been confirmed as an early target move-in by Freeman, will be refused by the convention center and returned to the exhibitor.

Exhibiting Company Name and Booth #

ASCB 2016

C/O Freeman

Moscone Center

747 Howard Street

San Francisco, CA 94103

Phone: 415 974 4000

Smoking Policy

The Moscone Center is a nonsmoking facility. Smoking and the use of cigarettes, electronic, or tobacco products is prohibited in the convention facilities. Smoking is NOT allowed in the building at any time. Designated smoking areas are located outside of the building.

Sound Restrictions

Requests to use an open audio system must be approved by Exhibit Management, and the exhibitor must agree to discontinue its use if the sound level is deemed to be objectionable to registrants or adjacent exhibitors. Noisy electrical or mechanical apparatus interfering with other exhibitors is prohibited.

Standard Booth Layout

All exhibit backgrounds must conform to the standards set by the Healthcare Convention and Exhibitors Association. Each 10'x10' standard booth space will include:

- An 8-foot-high draped back wall with a 3-foot-high draped side wall in white and orange.
- Exhibitors are required to purchase or bring their own carpet for their booth. The aisle carpet color is Tuxedo (black and white speckle).
- One sign 44-inches-long by 7-inches-high that includes the company and booth number. The sign will be located at the top of the back of the booth.
- All display material, including side rails or counters, may not exceed 48 inches in height, except the back wall of the display, which is limited to 8 feet in height.
- Backgrounds are limited to 8 feet in height and must not protrude from the back wall more than 50% of the distance from the back wall to the front of the booth.
- No obstructions in the front half of the booth above a height of 48 inches will be permitted.
- No part of any exhibit, or signs relating thereto, shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture, in any way to deface same.
- No exhibit may span an aisle by roofing or floor covering.
- Exposed unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. If such draping is not ordered, the decorator, with the approval of Exhibit Management, will install draping and charge the exhibitor.
- Models or schematic drawings of cubic content exhibits should be submitted in advance to Exhibit Management for approval.
- Costs to repair damage arising by failure to observe these rules shall be payable by the exhibitor.

Storage of Crates and Boxes

Proper identification and tags will be available at the Service Desk. Storage of crates and boxes can be arranged with Freeman, as outlined in the Freeman Exhibitor Service Kit. All cartons, crates, containers, packing materials, etc., that are necessary for re-packing must be labeled with "Empty" stickers. They will be removed from the floor and stored by Freeman at **12:00 Noon on Saturday, December 3**. Containers or skids without the "Empty" stickers will be considered refuse and disposed of accordingly. Crates, boxes, and cartons may not be stored behind booth backgrounds. Nothing may be stored behind booths. All packing containers, wrapping materials, carrying cases, etc., must be stored off the exhibit floor. The ASCB inspects all exhibits to ensure compliance.

Tech Talks

Exhibiting companies can present products and services to interested attendees Sunday-Tuesday 7:00 am to 7:45 pm, on a first-come, first-served, basis until sold out. The two dedicated theaters, one in the ASCB Learning Center (Exhibit Hall) and one by the entrance, will offer your choice of either a 50 or 200 theater-style seating, with AV. Because these events are well attended and offer excellent sales opportunities, a premium price will be charged during 12:00 -3:00 pm (the "No Fly Zone"), when all programming is held in the ASCB Learning Center (Exhibit Hall). Applications will be considered on a first-come, first-served basis due to the

limited number of times available. Full nonrefundable payment must accompany application and abstract by September 16.

You may order food and beverage for Tech Talks from Savor, the exclusive caterer for the Moscone Center. Information will be available in the Freeman Exhibitor Service Kit.

Terms for Exhibiting

Exhibitors agree to abide by the contract conditions published in the Contract for the 2016 ASCB Annual Meeting, the Exhibitor Terms and Information, and on the American Society for Cell Biology's (Society's) website and by all conditions stipulated by the Moscone Center.

Exhibitors accept responsibility for informing all of their employees and agents of these conditions and agree that they will abide by them.

Violations

As a condition of participation in the ASCB Annual Meeting, each exhibitor, its representatives, and agents hereby agrees to and abides by all rules and regulations set forth in the Exhibitor Terms and Information, Freeman Exhibitor Service Kit, and all other correspondence of the ASCB, its contractors/agents, and the Moscone Center.

Violation of any of these regulations on the part of the exhibitor, his/her/its employees or agents, shall annul the right to occupy the contracted booth space and such exhibit will forfeit to ASCB management all monies, which may have been paid. ASCB will neither refund the booth fee(s) paid nor pay for exhibitor losses of any kind.

In the event of a violation, Management may shut down and take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages, which Management may incur in the process. ASCB reserves the right to remove any exhibit or exclude from future exhibition participation if, in ASCB's opinion, the exhibitor disregards or refuses to observe ASCB policies or instructions.

Visas for International Visitors

The American Society for Cell Biology invites and welcomes scientists from every part of the world to attend and participate in the 2016 ASCB Annual Meeting. Please allow ample time for visa processing, as the application process can take several months in some countries. Letters of invitation may be requested online via the Exhibitor Portal.

Website Links

Your Company will automatically be listed as an exhibitor on the 2016 ASCB Annual Meeting website when full payment has been received. Exhibitors may also purchase the opportunity to hyperlink to their own homepage from the ASCB's list of Annual Meeting Exhibitors.

Worker Passes

All pre-approved exhibitor-designated contractors must obtain work passes for all personnel at the Exhibitor Registration Desk during the hours of registration. Work passes must be visible at all times while on the premises of the convention center. Work passes are valid during installation and dismantle only. In the interest of safety, only those individuals directly responsible for the installation and the dismantling of the booth will be permitted in the ASCB Learning Center (Exhibit Hall) during move-in and move-out times. Under no circumstances will children or guests be allowed within the exhibit area until the official opening at 5:30 pm, Saturday, December 3. **Freight doors will close at 4:00 pm on Saturday.**

5. Hotel Information

Hotel Reservations

The ASCB has contracted with specific hotels offering special rates during the 2016 ASCB Annual Meeting. Please visit [onPeak \(https://compass.onpeak.com/e/42CEL16\)](https://compass.onpeak.com/e/42CEL16) to make your hotel reservation. Reservations are first-come, first-served. When exhibitors and attendees book within the official housing block, it gives the ASCB negotiating power to future cities for better rates from convention center rental to hotel rates. Your loyalty and cooperation are greatly appreciated.

Hotel reservations may be made online at onPeak via <https://compass.onpeak.com/e/42CEL16>, by phone 800-220-9540 or 312-527-7300, by fax 312-329-9513, or by email to ascb@onpeak.com. Exhibitor reservations (fewer than 10 rooms) must be received by November 10, 2016, for best availability. Reservations after this date are subject to room and rate availability, so book early. Individual reservations or groups of fewer than 10 must be canceled at least 72 hours prior to arrival to avoid loss of deposit of one night's room and tax. All hotel reservations require a valid credit card with an expiration date through January 31, 2017 or later, at the time of booking in order to be confirmed. Major credit cards (MasterCard, Visa, American Express, Diners Club, and Discover) are accepted. Hotels will not charge an advance deposit to the credit card. [onPeak \(https://compass.onpeak.com/e/42CEL16\)](https://compass.onpeak.com/e/42CEL16) also accepts wire transfers and checks. Wire transfers and checks must be received by October 14, 2016. Please email ascb@onpeak.com wire transfer instructions.

If you are contacted by housing agencies other than onPeak, please advise ASCB, because such agencies are not authorized by the ASCB and the hotels may not be reputable.

Hotel Rooming Lists for Blocks of 10 or More Rooms

Exhibitors may hold room blocks of 10 or more rooms on a TBD basis until Friday, October 7, 2016. At this time, your initial rooming list with names and dates will be due. After Friday, October 17, 2016, an initial rooming list with names, dates, and a credit card for guarantee will be required to hold a room block. Rooms may be released without liability until Monday, October 24, 2016. At this time, you must confirm the number of rooms you will need in your block. Rooms canceled after Monday, October 24, 2016, are subject to a charge of one night's room and tax. Individual reservations or groups of fewer than 10 must be canceled at least 72 hours prior to arrival to avoid loss of deposit of one night's room and tax.

Hotel Cancellation Policy

You may make changes to or cancel your hotel reservation online at [onPeak \(https://compass.onpeak.com/e/42CEL16\)](https://compass.onpeak.com/e/42CEL16) or by clicking the link in your confirmation email. You may also call onPeak directly at 800-220-9540 or 312-527-7300. Final rooming lists will be transmitted to the hotels beginning on November 11, 2016. Please refer to your confirmation to see when onPeak is no longer accepting cancels and changes, and those adjustments must be made with the hotel directly.

Cancellation of a room or rooms in its entirety received after November 11, 2016, may result in a charge of one night's room and tax to the credit card provided and loss of reservation.

Reservations guaranteed by check or wire transfer will forfeit the one-night deposit. Failure to check in on your confirmed arrival date will also result in a penalty of one night's room and tax and loss of reservation.

Please Don't Be a No-Show

If you cancel your plans to attend the 2016 ASCB Annual Meeting, remember to cancel your meeting registration and hotel reservation as quickly as possible. The ASCB strives to obtain the largest number of hotel rooms near the Moscone Center at the lowest possible rate for attendees. Hotels are reluctant to commit large room blocks and offer lower rates if the ASCB has a high no-show rate (number of attendees with reservations who do not show up and do not cancel reservations). If a reservation is canceled properly, it will help you avoid charges and allows another ASCB attendee the chance to book the room.

Scam Alert! Avoid Housing Pirates

Only the official ASCB housing partner [onPeak](#) on behalf of the ASCB may contact you (either by email or phone) about booking hotels for the 2016 Meeting in San Francisco. All exhibitors and meeting attendees should book hotels through the official housing partner [onPeak](#).

If someone other than [onPeak](#) on behalf of the ASCB contacts you via email, phone, or fax, please **do not** provide your personal information, especially your credit card number. If you provide your credit card information to one of these companies (commonly referred to as “pirates” or “housing bandits”), your credit card may be charged and you might not have a hotel room when you arrive in San Francisco.

If you are contacted by anyone asking if you need a room at the upcoming 2016 ASCB Annual Meeting, or who represents himself or herself as the “ASCB housing partner, please get as much information as you can, such as the name of the company, person calling, and telephone number. Then contact ASCB Director of Meetings Alison Harris at aharris@ascb.org or 301-347-9325 and provide her the information.

Unauthorized Use

The hotel rooms being provided have been contracted by ASCB and the official housing partner, [onPeak](#). Hotel reservations booked through [onPeak](#) are subject to approval by the ASCB, and unauthorized use of the hotel room block will result in the hotel reservations being canceled. Unauthorized use includes the resale of rooms by third parties, travel agencies, event organizers, and tour groups without the express consent of the ASCB. Neither the ASCB nor [onPeak](#) bear any responsibility for any costs or damages incurred due to cancellation of rooms to any party that is in violation of these terms of use. [onPeak](#) reserves the right to require full pre-payment of rooms should [onPeak](#) determine that hotel reservations made via this website are being re-sold to a third party.

6. Convention Service Representatives

Audiovisual

Holly Alderton
Projection Presentation Technology
Phone: 301-575-2754
halderton@projection.com

Contractor/Shipping/Handling

Larry Gutelius
Freeman
Phone: 504-731-1208
Fax: 504-731-1214
larry.gutelius@freemanco.com

Event Services Manager

Adonis Sobalvarro
Event Manager
Phone: 415-725-2298
asobalvarro@moscone.com

Food and Beverage

Pat Charaspotirantanakul
Senior Sales Manager
Savor at Moscone Center
Phone: 415-974-4169
pat@moscone.com

Lead Retrieval

Steve Barove
Convention Data Services®
Phone: 508-743-0112
sbarove@cdsreg.com

Technology

(Telephone, Internet, Networking and Event
Technology Services)
Dan Bora
Phone: 415-074-4053
dbora@moscone.com

UPS Office at the Convention Center

South Business Center
South Lower Lobby
Dan Bora
Phone: 415-074-4053
dbora@moscone.com

Exhibit Questions?

Louise Campbell-Blair
Director of Business Development, ASCB
Phone: 301-518-5990
lcblair@ascb.org

Ally Levine
Sales Manager, ASCB
Phone: 301-347-9318
Alevine@ascb.org