

Exhibitor FAQs

Exhibitor Move-In:

Thursday, December 1 • 1:00 pm – 5:00 pm

Friday, December 2 • 8:00 am – 5:00 pm

Saturday, December 3 • 8:00 am – 12:00 pm

Exhibitor Hours:

Sunday, December 4 • 9:30 am – 4:00 pm

Monday, December 5 • 9:30 am – 4:00 pm

Tuesday, December 6 • 9:30 am – 4:00 pm

Exhibitor Move-Out:

Tuesday, December 6 • 4:00 pm – 9:00 pm

Wednesday, December 7 • 8:00 am – 12:00 pm

**The ASCB Learning Center must be completely cleared by 12:00 pm Noon on Wednesday, December 7. To ensure all exhibitor materials are removed from the exhibit facility by the Exhibitor Move-Out deadline, please have all carriers check-in by Wednesday, December 7, at 10:00 am.*

NOTE: Early dismantling is disruptive to the exhibit show; therefore, exhibitors may not pack, tear down, or remove any portion of the exhibit prior to the official closing at 4:00 pm on Tuesday, December 6.

IMPORTANT DATES & DEADLINES:

September 16: Tech Talk Abstracts submitted for inclusion in print materials. Must be entered into [Exhibitor Portal](#).

September 30: Advertising orders placed by this date.

October 7: Advertising & Support artwork submitted.

October 7: Company description & product categories due. Must be entered into [Exhibitor Portal](#).

October 24: Exhibitor hotel reservations for 10+ rooms due to onPeak.

October 24: Changes to hotel reservations without a charge.

October 27: Advance shipments accepted at Freeman Warehouse until November 23.

October 28: Exhibitor Appointed Contractor (EAC) forms due.

October 28: Giveaways approval deadline.

October 28: Certificate of Insurance due.

November 9: Advance order discount rate for Freeman deadline.

November 10: Individual hotel reservations to get group rate deadline.

November 11: Final Booth Personnel due. Must be entered into [Exhibitor Portal](#).

November 23: Material arriving at Freeman Warehouse after this date will be received with an additional charge.

December 1: Freeman will receive shipments at the Moscone Center. Shipments arriving before this date will be refused by the facility.

EXHIBITOR Q&A:

CONFERENCE, VENUE, AND EXHIBIT SPACE

How many scientific registrants are expected at this conference?

A. 5,000+

How many exhibiting companies do you expect at this conference?

- A. More than 220 companies

Where is the Annual Meeting being held?

- A. The Moscone Center is located at 747 Howard Street, San Francisco, California 94103. Phone number is (415) 974-4000.

Where will the exhibits be located?

- A. Exhibits will be located in the Moscone Center, South Building, Hall A-C.

BOOTH PURCHASE

How do I reserve my space?

- A. To reserve a booth visit the [Book a Booth](#) page and login using your company credentials (Username and Password). If you do not know your login credentials, please contact ASCB Exhibits at exhibits@ascb.org.

What is the cost of a booth?

- A. Inside Booths are \$3,100
Corner Booths are \$3,400

What benefits are included with an exhibit booth purchase?

- A. Company description printed in meeting program, one scientific meeting registration for each 10'x10' space purchased, ten exhibitor badges for each 10'x10' space purchased, identification sign with company name and booth number, one copy of the meeting program per exhibit space, exhibit hall perimeter security when hall is closed and complimentary use of ASCB's Career Center job posting area located inside the Learning Center.

How many badges come with an exhibit booth purchase?

- A. One scientific meeting registration for each 10'x10' space purchased and ten exhibitor badges for each 10'x10' space purchased.

Do exhibitors need insurance?

- A. Yes, each Exhibiting Company and Exhibitor Appointed Contractors (EAC) must provide a Certificate of Insurance in full compliance with the requirements stated on the Exhibitor Webpage [Terms and Conditions](#) by October 28. Completed forms must be uploaded into your [Exhibitor Portal](#).

Do you recommend an insurance company?

- A. Exhibitors may secure insurance through [ShowGuard®](#).

What is the Booth Space payment deadline?

- A. Full payment is due upon selection of your booth space in order to be included in the printed meeting program. ASCB accepts Credit Card, Check, or Wire payments. If you have any questions please contact ASCB Exhibits at exhibits@ascb.org.

What is the cancellation policy?

- A. If you wish to cancel space or reduce the size of your purchased exhibit space, you must notify ASCB in writing by the dates listed below. The cancellation fee is a percentage of the total booth fee and it will be processed at the conclusion of the annual meeting.
 - Through June 3 No Fee
 - June 4 – July 22 25% Fee
 - July 23 – August 12 50% Fee
 - After August 12 100% Fee

SUPPORT OPPORTUNITIES

Are there sponsorship discounted bundles?

- A. Yes, ASCB just rolled out discounted marketing support bundles - take advantage of this great deal by visiting <http://www.ascb.org/wp-content/uploads/2016/06/2016-Marketing-Support-Bundles.pdf>.

Can I sponsor the mobile app?

- A. Yes, the mobile app can be sponsored exclusively for \$10,000. You can also purchase Session Banner Ads \$1,750, Collateral Listings \$1,000, Enhanced Listings \$500 and Alerts \$350. This is a wonderful opportunity to get your information in the palm of everyone's hands! For more information contact ASCB Exhibits at exhibits@ascb.org.

Can I sponsor key items (Internet Café, Notepads/Pens)?

- A. Yes, key sponsorships are exclusive. Internet Café \$10,000 and Notepads/Pens \$6,000 are still available to be sponsored. For more information contact ASCB Exhibits at exhibits@ascb.org.

What is the refund policy for purchased support?

- A. There are no refunds for cancellation of marketing support.

Many additional sponsorship opportunities to increase your exposure can be [found here!](#)

ADVERTISING

Can I purchase an ad in the printed meeting program?

- A. Yes, prices range from \$1,450 Quarter Page B&W to \$5,250 Back Cover in Full Color. For more information contact ASCB Exhibits at exhibits@ascb.org.

What is the refund policy for purchased advertising?

- A. There are no refunds for cancellation of advertising support.

Additional advertising opportunities to increase your exposure can be found in the ASCB [Media Kit](#).

EXHIBITORS

I have had some staff changes since I submitted my Booth Personnel information. How do I make changes to my badges?

- A. Exhibit staff must be entered in the [Exhibitor Portal](#) by November 11. If you have changes after November 11 you may make changes onsite at the Moscone Center.

When and where can I pick up my exhibitor badges?

- A. You may pick up exhibitor badges in the Registration Area located in the North Lobby of the Moscone Center. Please remember badges are nontransferable and may only be printed once. If you lose your badge, you will need to pay the meeting registration fee.

Registration Hours:

Thursday, December 1	1:00 pm – 5:00 pm
Friday, December 2	8:00 am – 5:00 pm
Saturday, December 3	8:00 am – 7:00 pm
Sunday, December 4 – Tuesday, December 6	7:00 am – 4:00 pm

Can we purchase exhibit hall passes?

- A. Exhibit Hall only passes are not available this year.

Can we purchase additional badges?

- A. Yes, if you are interested in purchasing a badge for the entire meeting, please review ASCB's [Registration Rates and Deadlines](#) (Early and Regular Registration Rates / Member and Nonmember Rates). If you are interested in purchasing a badge for one day only, you may purchase this on our [One-Day Only Registration Rates and Deadlines](#) page (Early and Regular Registration Rates / Member and Nonmember Rates).

You may purchase additional badges onsite at the ASCB Registration Area located in the North Lobby of the Moscone Center.

If I want to purchase Food & Beverage or have catering needs?

- A. All Food & Beverage inquiries should go through Savor at the Moscone Center. You may contact Pat Charaspotirantanakul, Senior Sales Manager at pat@moscone.com or (415) 974-4169.

What are the Learning Center (Exhibit Hall) colors?

- A. Aisle carpet color will be Tuxedo (Black and White Speckle). Drapery colors will be plum and orange.

How do we submit our Company Description for the printed program, meeting website and mobile app?

- A. Company description must be submitted in the [Exhibitor Portal](#) by October 7 to be printed in the meeting program. If not submitted by this date your company description will only appear on the meeting website and in the mobile app.

Where can I find the Exhibitor Kit?

- A. The kit was emailed out to your company's point of contact by Freeman on September 6. Only fully paid companies received it. If you did not receive it or have any questions please contact ASCB Exhibits at exhibits@ascb.org.

Will internet be provided onsite in the Learning Center (Exhibit Hall)?

- A. Wireless internet is available for purchase in the Learning Center (Exhibit Hall). Wireless internet may be purchased through the Moscone Center; telecommunication order forms are located in the Exhibitor Kit. Advance rates (10 days before event) and standard rates are available to purchase.

Complimentary WiFi will be available outside the hall in other public areas of the Moscone Center.

SHIPPING

Where do I ship my exhibit materials?

- A. Freeman will accept crated, boxed or skidded materials beginning Thursday, October 27 at their warehouse.

Warehouse Shipping Address:

[Exhibiting Company Name / Booth #]
[2016 Cell Biology ASCB Annual Meeting]
C/O FREEMAN
245 S. Spruce Avenue, Suite 100
South San Francisco, CA 94080

It is recommended to provide your carrier with this phone number: (714) 254-3410.

Materials arriving after Wednesday, November 23 will be received at the warehouse with an additional after deadline charge. Warehouse materials are accepted Monday – Friday between the hours of 8:00 am – 3:30 pm.

The warehouse will be closed November 11, 24, and 25 in observance of the holiday.

Can I ship my exhibit materials to the Moscone Center?

- A. Freeman will receive shipments at the Moscone Center beginning Thursday, December 1. Shipments arriving before this date may be refused by the facility.

Show Site Shipping Address:

[Exhibiting Company Name / Booth #]
[2016 Cell Biology ASCB Annual Meeting]
C/O FREEMAN
MOSCONE CENTER
747 Howard Street
San Francisco, CA 94103

How do I ship my exhibit materials back?

- A. Freeman's Exhibitor Services Department located onsite in the Learning Center (Exhibit Hall) will gladly prepare your outbound Material Handling Agreement and labels in advance. Complete the Outbound Shipping Form and your paperwork will be available at the Moscone Center. Be sure your carrier knows the company name and booth number when making arrangements for shipping your exhibit at the close of the show.

Who do I contact onsite if I need assistance with set-up, teardown and throughout the show?

- A. Freeman representatives will be available onsite at their Service Center located inside the Learning Center (Exhibit Hall).

Service Center Hours:

Thursday, December 1	8:00 am – 5:00 pm
Friday, December 2	8:00 am – 5:00 pm
Saturday, December 3	8:00 am – 5:00 pm
Sunday, December 4	8:00 am – 4:00 pm
Monday, December 5	9:00 am – 4:00 pm
Tuesday, December 6	9:00 am – 9:00 pm
Wednesday, December 7	8:00 am – 12:00 pm

AUDIO VISUAL

What if I need audio visual equipment for my booth space?

- A. You may purchase audio visual equipment from Projection through the Exhibitor Kit. Projection will be onsite at the annual meeting and you may visit their service desk at any time.

ELECTRIC

What if I need electricity for my booth space?

- A. You may purchase electric from Freeman through the Exhibitor Kit. Discounted pricing deadline is November 9.

LEAD RETRIEVAL

What information will be available to me when I scan an attendee's badge?

- A. It depends on what each attendee submits when they register for the meeting. It could be name, title, company name, phone number and email address.

How can I purchase Lead Retrieval?

- A. You may purchase Lead Retrieval through the Exhibitor Kit. You may order [online](#) and use ASCB's show code: *ascb1216*. Contact Steve Barove, Account Manager, with XPressLeads at xpressleadpro@cdsreg.com or (508) 743-0112 with any questions.

What if contact information is missing when I scan a badge?

- A. Information for those who opt out of inclusion of the badge reader during the registration process will not be displayed. Contact Steve Barove, Account Manager, with XPressLeads at xpressleadpro@cdsreg.com or (508) 743-0112 with any questions.

FLORAL

Who can I contact if I want to purchase floral decorations?

- A. Hoogasian Flowers is the official florist for the annual meeting. Order forms are located in the Exhibitor Kit. If you have any questions please contact ASCB Exhibits at exhibits@ascb.org.

PHOTOGRAPHY

Who can I contact if I want to purchase photography?

- A. Paul Sakuma Photography is the official photographer for the annual meeting. Order forms are located in the Exhibitor Kit. Deadline for advanced orders/pre-payment is Friday, November 18. If you have any questions please contact ASCB Exhibits at exhibits@ascb.org.

HOTEL

How do I make my individual hotel reservation?

- A. You may make your individual hotel reservation through [onPeak](#). Choose the exhibitor category and proceed. Deadline for individual reservations at the group rate is November 10.

I need to make a group reservation, how can I do this?

- A. Visit [onPeak's](#) website and make sure to choose the exhibitor category and proceed. You may reserve up to 35 rooms. The deadline for group reservations of 10+ rooms is October 24.

If you have questions or need more information please visit ASCB's [Hotel Information](#) or contact onPeak directly using their [online form](#) or call (800) 220-9540.

PROGRAM

In what format will the meeting program be available?

- A. Printed program, mobile app and annual meeting website.

How will the abstracts be published?

- A. All abstracts selected for presentation will be available to view online, on the mobile app and in the December 15 issue of *Molecular Biology of the Cell*.

Abstracts will be available on the ASCB meeting website on or around November 21. At that time, all information is considered public.

ATTENDEE INFORMATION

Can I obtain a list of meeting attendees?

- A. Pre- and Post- Mailing Lists are available for purchase (\$1,000 each). You may also purchase Lead Retrieval through the Exhibitor Kit so you can scan badges onsite. Contact ASCB Exhibits at exhibits@ascb.org for more information.

How can I get the mobile app for this conference?

- A. Available approximately three weeks prior to the conference. Search for "ASCB16" – Android can download through Google Play and Apple can download through the Apple Store.

What is ASCB's Twitter hashtag?

- A. #ASCB16

QUESTIONS

Who do I contact at ASCB if I have any questions?

- A. You may contact ASCB Exhibits at exhibits@ascb.org. You may also contact Exhibit Management:

Louise Campbell-Blair
Director of Business Development
lclair@ascb.org
(301) 518-5990

Ally Levine, CMP
Sales Manager
alevine@ascb.org
(301) 347-9318