March 2-5, 2013
PALM SPRINGS, CALIFORNIA

ABRF 2013
TOOLS FOR THE ADVANCEMENT OF CONVERGENCE SCIENCE

Exhibit & Sponsorship PROSPECTUS

For more information on exhibiting, sponsorship or advertising with us please contact Chris Cherkis, Exhibit and Sponsorship Manager

абрф@courtesyassoc.com
202-973-8670
202-331-0111
Calling all Exhibitors!

Join the Association of Biomolecular Resource Facilities in Palm Springs, California in March 2013 to provide over 700 anticipated leaders and decision makers with the “Tools for the Advancement of Convergence Science” within the biomolecular industry. As an ABRF exhibitor, your company’s products, services, and solutions will have first-hand exposure to core facility directors, staff scientists, researchers, administrators, and technicians who are eager for the newest innovations, technologies, and services that support their labs and research.

To maximize your exposure, the ABRF Exhibit Hall is located adjacent to registration and is just steps away from the four concurrent session rooms. To ensure continuous traffic throughout open hours, the hall will also feature the opening reception, two scientific poster sessions, daily lunches, and breaks.

To provide even more opportunities for your company to enhance its brand, showcase or launch products, research the market, educate and engage prospects and catch up with existing clients, we invite you to take advantage of a number of sponsorships, vendor seminars, demo stage presentations, and evening hospitality opportunities.

At ABRF, our exhibitors are not just ‘vendors’; your company is regarded as an integral part of a new approach that combines the expertise from a number of disciplines and focuses on emerging trends and solutions within our industry.

We look forward to your support and engagement during the 19th Annual ABRF Meeting to help us provide rich content, valuable networking opportunities and education to our members and attendees.

See you in Palm Springs!

Michelle Detwiler and Chris Turck
ABRF 2013 Organizing Committee Co-Chairs

ABRF Annual Meeting

Why Attend?!

- **A new conference session format** with four focused tracks that include sessions, workshops and tutorials devoted to
  - Genomics
  - Proteomics
  - Light Microscopy
  - Core Facility Administration and Operations

- **Engaging sessions** highlighting: SWATH and SRM mass spectrometry, large data set statistical analyses, next-generation sequencing, super-resolution microscopy, and more.

- **Presentations and conversation** addressing the latest developments in biomolecular technologies enabling Convergence and Translational Science.

- **ABRF Award presentations**, including the ABRF Annual Award for Outstanding Contribution to Biomolecular Technologies.

- **2 Poster Sessions!** Showcasing scientific research of core facilities and vendor laboratories.

- **Satellite educational workshops** with topics that include: Application of NGS Platforms, Mass Spectrometry of Glycoproteins, Immunoassay Development and Marketing Yourself in a Challenging Economy.

- **Numerous opportunities to interact** with colleagues and customers. ABRF 2013 will draw attendees from around the world. Palm Springs provides an ideal location for attendees hailing from the Pacific Rim.

ABRF is a unique international membership association comprised of nearly 800 scientists working in resource and research biotechnology laboratories. Our global membership represents over 140 core laboratories in government, academia, research, industry and commercial settings. The ABRF promotes the education and career advancement of scientists through conferences, a quarterly journal, publication of research group studies and conference travel awards. The society also sponsors multi-center research studies designed to help members incorporate new biotechnologies into their laboratories.

“Attendees are very interested in finding solutions to their problems.”
Exhibitor Benefits:

- **One FULL Meeting Registration**
  - Enjoy all sessions and activities the meeting offers in and out of the exhibit hall; including the closing social.

- **Three Exhibit Hall ONLY Registrations**
  - Enjoy all in-hall activities, demos, and events; opening reception, daily breaks, two poster sessions and more. *Does not include ticket to closing social event.*

- **Print listing in the Annual Meeting Program including exhibitor’s name and contact information, product/service description, logo and booth number.**

- **Fully carpeted hall – no need to order carpet!**

- **Standard 8’ backwall drape and 36” high sidewall drape in exposition colors.**

- **One 7” x 44” identification sign with company name.**

- **Comprehensive online Exhibitor Service Kit containing all necessary forms and information regarding booth furnishings, lead retrieval, electrical and utility service and shipping.**

- **Exhibit Hall perimeter security from move-in through tear-down.**

### ABRF 2013 Exhibit Booth Pricing

**Through September 2012**

<table>
<thead>
<tr>
<th></th>
<th>Corner Booth</th>
<th>Inside Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$2,500</td>
<td>$2,400</td>
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</table>

**October through December 2012**

<table>
<thead>
<tr>
<th></th>
<th>Corner Booth</th>
<th>Inside Booth</th>
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</thead>
<tbody>
<tr>
<td>Price</td>
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**January 2013**

<table>
<thead>
<tr>
<th></th>
<th>Any Available Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$3,000</td>
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</tbody>
</table>

### Hall Hours

**SATURDAY, MARCH 2**

Opening Reception
5:00 – 7:00 pm

**SUNDAY, MARCH 3**

10:00 am – 2:00 pm and 6:00 – 7:30 pm (Poster Session)

**MONDAY, MARCH 4**

10:00 am – 5:00 pm (Poster Session 3:30 – 5:00 pm)

**TUESDAY, MARCH 5**

10:00 am – 2:00 pm
**GO-CHARGE STATION** ........................................ $5,000

Connect with attendees as they recharge at a branded charging station.

Sponsor will create and provide artwork for branding to show management based on provided specs. Show management will produce and install. Kiosk placement will be determined by show management.

**ATTENDEE MEETING BAG .....................................** $6,000

You’ll get “carried away” with this sponsorship – literally!

- Meeting bag will include your logo either embossed or imprinted along with the ABRF logo
- Ability to include one piece of collateral* inserted into the meeting bag.

*Collateral not to exceed 8½ inches by 11 inches; sponsor responsible for production, shipping/handling charges of collateral. Show Management is responsible for insertion of collateral, printing and distribution of the bag at registration. Please note, the ABRF 2013 Meeting Program, literature inserts from sponsoring organizations, and miscellaneous registration materials will also be inserted into the meeting bag.

**WINE AND CHEESE POSTER SESSION ..................** $15,000

Sunday, March 3, 6:00 – 7:30 pm

*Back by popular demand this evening poster session reception is sure to be a hit!*

Your sponsorship will include:
- Verbal recognition at the beginning and end of the Poster Session
- Acknowledgment on all signage at the Poster Session
- Cocktail napkins bearing your logo
- Opportunity to provide branded glassware

**LIQUID NITROGEN ICE CREAM POSTER SESSION . . . .** $12,000

Monday, March 4, 3:30 – 5:00 pm

*Science and Food converge on the exhibit hall floor as fresh ice creams and sorbets are crafted during this afternoon poster session.*

Your sponsorship will include:
- Verbal recognition at the beginning and end of the Poster Session
- Acknowledgment on all signage at the Poster Session
- Cocktail napkins bearing your logo
- Opportunity to provide branded glassware

**OPENING RECEPTION or CLOSING SOCIAL**

Saturday, March 2 or Tuesday, March 5

*Be the name behind the excitement and buzz of this year’s Opening Reception or Closing Social! Work with ABRF to create the perfectly branded event that will give you the exposure you’re looking for and the memories attendees won’t be able to forget! This is an exclusive event that allows your company to really make its mark!*  

This custom sponsorship will, at minimum, include:
- Additional full meeting registrations
- Vendor Presentation Time
- Verbal and print recognition
- Premium advertising space and logo placement
- Cocktail napkins bearing your logo
- Discount on additional booth space, sponsorships and advertising items

**EXPO LOUNGE ..................................................** $5,000

*Provide attendees a comfortable spot to kick back and relax on the show floor in one of these 10’x30’ lounges.*

Lounges will feature soft seating and plush carpet and include:
- 2 Custom meter board signs – design as you see fit
- Electrical outlets for attendees to power up
- Water cooler

Interested in more of a kick?
Consider providing refreshments or a charging station in your lounge!

**ATTENDEE MEETING BAG**

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**MEETING NOTEBOOK** ...................................... $4,000

ABRF 2013 is certainly noteworthy! This sponsorship ensures you’re recognized with every word written!

The notebook will include your logo along with the ABRF logo.

**ATTENDEE LANYARD .........................................** $4,000

Hang out where you’ll really be noticed – around the necks of everyone attending!

You’ll have non-stop exposure throughout the show! Your logo, along with ABRF’s will appear on the lanyard produced and distributed by show management.

All sponsors receive the following sponsorship recognition:

- Recognition and acknowledgment in the Official Meeting Program
- Logo posted on the ABRF meeting website and hyperlinked to sponsor’s homepage
- Recognition and acknowledgment on signage throughout the meeting venue
SPONSORSHIP AND ADVERTISING OPPORTUNITIES

HOTEL KEY CARD ............... $4,000

“Check in” with attendees – Be the first to welcome attendees staying at the Renaissance Palm Springs with a custom key card!

- Card to include your company logo, booth number or messaging.
- Sponsor will create and provide artwork for key cards to Show Management based on provided specs. Show Management will produce and provide key cards to hotel for use based on provided specs. Show Management will produce, install and remove. Kiosk placement will be determined by Show Management.

HOTEL DOOR DROP or DOOR HANGER . . . . $3,500

You’ll benefit from great exposure with your logo and messaging placed either under or hanging from attendees’ hotel room doors.

- Sponsor is responsible for production, printing and shipping/handling charges to show site and Show Management is responsible for distribution to all attendees’ rooms at Renaissance Palm Springs Hotel. Size restrictions may apply.

SPINNING KIOSK ............... $1,800-$3,000

Gain exposure with this eye catching advertising space.

- 2 panels of kiosk ............. $1,800
- All 4 panels of kiosk ........... $3,000

Each graphic panel will be approximately 3 feet wide by 7 feet tall. Sponsor will create and provide artwork to Show Management based on provided specs. Show Management will produce, install and remove. Kiosk placement will be determined by Show Management.

ITEM IN MEETING BAG ........... $2,500

Stand out among the meeting bag materials!

- Your branded item is sure to make a mark.
- Sponsor responsible for production, printing and shipping/handling charges of item. Show Management is responsible for insertion of item into meeting bag. Item must be approved, samples may be requested.

PRINT COLLATERAL IN MEETING BAG . . . . $1,500

Gain exposure, invite attendees to your booth or vendor seminar or announce your latest news with a collateral piece inserted into each attendee meeting bag.

- Size not to exceed 8½ inches by 11 inches. Sponsor responsible for production, printing and shipping/handling charges to show site. Show Management is responsible for distribution.

ABRF E-MAIL ON SPONSOR’S BEHALF . . . . $1,200

This is an ABRF Corporate Member only opportunity.

- Sponsor to provide ABRF 2013 with no more than 500 words and up to 2 hyperlinked images to relay message to either the pre-event registration list or the post-event registration list.
- Email to be sent by Show Management on Sponsor’s behalf. The pre-event email will be sent to registered attendees approximately two weeks prior to the event and the post-event email will be sent within two weeks of the closing ABRF 2013.

METER BOARD ADVERTISING ........... $1,000

Sponsor a meter board featuring your advertisement (don’t forget to include your booth number or vendor seminar time)! located in a prominent location at this years’ annual meeting.

- Meter board measures approximately 3 feet wide by 7 feet tall.
- Sponsor will create and provide artwork to Show Management based on provided specs. Show Management will produce, install and remove.

MAILING LIST .................... $600-$1,100

Reach out to the ABRF 2013 attendees through a pre-show and/or post-show direct mailing.

- PRE-Show Registration Mailing List ........ $600
- POST-Show Registration Mailing List ....... $600
- BOTH: Pre-Show Registration List AND Post-Show Registration List .................. $1,100

E-BLAST BANNER/MESSAGE SPONSOR . . . . $500

Connect via an E-blast sporting your company logo and booth number.

- Your logo and booth number or banner ad will be included in one of the prominent conference messages sent.

DIRECTIONAL FLOOR STICKERS . . . . $400 each

Be the first to welcome attendees each day as they make their way from the Renaissance hotel to meeting registration, session rooms, and more!

- Attendees will see your logo or message each and every time they make their way from the hotel to the convention center.
- Each floor sticker measures 4’x4’

Sponsor will create and provided artwork to Show Management based on provided specs. Show Management will produce, install and remove.

LOGO ON EXHIBIT HALL MAP ........... $200

Help attendees navigate the exhibit hall and find YOUR booth!

- Your logo or company name will indicate your booth location on the printed hall map. The Map will be distributed at registration and made available in the expo hall.

PRINT ADVERTISING .................. $1,050-$3,000

Reach attendees with an ad in the printed conference program. Premium full color covers and grayscale interior placement are sure to get notice.

- Advertising company to provide print ready ad per provided specs by January 15th for inclusion. Show Management will facilitate placement and printing. Interior ad locations vary and are subject to program content.
VENDOR SEMINARS AND HOSPITALITY OPPORTUNITIES

Available Saturday through Monday
7:30 - 10:30 pm Saturday and Sunday • 7 - 10 pm Monday

1. San Jacinto and Santa Rosa – $1,500
   - Reception space for 200 – features built in bars

2. Rocks Terrace – $1,800
   - Large fire pit and fireplace, casual seating with couches, patio furniture and small round tables
   - Can accommodate up to 175
   - Could be situated as a semi-private outdoor space

3. Fire Pit Area – $1,500
   - 4 round fire pits – more off the west pool deck
   - Casual seating with couches and tables
   - Can accommodate 10-15 per fire pit

4. Ballroom Terrace – $1,800
   - Outside terrace that connects to the Ballroom Foyer
   - No existing furniture, flexible options
   - Reception space for 200 or more

5. East Side Pool Deck – $4,000
   - 250-300 people for a seated dinner, reception-style up to 500

Available Sunday, Monday, Tuesday
12:15 - 1:15 pm Sunday • 12:45 - 1:45 pm Monday and Tuesday

6. Mesquite C – $1,300
   - Set classroom for 75

7. Mesquite D/E* – $1,200 (combined space)
   - Set classroom for 75

8. Mesquite G/H* – $1,200 (combined space)
   - Set classroom for 75

9. Smoketree A or B* – $1,000 (each)
   - Set classroom for 30

10. Primrose A – $1,300
    - AV Included
    - Set for 250 with a mix of Crescent Rounds and Classroom Seating

11. Primrose B – $1,300
    - AV Included
    - Set for 250 with a mix of Crescent Rounds and Classroom Seating

12. Primrose C or D – $1,300
    - AV Included
    - Set for 150 with a mix of Classroom and Theatre Seating

NOTES:
- Primrose Rooms include basic AV: LCD projector, screen, laptop and podium microphone
- The Vendor Seminar fee includes the rental of the room during the time allotted only. Any special requests for a different set-up, additional rental time, audiovisual or catering may incur additional fees and are the responsibility of the presenting company.
- Food and Beverage Minimums may apply.

*A/V not included in Smoketree or Mesquite Rooms

Contact us to reserve your Seminar or Hospitality space!
Optimize your time at ABRF 2013 with a Vendor Seminar or Demo Stage Appearance!

Demo Stage Opportunities: Available Sunday, Monday and Tuesday, March 3-5

Seats 50 ......................... $500
• 15 minutes of attendee exposure used at your discretion
• AV and in-hall food and beverage INCLUDED
• Expo hall announcement informing attendees your demo is up next
• Your logo and booth number displayed on Demo Space signage

Private Seminar Rooms: . . . . $300-1200+
Available Sunday, Monday and Tuesday, March 3-5
• 60 minutes of attendee exposure used at your discretion
• AV* and catering arrangements available
• Room capacity and location varies

Contact Chris Cherkis to find out more about these unique opportunities and reserve your spot today!

See page 5 for additional information and opportunities!

46.8% of 2012 Annual Meeting attendees were responsible for recommending products and brands for their core laboratories or organizations. 34.7% were final decision makers regarding their purchases.

When asked what influences their decision to attend ABRF’s Annual Meeting, chance to interact with vendors and expansive networking opportunities were among the top 5 factors!
Innovative Technologies Poster Awards

The ABRF 2013 conference offers a unique opportunity for conference exhibitors and sponsors to highlight their most innovative and thought-provoking product offerings. Meeting exhibitors and sponsors are invited to submit proposal(s) that describe leading-edge, exciting product releases relevant to core facilities/life sciences biotechnology laboratories. Selected abstracts will represent products, applications, software or reagents that promise to impact at least one of the following areas: workflows, throughput, data quality, analysis capabilities and/or expanded service offerings to a scientific user base.

Proposals will be reviewed by a committee of impartial ABRF scientific experts. Up to 5 exhibitors and/or sponsors will be invited to present posters at two interactive Poster Sessions hosted on Sunday and Monday afternoons. Selected posters will be located in a prominent area in the exhibit hall for maximum exposure during the entire conference. Each will also display a special certificate of recognition identifying it as an Innovative Technologies Award winner.

Research Partnering Session

The ABRF 2013 meeting will be concluded with a special session that highlights the relationships that corporate members have with academic partners. Meeting exhibitors and sponsors are invited to submit proposal(s) that describe academic-corporate collaborations that have led to the development of applications, products, software or reagents, that either have been very recently released or market release is imminent. Up to 3 proposals will be chosen for presentation. Academic partners will present and the corporate partner will be asked to provide a short introduction to the partnership.

Proposals will be reviewed by a committee of impartial ABRF scientific experts and thought leaders. The selected presentations will be those that best exemplify the synergies possible from corporate-academic partnerships. Additional selection criteria include the significance and originality of the work and its overall applicability to the core facility community.

Proposals must be received by January 10, 2012. Please send proposals by email to: oc2013@my.abrf.org

Join Us for Scientific Roundtable and Administrative Sessions!

All sponsors, exhibitors, and booth staff are invited to attend the full series of afternoon scientific roundtable and administrative sessions on Sunday, March 3, from 2:00 - 5:00 PM. Please see the Conference Agenda for full details on session topics and speakers!
Past Exhibitors Share Their Thoughts...

“The best venue for reaching a broad swath of the academic biomolecular research community and the best organization for understanding the real challenges faced by these researchers.”

“ABRF holds an excellent conference each year, bringing together core facility managers, directors, and administration. This is a fantastic opportunity for this group to discuss and address their shared needs and challenges.”

“ABRF is about the right size meeting of core facility operators, scientists and vendors that allows more effective networking and exchange of ideas. For vendors, ABRF is also a great platform to not only hear some of the insightful findings from the various research groups but also the challenges and bottlenecks faced by the facilities which help the vendors to drive product design.”
ABRF 2013 Palm Springs Convention Center – Palm Springs, CA | March 2-5, 2013 [Exhibit Dates March 3-5]

We hereby apply for exhibit space at ABRF 2013. In making application, we agree to exhibit under and comply with the rules and regulations outlined in the full prospectus, with rules and regulations in the exhibit manual and all correspondence issued prior to or during the meeting. Each company must return a copy of this contract, properly executed by an authorized company representative with 50% deposit prior to assignment of space. Exhibit Management will attempt to assign space according to applicant’s continuity with the meeting, application date, individual applicant requirements and available space. Exhibit Management reserves the right to rearrange the floor plan and/or relocate exhibits in the best interests of the total exhibit. Applications and any/all requested materials must be received by Friday, January 15, 2013 for inclusion in the Meeting Program.

Application Contact Information
Please print legibly. Company information as it should appear in the official meeting program will be collected via an internet collection form.

Company ________________________________________________________________
Contact Person ____________________________________________________________
Address ________________________________________________________________
City __________________________ State ______________ Postal Code _____________
Country _________________________
Email __________________________ Fax __________________________

Order Information
Please note that booth space is assigned on a first come, first served basis with priority given to ABRF Platinum and Gold Corporate Sponsors.

Corner Booth Pricing (2 sides open)  
☐ Through September 2012 .................. $2,500  
☐ October through December 2012 ........... $2,800  
☐ January through February 15, 2013: any available booth  .................. $3,000

Inside Booth Pricing (1 side open)  
☐ Through September 2012 .................. $2,400  
☐ October through December 2012 ........... $2,600  
☐ January through February 15, 2013: any available booth  .................. $3,000

# of 10’ x 10’ exhibit spaces: __________

Please ☐ DO or ☐ DO NOT locate us near the following companies __________________________

GRAND TOTAL $ ______________________

Booth Location/Number Preference
1st Choice __________  2nd Choice __________  3rd Choice __________  4th Choice __________

Payment Information
A 50% deposit must be paid to the ABRF within 30 days of receipt of the Booth Space Application and Contract. Balance due no later than January 15, 2013.

☐ Check enclosed – make payable to Association of Biomolecular Resource Facilities (ABRF) mail check & application to address below

☐ Wire transfer ($25 processing fee applies) – a conference representative will contact you to obtain required banking information.

Signature __________________________________________ Date __________________________

I am an authorized representative of the company named above with the full power and authority to sign and deliver this application. I further acknowledge I’ve read and accept the terms and conditions on page 11 and understand that ABRF 2013 reserves the right, in its absolute discretion to reject this application. This application shall not become a binding contract until fully executed/accepted by both parties.

ABRF c/o Courtesy Associates  • 2025 M Street, NW, Suite 800  • Washington, DC 20036  • Tel: 202-973-8670  • Fax: 202-331-0111
ABRF 2013 Palm Springs Convention Center – Palm Springs, CA | March 2-5, 2013  [Exhibit Dates March 3-5]

We hereby apply for sponsorship/advertising at the ABRF 2013 Annual Meeting. In making application, we agree to sponsor/advertise under and comply with the rules and regulations outlined in the prospectus, exhibit manual, and all correspondence issued prior to or during the Conference. A copy of this contract, properly executed by an authorized company representative with full payment and company/organizational will serve as final and binding. No refunds will be issued for sponsorship/advertisement. Applications and any/all requested materials, including both JPG and EPS format logos must be received by January 15, 2013 to be included in all sponsorship listings.

Application Contact Information

Company _____________________________________________________________________________________________________________________________
Contact Person ________________________________________________________________________________________________________________________
Address ______________________________________________________________________________________________________________________________
City __________________ State __________________ Postal Code _____________ ______________
Country ______________________________________________________________________________________________________________________________
Email ________________________________________________________________________________________________________________________________
Phone __________________ Fax ______________________________________________________

Sponsorship and Advertisement Order Information

**Please send company logo with application in both EPS and JPG formats to be recognized properly.**

Submit company Information via the online collection form for inclusion in the meeting program**

**Sponsorship Opportunities**

<table>
<thead>
<tr>
<th>Event</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Reception</td>
<td>TBD</td>
</tr>
<tr>
<td>Closing Social</td>
<td>TBD</td>
</tr>
<tr>
<td>Wine and Cheese Poster Session</td>
<td>$15,000</td>
</tr>
<tr>
<td>Liquid Nitrogen Ice Cream Poster Session</td>
<td>$12,000</td>
</tr>
<tr>
<td>Attendee Meeting Bag</td>
<td>$6,000</td>
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<tr>
<td>Expo Lounge</td>
<td>$5,000</td>
</tr>
<tr>
<td>Go-Charge Station</td>
<td>$5,000</td>
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<tr>
<td>Meeting Notebook</td>
<td>$4,000</td>
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<tr>
<td>Attendee Lanyard</td>
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<table>
<thead>
<tr>
<th>Program Advertisement Opportunities</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Outside Back Cover (4 color)</td>
<td>$3,000</td>
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<tr>
<td>Inside Front Cover (4 color)</td>
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<td>Inside Back Cover (4 color)</td>
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<tr>
<td>Full Page (Grayscale) Inside Conference Program</td>
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<tr>
<td>Half Page (Grayscale) Inside Conference Program</td>
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**Advertisement Opportunities**

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Hotel Key Card</td>
<td>$4,000</td>
</tr>
<tr>
<td>Hotel Door Drop or Door Hanger</td>
<td>$3,500</td>
</tr>
<tr>
<td>Spinning Kiosk</td>
<td>$1,800-$3,000</td>
</tr>
<tr>
<td>2 Panels</td>
<td>$1,800</td>
</tr>
<tr>
<td>4 Panels</td>
<td>$3,000</td>
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<tr>
<td>Item in Meeting Bag</td>
<td>$2,500</td>
</tr>
<tr>
<td>Print Collateral in Meeting Bag</td>
<td>$1,500</td>
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<tr>
<td>ABRF Email on Sponsor’s Behalf</td>
<td>$1,200</td>
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<tr>
<td>Meter Board Advertising</td>
<td>$1,000</td>
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<tr>
<td>Mailing List</td>
<td>$600-$1,100</td>
</tr>
<tr>
<td>Pre-Show Registration Mailing List</td>
<td>$600</td>
</tr>
<tr>
<td>Post-Show Registration Mailing List</td>
<td>$600</td>
</tr>
<tr>
<td>Both Registration Mailing Lists</td>
<td>$1,100</td>
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<tr>
<td>E-Blast Banner/Message Sponsor</td>
<td>$500</td>
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<tr>
<td>Directional Floor Stickers</td>
<td>$400 each</td>
</tr>
<tr>
<td>Logo on Exhibit Hall Map</td>
<td>$200</td>
</tr>
</tbody>
</table>

**Payment Information** 100% of total due with application

- **Check** enclosed – make payable to Association of Biomolecular Resource Facilities (ABRF) mail check & application to address below
- **Wire transfer** ($25 processing fee applies) – a conference representative will contact you to obtain required banking information.

Signature __________________ Date ______________________________

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EXHIBIT SPACE TERMS AND CONDITIONS

ABRF 2013
Palm Springs Convention Center
March 2-5, 2013  [Exhibit Dates March 3-5]

OFFICIAL RULES & REGULATIONS GOVERNING EXHIBITS

ABRF 2013 – TOOLS FOR THE ADVANCEMENT OF CONVERGENCE SCIENCE, IS PRESENTED BY THE ASSOCIATION OF BIOMOLECULAR RESOURCE FACILITIES (SPONSOR). COURTESY HAS BEEN CONTRACTED FOR CONFERENCE AND EXPO MANAGEMENT, THE FOLLOWING RULES AND REGULATIONS WILL APPLY:

1. ASSIGNMENT OF BOOTH SPACE

All booth requests will be handled on a first-come, first-served basis by the date and time of receipt of contract and 50% deposit payment. Space assignment will be made on a first-received (time stamped) first-assigned basis, with priority given to Platinum and Gold Corporate Sponsors. No booth assignments will be confirmed until Courtesy receives an application and deposit. Every effort will be made to assign booths in proximity to preferences in booth locations; however, ABRF cannot guarantee the preferred locations will be available. Registering and paying early will increase the possibility of Exhibitor receiving a preferred location. Should all Exhibitors’ preferred locations be assigned, ABRF reserves the right to make other assignments from available locations. ABRF further reserves the right to deny registration, without recourse to any prospective Exhibitors it deems not in the best interest of the event as a whole.

2. BOOTH PAYMENT CANCELLATION OR REDUCTION REFUNDS

A 50% deposit must accompany complete application, with the remaining balance due within 30 days, and no later than January 15, 2013. If assigned space is cancelled or reduced by Exhibitor before the close of business on January 15, 2013, all payments made less 50% will be returned. Cancellations received after January 15, 2013, will result in a full forfeiture. Any Exhibitor who contracts and pays for exhibition space after January 15, 2013, will receive no refund for the cancellation or reduction of space, and/or full payment will still be due.

3. SUBLetting OR SHARING SPACE

Exhibitors may not assign or sublet their booth space to others, the whole or any part of the space allotted, and may not advertise or display goods or services other than those produced or sold by Exhibitor for the regular course of their business. However, Exhibitor may use equipment or products of another Exhibitor or vendor in its booth for the purpose of better presentation of Exhibitor’s own products.

4. INSTALLATION OF EXHIBITS

Payment in full must be received prior to delivery of materials. Installation of exhibits at Palm Springs Convention Center is Friday and Saturday, March 1st and 2nd, 2013 and only during scheduled load in hours outlined in the service kit. If Exhibitor will be delayed in setting up its booth(s), Exhibitor must contact the ABRF staff immediately to discuss other arrangements. Exhibitor must be fully operational by 5pm on Saturday, March 2nd, 2013. Any space contracted for and not occupied by 5pm on Saturday, March 2nd, 2013, without prior notice being given to ABRF is subject to forfeiture of fees and use of the space by the Exhibitor, and may be resold or reassigned at the discretion of ABRF.

5. REMOVAL OF EXHIBITS

All exhibits will be required to be removed by Tuesday, March 5th, 2013. Move out will begin at 2pm the same day. For safety reasons, as well as to maintain a professional and courteous atmosphere, no Exhibitor will be allowed to close their booth prior to this time. Exhibitors found in violation of this condition are subject to an Early Dismantle fee of up to $200 per hour. Exhibitor must surrender the occupied booth space in the same condition prior to occupation. Exhibitor will make arrangements for the removal of equipment, crates, and materials from the exhibit area according to instructions from the Palm Springs Convention Center. All exhibits must be dismantled and removed by 7pm on Tuesday, March 5th, 2013.

6. CONTRACTORS SERVICES

Exhibit Service Kits will be available on the conference website by December 2012. ABRF has designated Brede Exposition Services as the official exhibition service contractor. At the Exhibitor’s expense, Brede Exposition Services will provide all show services, material, and equipment, other than material and equipment owned by Exhibitor, to be used in the exhibit space.

7. BOOTH CONSTRUCTION AND ARRANGEMENT

Booths will have a 8’ background drape and 3’ side divider strip for Platinum and Gold sponsorships. Additional configurations are available. Electric service, phone connections, or other services and equipment shall be arranged and installed by the Exhibitor. Any larger booth or exhibit hall is carpeted, no booth carpeting will be required. Any last minute needs can be ordered and paid for by the Exhibitor through Brede Exposition Services, or the Hotel, and will be placed on the floor before the exhibit hall is filled out the appropriate forms in the Exhibitor Service Kit, and sending them to either Brede Exposition Services, or the Hotel, and any equipment checked in the Exhibitor Service Kit. All exhibits must be removed from the occupied booth space in the same condition it was prior to occupation. Exhibitor will make arrangements for the surrender of occupied booth space in the same condition it was prior to occupation. Move out will begin at 2pm the same day. For safety reasons, subject to forfeiture of fees and use of the space by the Exhibitor, Exhibitor may not assign, sublet, or apportion to others, the use of your exhibit from the floor. In such cases all monies will be forfeited.

8. PROTECTION OF PALM SPRINGS CONVENTION CENTER PROPERTY

Nothing shall be pasted, tacked, nailed, screwed, or otherwise attached to columns, walls, or ceilings, or other parts of the building or furniture. If the premises are defaced or damaged due to acts of negligence or non-compliance by the Exhibitor, it’s agents, contractors, or guests, the Exhibitor shall pay Palm Springs Convention Center for incurred damages to Palm Springs Convention Center property.

9. FIRE REGULATIONS AND LOCAL LAw

Exhibitor must comply with all California and/or Palm Springs local, state, or Federal Codes and regulations. Exhibitor and its agents, contractors, or guests, the Exhibitor shall pay Palm Springs Convention Center for incurred damages to Palm Springs Convention Center.

10. EXHIBITOR CONDUCT AND APPEARANCE

All employees and agents of Exhibitor must register at the Exposition Registration Desk at the main conference registration area and must display their badges at all times. Only people with badges will be allowed within the Exhibit Hall. Each Exhibitor representative must be in the booth during all the operating hours that the exhibition area is open. Representatives will have the right to introduce Exhibitor representatives to conference attendees to explain Exhibitor’s products, services, and programs. Exhibitors should keep the floor, Exhibitor’s representatives are to conduct themselves in a manner commensurate with acceptable public behavior. At ABRF’s discretion, any Exhibitor who is deemed out of order may be required to leave the exhibition area. All Exhibitor activities must be confined to its contracted space. Audiovisual, sound, and attention-getting devices and effects will be permitted only in those locations and in such intensity that, in the opinion of ABRF, do not interfere with the activities of neighboring exhibitors. Operational demonstration equipment must not create noise levels or distractions objectionable to neighboring exhibitors. No smoking shall be allowed in the exhibition area.

11. LIMITATION OF USE OF RECORDED OR LIVE MUSIC

Exhibitor understands and agrees that it will not play, present, perform, or cause to be played, presented, or performed any live or recorded music at the conference other than music that is original or Exhibitor owned. Only if Exhibitor has written permission, and has paid the required royalties for the use of non-original recorded or live music will such music be permitted in the exhibition area. Any violation of this law may cause the immediate cancellation of your booth contract and removal of your exhibit from the floor. In such cases all monies will be forfeited.

12. SECURITY AND INSURANCE

Guard service will be provided in the exhibition area. Exhibitor is solely responsible for the loss or damage of its materials, goods, displays, and equipment. Exhibitor is responsible for providing adequate and proper insurance coverage. ABRF, Palm Springs Convention Center or Courtesy Associates, Brede Exposition Services, and their agents, contractors, and employees shall be liable for losses or damages that may arise in consequence of such liabilities. Exhibitor hereby releases ABRF, Palm Springs Convention Center, Courtesy Associates, Brede Exposition Services, and their agents, contractors, and employees for losses or damages that may arise in consequence of such liabilities. No refunds will be provided.

14. EXHIBITOR PROFILE

A 50-word description of products and/or services to be displayed in your booth must be submitted. This information will be published in the Meeting Program provided that the application and description is received no later than Tuesday, January 15, 2013. If the description is not provided by the deadline, only the name and address of the company will be printed in the Meeting Program. The description must be submitted on-line. Instructions to key in this information will be included in the exhibit space confirmation packet.

15. CONTRACT FOR SPACE

Exhibitors agree to be bound by the terms of this Contract, as well as the Official Rules & Regulations Governing Exhibits for the event, which are incorporated into this Contract by reference. All matters not covered by the regulations are subject to the decision of ABRF. ABRF may amend these regulations at any time and all amendments will be binding on all parties affected by them as are the original regulations. All provisions of this agreement are severable. If any provision or portion thereof is determined to be unenforceable by a court of competent jurisdiction, then the rest of the agreement shall remain in full effect.

16. AMENDMENTS

Any and all matters not specifically covered by the preceding rules and regulations and the rules and regulations contained in the Exhibit Manual and correspondence shall be subject to the decision of Exhibit Management. Exhibit Management shall have the full power to interpret, amend and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of the exhibitors through correspondence or otherwise. Each Exhibitor for itself and its employees agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

17. VIOLATIONS

Violation of any of these regulations on the part of Exhibitor or their employees or agents of Exhibitor shall, at the discretion of ABRF, result in the Exhibitor being warned, or subject to the decision of ABRF and/or any correspondence issued prior to or during ABRF 2013. Upon evidence of a violation of regulations, ABRF may take possession of and dispose of any and all property that it may have reason to, damage to personal property, damage to Palm Springs Convention Center building or property, injury to persons, public liability, water, storm, and hurricane.