

EXHIBITOR PROSPECTUS
IMMUNOLOGY 2010™

97th Annual Meeting
The American Association
of Immunologists



BALTIMORE



Meeting Dates:
May 7–11, 2010

Baltimore Convention Center
Baltimore, Maryland

An Invitation to Exhibit and Sponsor...

IMMUNOLOGY

The Largest Annual Immunology Meeting Worldwide!

Make plans now for **IMMUNOLOGY 2010™**, your premier exhibits opportunity of the year. This 97th Annual Meeting of the American Association of Immunologists (AAI) brings together the world leaders in immunology to present cutting edge research. Join us in Baltimore to meet and discuss your products and innovations with heads of laboratories, grant holders, and team leaders who are the decision makers.

Participating **IMMUNOLOGY 2010™** exhibitors will have an opportunity to increase their sales of:

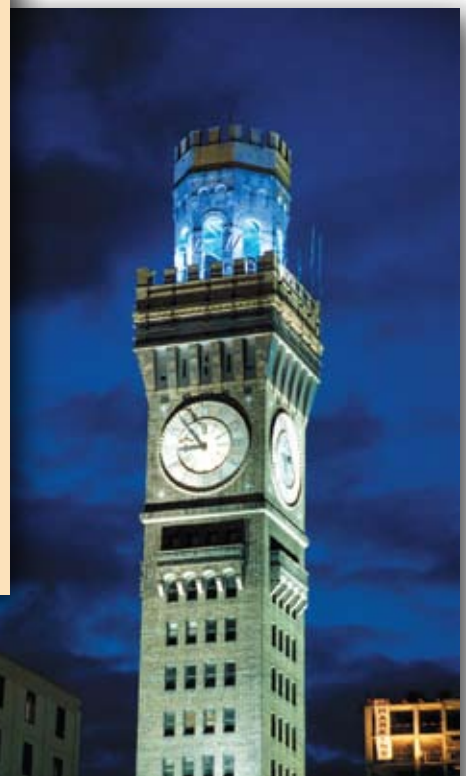
- Laboratory supplies
- Biologics, diagnostic kits, and reagents
- Research animals and supplies
- Analytical and flow cytometry equipment

Products purchased by attendees include:

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

Your product not listed? Ask us!

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



2010™

BALTIMORE



Scientific attendance will be great!

More than 3,200 investigators attended the AAI Annual Meeting in 2009 to present their best science, exchange ideas—and discover new products and services to benefit their research.

Attendees came from 33 different countries. That's 33 markets—in addition to U.S. scientists!

The AAI Annual Meeting draws investigators from every career stage. At IMMUNOLOGY 2010™, you'll meet the most influential decision makers for the field—today and tomorrow!

AUDIENCE PROFILE:

AAI has developed an exceptional scientific and educational program that is expected to attract 3,500 immunologists:

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

SCIENTIFIC PROGRAM

The program will feature more than 550 scientists speaking in over 100 sessions and more than 1600 poster presenters. IMMUNOLOGY 2010™ will draw leading immunologists from around the world to share their latest research in areas including:

- Bone Marrow Transplantation
- Cytokines
- Emerging Diseases, especially zoonotic disease (Swine Flu)
- Evolution of the Immune System
- Follicular T Helper Cells
- Glycobiology
- Imaging
- Innate Immunoregulation at Mucosal Interfaces
- Immune Response Inhibition
- Mast Cells and Basophils
- Neuroimmunology
- Natural Killer Cells
- Stem Cells
- Systems Biology
- Transcriptional Regulation
- Transplantation Tolerance
- And much more

Exhibit Hall Sponsorship Options

Available to IMMUNOLOGY 2010™ Exhibitors Only.*

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

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

- Daily exposure
- One complimentary 15-minute product showcase
- Kiosks/terminals will be set to exhibitor's home page
- Signage in the Cyber Center
- Acknowledgment in meeting program and other AAI acknowledgments
- Sponsor-provided graphics on desktop and screensaver
- Other benefits accompanying Level III Sponsorship**



Meeting Bags **SOLD** 1 sponsorship available

- Sole sponsorship of meeting bags
- Daily and long-term residual exposure
- Logo on bags
- 1 complimentary 15-minute session in Product Showcase
- 1 complimentary exhibitor workshop
- 1 use of AAI member mailing list
- 1 use of registration list
- Acknowledgment in meeting program and other AAI acknowledgments
- Signage in sponsor's exhibit booth
- Other benefits accompanying Level III Sponsorship**



Bring crowds to your booth with a refreshment cart!

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

- Refreshment cart placed outside or near booth, as regulations permit
- Name, booth number, and refreshment service listed on signs/monitors in exhibit hall and in session area
- Signage on cart
- Acknowledgment in meeting program and other AAI acknowledgments
- Other benefits accompanying Level I Sponsorship**

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

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

Lanyards **\$5,000** 1 sponsorship available

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

- Sole sponsorship of this item
- Daily exposure on every attendee's badge for all events
- Acknowledgment in meeting program and other AAI acknowledgments
- Other benefits accompanying Level I Sponsorship**

Materials **\$3,000 each** 1 sponsorship available for each

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

- Pens
- Note pads
- USB flash drives
- Water bottles
- Luggage tags
- Umbrellas
- Other ideas welcome!
- Other benefits accompanying Level I Sponsorship**



Attach your name to every attendee badge!



Additional Marketing Opportunities

Meeting Bag Inserts **\$3,000** 5 sponsorships available

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

- Opportunity to insert marketing brochure in attendee registration bag
- Available only to a maximum of 5 companies to increase your exposure
- Other benefits accompanying Level I Sponsorship**

Workshop **\$900**

- Space for Exhibitor Workshops may be obtained for a minimum of one hour at a cost of \$900. Hour to include time for set up and tear down. Workshop applications are subject to approval.
- A description of the presentation will be included in the meeting program. Cost includes microphone, pointer, lectern, easel, data video projector, screen and head table.

Post-Show Attendee Mailing List **\$700** 1 use

Product Showcase **\$300**

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

Announcement of Your Booth Raffle **\$100**

- AAI will announce your booth-raffle winner over the PA in the exhibit hall.
- AAI will post your company name and your raffle winner at the front of the exhibit hall.
- Raffle entry forms to be collected by exhibitor; raffle prizes to be provided by exhibitor and winner selection to be handled by exhibitor.

Weblink on AAI Meeting Website** Available only with Sponsorship Levels II and III.

Exhibitor Location Highlight on Boards**

Available only with Sponsorship Levels II and III.

Pre-Show Attendee Mailing List **

Available only with Sponsorship Levels I, II and III.

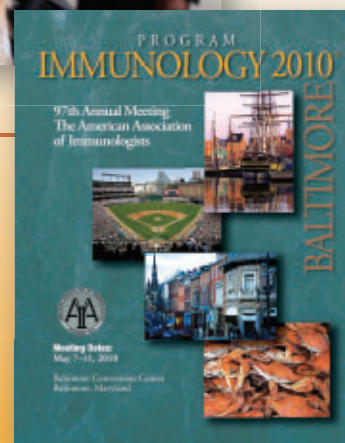
Sign up today!
Sponsorships are limited and sell out quickly!



Program Advertising

Contact for Pricing:

Steve West
Media West, Inc.
230 Kings Highway East, Suite 316
Haddonfield, NJ 08033
Phone: 856.432.1501
Fax: 856.494.1455
E-mail: Steve@mediawestonline.com



For information on sponsorship/support options for the Exhibits at **IMMUNOLOGY 2010™**, contact **AAIExhibits@IAS-online.net** or Phone: **703-212-4961**.

* **AAI offers opportunities beyond the exhibit floor for support of the annual meeting.** For information on sponsorship/support options for the scientific program at IMMUNOLOGY 2010™, contact meetings@aai.org.

** **Premier Exhibitor Sponsorship Levels I, II, and III**

Enjoy additional exclusive benefits when you qualify as a Premier Exhibitor Sponsor (Level I: \$3,000, Level II: \$6,000, and Level III: \$10,000). Contact AAI Exhibit Sales and Management for details. E-mail: AAIExhibits@IAS-online.net

IMMUNOLOGY 2010™

Mark your calendar
for these important dates
and come enjoy a visit
to historic Baltimore!



IMPORTANT DEADLINES

OCTOBER 31, 2009

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

DECEMBER 15, 2009

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

JANUARY 16, 2010

- Deadline for full payment of booth fee

FEBRUARY 2010

- Exhibitor Kits available online from www.freeman.com. Participating exhibitors will receive e-mail notice when website is live.

MARCH 5, 2010

Deadline for:

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

APRIL 14, 2010

Deadline for:

- Hotel reservations
- Booth personnel pre-registration

MAY 1, 2010

- Deadline for advance freight arrival at warehouse

MAY 5, 2010

- Freight deliveries accepted on site

MAY 6–7, 2010

- Exhibitor setup

MAY 8–10, 2010

- Exhibits open 9:00 AM–4:30 PM daily

MAY 10, 2010

- Exhibitor teardown begins at 5:00 PM

EXHIBIT FEES

A discount is available for exhibitors who apply for space and make their deposit by October 31, 2009.

10'x10' Corner Booth

\$2,650 (If application and deposit are received on or before October 31, 2009)

\$2,800 (After October 31, 2009)

Package includes:

8' backwall drape/3' high dividers
7" x 44" one-line sign
4 exhibitor badges (access to exhibit hall only)

10'x10' Inside Booth

\$2,350 (If application and deposit are received on or before October 31, 2009)

\$2,500 (After October 31, 2009)

Package includes:

8' backwall drape/3' high dividers
7" x 44" one-line sign
4 exhibitor badges (access to exhibit hall only)

AAI Government Rate

10'x10' Inside Booth

Discounts available on listed price, subject to availability. Contact Exhibit Sales and Management for more information. (Applicable to inside booth only)

Package includes:

8' back wall drape/3' high dividers
7" x 44" one-line sign
4 exhibitor badges (access to exhibit hall only)

BOOTH ASSIGNMENTS

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

IMMUNOLOGY 2010™ EXHIBITOR SCHEDULE

THURSDAY, MAY 6

3:00 PM – 6:00 PM Exhibitor Setup

FRIDAY, MAY 7

8:00 AM – NOON Exhibitor Setup
5:00 PM – 6:30 PM President's Address and Award Ceremony
6:30 PM – 8:00 PM Welcome reception (tentative)

SATURDAY, MAY 8

8:00 AM – 4:45 PM Sessions/symposia
8:00 AM – 4:30 PM Poster sessions in exhibit hall
9:00 AM – 4:30 PM Exhibits open
10:00 AM – 4:00 PM Exhibitor workshops
12:30 PM – 1:30 PM Poster authors present in exhibit hall
5:00 PM – 6:00 PM Distinguished Lecture

SUNDAY, MAY 9

8:00 AM – 4:45 PM Sessions/symposia
8:00 AM – 4:30 PM Poster sessions in exhibit hall
9:00 AM – 4:30 PM Exhibits open
10:00 AM – 4:00 PM Exhibitor workshops
12:30 PM – 1:30 PM Poster authors present in exhibit hall
5:00 PM – 6:00 PM Distinguished Lecture

MONDAY, MAY 10

8:00 AM – 4:45 PM Sessions/symposia
8:00 AM – 4:30 PM Poster sessions in exhibit hall
9:00 AM – 4:30 PM Exhibits open
10:00 AM – 4:00 PM Exhibitor workshops
12:30 PM – 1:30 PM Poster authors present in exhibit hall
2:30 PM – 4:30 PM President's Symposium
5:00 PM – 6:00 PM Distinguished Lecture
5:00 PM – 11:00 PM Exhibit teardown

TUESDAY, MAY 11

8:00 AM – 12:15 PM Sessions/symposia



Exhibit Sales and Management Contacts

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

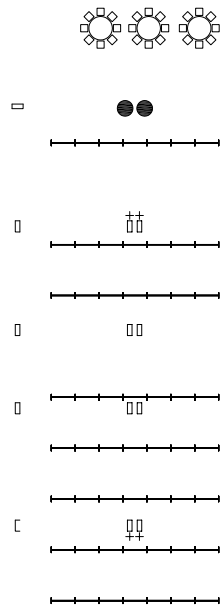
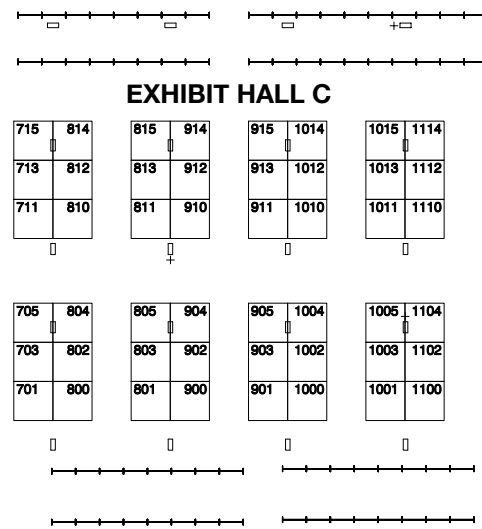
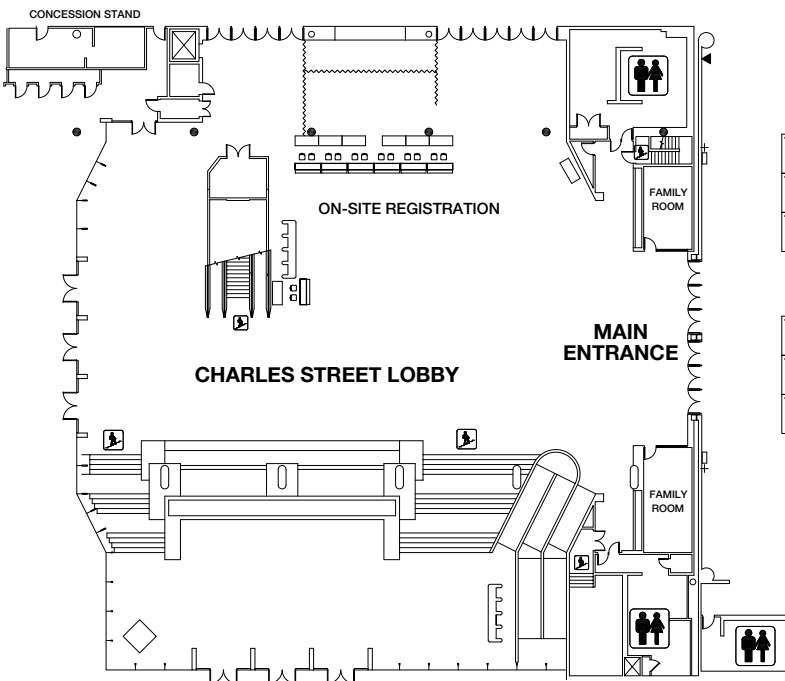
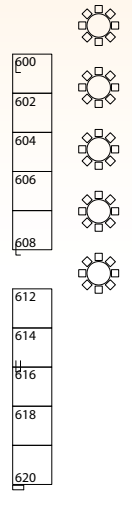
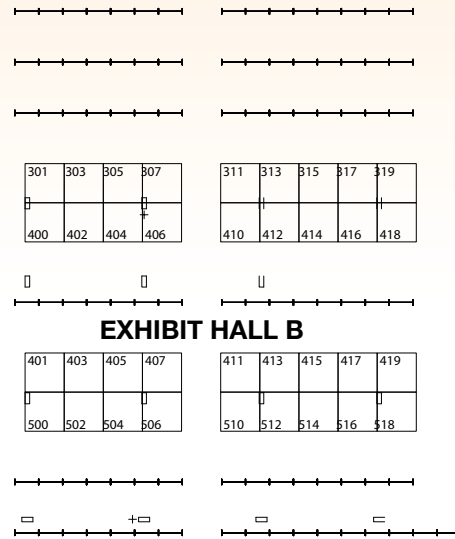
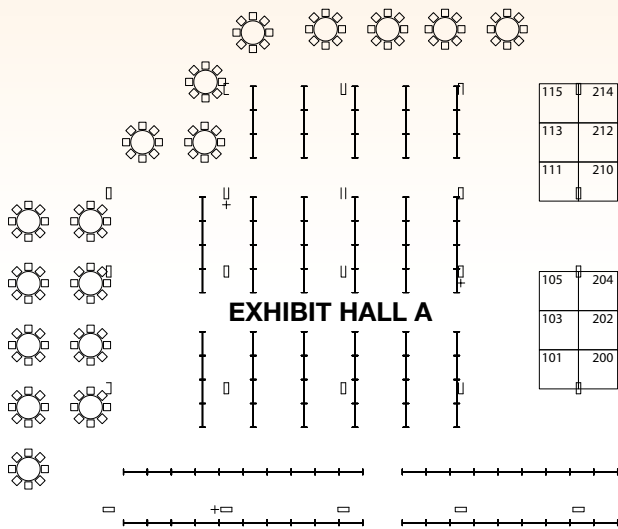
IMMUNOLOGY 2010™

BALTIMORE CONVENTION CENTER Baltimore, Maryland

Exhibit Dates: May 8–10, 2010
Exhibits Open 9:00 AM–4:30 PM daily

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

Island booths may be created by combining four or more 10x10 booths.



Prior Exhibitors

AAAS/Science
 Abcam, Inc.
 ABD Bioquest, Inc.
 AbD Serotec
 Abgent, Inc.
 Abnova (Taiwan) Corporation
 Academia Book Exhibits
 Accuri Cytometers, Inc.
 Active Motif
 Advalytix AG
 Advanced Targeting Systems
 ALEXIS® Biochemicals
 AllCells, LLC.
 ALZET® Osmotic Pumps/
 DURECT Corporation
 amaxa GmbH
 American Society for Nutrition
 Amnis Corporation
 AMRESCO Inc.
 AnaSpec, Inc.
 Apollo Cytokine Research
 Assay Designs, Inc.
 Aushon Biosystems, Inc.
 AutoImmun Diagnostika
 GmbH/Cell Technology, Inc.
 Bachem/Peninsula Labs
 Bay Biosciences Co., Ltd.
 BBK International
 BD (Becton, Dickinson and
 Company)
 BD Biosciences

Beckman Coulter, Inc.
 Bender MedSystems GmbH
 Bethyl Laboratories, Inc.
 Biacore, Inc.
 BioCision, LLC
 Biocompare
 BIOCON Scientific
 BioLegend, Inc.
 Biomedica Corp.
 Bioplastics Cyclertest, Inc.
 Biotium, Inc.
 Bio Med Immunotech
 Bio-Quant, Inc.
 Bio-Synthesis, Inc.
 Blackwell Publishing Inc.
 BTX/Harvard Apparatus
 Caliper Discovery Alliances and
 Services
 Cayman Chemical Company
 CEDARLANE® Laboratories
 Limited
 Cell Press/Elsevier Immunity
 Cell Sciences, Inc.
 Cell Signaling Technology®
 CellSeed, Inc.
 Cellular Engineering Technolo-
 gies Inc.
 Cellular Technology Ltd. (C.T.L.)
 Chondrex, Inc.
 CPC Scientific, Inc.
 Cytellect, Inc.

Dana Press
 De Novo Software, Inc.
 Diaclone, A Telpel Company
 Dragonfly Sciences, Inc.
 Duke Scientific Corp.
 eBioscience, Inc.
 Elsevier
 Endogen
 Enzo Life Sciences
 Eppendorf Biochip Systems
 Exalpha Biologicals, Inc.
 Exbio
 EY Laboratories, Inc.
 Fluxion Biosciences
 Fraunhofer Institute for Cell
 Therapy and Immunology
 Full Moon BioSystems, Inc.
 Garland Science/Taylor &
 Francis
 Gene Tools, LLC
 GenHunter Corporation
 Genisphere, Inc.
 GenWay Biotech, Inc.
 GL Biochem (Shanghai) Ltd.
 Green Mountain Antibodies
 Guava Technologies, Inc.
 HumanZyme, Inc.
 IMGENEX Corp.
 Immune Deficiency Foundation
 Immune Epitope Database and
 Analysis Resource
 Immunicon Corporation
 Immunology Database and
 Analysis Portal
 (ImmPort)/NIAID, NIH
 InGenious Targeting Labora-
 tory, Inc.
 INTAVIS Bioanalytical Instru-
 ments AG
 IntelliCyt™ Corporation
 International Society for Bio-
 logical Therapy of Cancer
 Invitrogen Corporation.
 InvivoGen
 Jackson ImmunoResearch
 Laboratories, Inc.
 The Jackson Laboratory
 Journal of Visualized Experi-
 ments
 JPT Peptide Technologies GmbH
 Karger Publishers
 KPL, Inc.
 La Jolla Institute for Allergy and
 Immunology
 LINCO Research
 Lippincott Williams & Wilkins
 Lonza Bioscience (formerly
 Cambrex Research Products)
 Mabtech AB, Inc.
 MBL International Corporation
 MD Biosciences
 Meso Scale Discovery

Millipore Corporation
 Miltenyi Biotec, Inc.
 Mimotopes
 Multispan, Inc.
 National Center for Comple-
 mentary and Alternative
 Medicine, NIH
 National Institute of Allergy and
 Infectious Diseases, NIH
 National Library of Medicine
 NIH
 Nature Publishing Group
 New England Peptide, Inc.
 Nexcelom Bioscience, LLC.
 Novus Biologicals, Inc.
 Next Advance Inc.
 NuAire, Inc.
 Oklahoma Medical Research
 Foundation
 Open Biosystems
 Operon Biotechnologies, Inc.
 OriGene Technologies, Inc.
 Pall Medical
 PBL Biomedical Laboratories
 PBL Interferon Source
 Pel-Freez Biologicals
 PeproTech Inc.
 Phalanx Biotech Group
 ProImmune Inc.
 PromoCell GmbH
 QuadraSpec, Inc.
 Quansys Biosciences
 Quidel Corporation
 R&D Systems, Inc.
 RayBiotech, Inc.
 Reichert Inc.
 The Rockefeller University Press
 Rockland Immunochemicals
 Rules-Based Medicine, Inc.
 SABiosciences Corporation
 Sanofi Pasteur, Inc.
 Sarstedt, Inc.
 Saunders/Mosby/Churchill
 Livingstone
 ScyTek Laboratories Inc.
 SeraCare Life Sciences, Inc.
 Shenandoah Biotechnology, Inc.
 Sigma-Aldrich
 SignalChem Pharmaceuticals
 Sinauer Associates, Inc.
 Publishers
 SouthernBiotech
 Springer
 SRI International
 St. Jude Children's Research
 Hospital
 STEMCELL Technologies, Inc.
 Strategic Diagnostics, Inc.
 SuperArray Bioscience
 Symansis
 TA Instruments

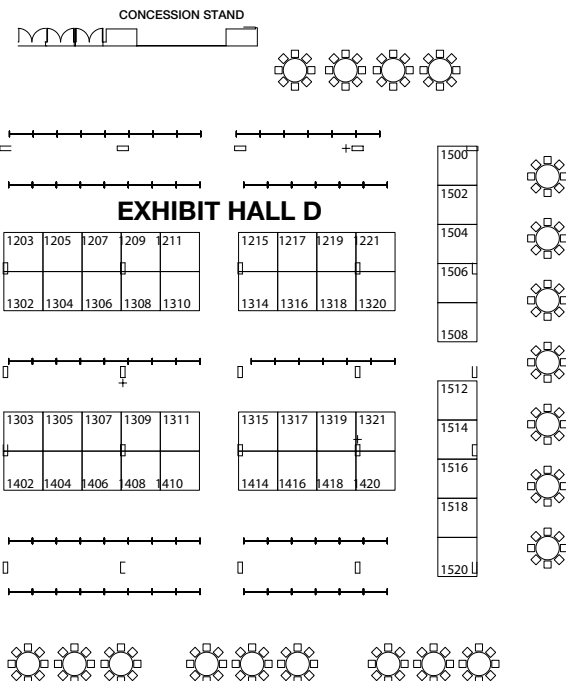
Texas A&M Institute for
 Genomic Medicine
 Thermo Fisher Scientific
 Thermo Scientific Particle
 Technology
 TissueGnostics GmbH
 Tree Star, Inc.
 21st Century Biochemicals, Inc.
 University of Texas South-
 western Medical Center
 US Immunodeficiency Network
 (USIDNET)
 UVP, LLC
 VVR Biosciences
 Wiley-Blackwell

Guest Societies

Each year, AAI is joined by a number of Guest Societies presenting symposia in their respective disciplines.

The following Guest Societies have been invited for IMMUNOLOGY 2010™.

American Association of Veteri-
 nary Immunologists (AAVI)
 American Society for Blood
 and Marrow Transplantation
 (ASBMT)
 American Society of Bone and
 Mineral Research (ASBMR)
 American Society of Hematol-
 ogy (ASH)
 American Society of
 Transplantation (AST)
 Association of Medical Labora-
 tory Immunologists (AMLI)
 Australasian Society for
 Immunology (ASI)
 British Society for Immunology
 (BSI)
 Canadian Society for
 Immunology (CSI)
 Chinese Society of Immunology
 (ChSI)
 International Society for
 Interferon and Cytokine
 Research (ISICR)
 International Society of Devel-
 opmental and Comparative
 Immunology (ISDCI)
 International Society of
 Neuroimmunology (ISNI)
 PsychoNeuroImmunology
 Research Society (PNIRS)
 Singaporean Society for
 Immunology (SSI)
 Sociedad Mexicana de
 Inmunología (SMI)
 Society for Glycobiology
 Society for Leukocyte Biology
 (SLB)
 Society for Natural Immunity
 (SNI)



AAI RULES AND REGULATIONS

The Exhibit Application/Contract must be signed by an authorized representative of the exhibiting company. This signature will reflect that the authorized representative has read and has full comprehension of the terms specified below and of the terms specified on the IMMUNOLOGY 2010™ website. The American Association of Immunologists, Inc. (AAI) reserves the right to dismiss any exhibitor who does not adhere to the rules and regulations published here and within the Exhibitor Service Kit.

Presentation of Products or Services

The purpose of the IMMUNOLOGY 2010™ exhibit program is to further the education of the scientist working in the field of immunology. The exhibits must be of an educational character. They must emphasize instruments, products or services for use in teaching and research, books or other publications in scientific fields of relevance to the interests of the members of AAI, or directly convey scientific research findings in those areas of science represented by the Association.

AAI reserves the right, in its sole discretion, to accept or deny applications for exhibit space and to allocate space among exhibitors. In the case of a denied application all monies collected by Exhibit Management will be refunded to the exhibiting company.

Space Assignment

Assignment of available space will be made on a first received (time stamped) first assigned basis. Whenever possible, space will be allotted according to the exhibitor's choice, but the final arrangements will be determined by Exhibit Management in a way that produces the most advantageous grouping of the exhibits. AAI shall have no liability if the space location assigned is not as requested or if space is sold out.

A 50-word description of products and/or services to be displayed in your booth must be submitted. This information will be published in the Meeting Program provided that the application and description are received no later than March 5, 2010. If the description is not provided by the deadline date, only the name, address (as it appears on the contract) and booth number will be printed in the Meeting Program.

General Conduct of Exhibits

The following practices are prohibited: noisy electrical or other mechanical apparatus interfering with other exhibitors; operation of x-ray equipment; canvassing or distributing any material outside the exhibitor's own space; use of billboard advertisements and/or the display of signs outside the exhibit area; publicizing and/or maintaining any extracurricular activities, inducements, demonstrations or displays away from the exhibit area during the exhibit hours; entry into another exhibitor's booth without permission; photographing, video taping, or examining another exhibitor's equipment without permission; the use of magicians, fortune tellers, dancers, puppets, balloons, or other entertainment of this nature without permission; the use of any animal in an exhibit or animals on the floor also requires permission. Subleasing of exhibit space is not permitted. Dismantling exhibits and leaving before official exhibit close at 4:30 PM on Monday, May 10, 2010, is not allowed.

Location Relative to Other Exhibits

Exhibitors may use the Exhibit Application to designate their preference for location near other companies or their wish not to be adjacent to or opposite designated companies. These requests will be honored to the greatest extent possible in conjunction with assignment priorities and requests for specific locations on the floor.

Distribution of Giveaways

Exhibitors will be permitted to distribute appropriate promotional materials and approved related items from their exhibit booth only. Exhibitors may not without permission distribute any material outside the booth (hotels, Convention Center lobby area, etc.). In keeping with the educational purpose of the exhibit program, all such giveaways, with the exception of literature, must have prior approval of Exhibit Management and must conform to acceptable and professional standards. A giveaway approval form will be available in the Exhibitor Service Kit.

GENERAL INFORMATION

Exhibit Space Rental

All booths are 10' x 10' and can be combined to make larger booths. Tiered pricing is available with discounts for

applications and deposits received by October 31, 2009. (See *Exhibit Application* for details.) Each corner booth (bordered by a front and side aisle) is US \$2,650–\$2,800, depending on time of application. Each inside booth (bordered by a front aisle only) is US \$2,350–\$2,500. Rental includes 8' high back drapes and a 36" high side dividers and a standard (7" x 44") identification sign with company name. The exhibit aisles will be carpeted. Exhibitors will need to bring or rent carpet for their booths. A deposit check in the amount of US \$1,000 for each booth requested must accompany the application for space for applications submitted on or before October 31, 2009. After October 31, all applications must be submitted with payment in full. **Exhibit space will not be assigned and confirmed without receipt of deposit money.** The balance due on the cost of space assigned must be paid on or before December 15, 2009.

Cancellation or Reduction of Exhibit Space

Notification of an exhibitor's decision to cancel or reduce space must be made in writing. The effective date of space cancellation or reduction will be the date on which the written notice is received by Exhibit Management. If space is cancelled or reduced on or before December 15, 2009, a refund will be made of any funds paid in excess of the required non-refundable deposit. After December 15, 2009, all sales are final and any deposits plus other booth fees paid become non-refundable.

Sub-Leasing

Sub-leasing of exhibit space is not permitted. Two or more companies may not share the same space.

Registration of Exhibitors

Exhibitors will receive four complimentary Exhibit Hall-Only badges for company personnel for each 10x10 booth space reserved. Additional Exhibit Hall-Only badges can be purchased for \$50 each. It is the responsibility of the authorized individual signing the application for space to inform all company personnel of the rules and regulations contained in this brochure. **Exhibit Hall-Only badges will not permit attendance to scientific sessions.**

BOOTH DESIGN AND USE OF EXHIBIT SPACE

Standard In-Line Booths

The back wall of the display is limited to 8' in height and a depth of 4'. All display fixtures and accessories, (including but not limited to book racks, instruments and foliage) over 4' in height (not to exceed 8' maximum) must be confined to that area of the exhibitor's space which is within 4' of the backline. Display material in the remaining 6' of booth space must not exceed 4' in height. Hanging signs are not permitted.

Multiple Standard Booths

In an exhibit that contains 3 or more linear booths (30 feet or more), the interior booths are permitted to contain display material over 4' in height—with a maximum of 8' in height—which must be confined to that area of the exhibitor's space which is within 6' of the backline of the booth. Sufficient "see-through" area must be provided so as not to block the view of adjacent exhibits. The end booths of such an exhibit must conform to the Standard Booth restrictions of 4' display area from the backline of the booth. Hanging signs are not permitted.

No exhibit may span an aisle by roofing. Exposed, unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. If such draping is not ordered, the contractor, with the approval of the Exhibit Manager, will install it and charge the exhibitor.

Island Booths

In island booth units, bordered on four sides by aisles, the full cubic content of the space may be used; however, all display material is restricted to 16' in height and sufficient "see-through or walk-through" area of 40% visibility per side must be provided so as not to block the view of adjacent exhibits. Models or to-scale drawings of cubic content exhibits must be submitted in advance to Exhibit Management for approval to avoid problems during exhibit set-up. Island booths will be measured and may not exceed the 16' height limitation. Hanging signs are permitted but must not exceed the 16' height restriction measured from the top of the sign to the floor.

The aisles are the property of AAI. Each exhibitor has the responsibility to assure proper flow of traffic through the entire show by not blocking the aisles. Do not place

your demonstration areas on the aisle line of your exhibit if you expect many people to congregate at one time. Leave space within your own exhibit area to absorb the majority of the crowd. This regulation applies even if your exhibit booths are directly across the aisle from each other.

Fire Code Regulations

All drapes, curtains, table coverings, skirts, carpet or any material used in exhibits must be flame retardant. Fire hose cabinets, fire extinguishers, sprinklers, fire exit doors, route of egress and any other fire safety device or facility must not be hidden, obstructed or otherwise disturbed. Crates, packing materials, wooden boxes or other highly combustible materials may not be stored in exhibit halls, meeting rooms or fire exit areas. Passenger elevators and escalators may not be used for freight, including hand trucks, floats and similar equipment.

Liability

The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold harmless AAI and their officers, employees, and agents, IAS (Exhibit Management), The Baltimore Convention Center and its employees and agents, and Freeman Companies harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibiting premises or a part thereof, excluding such liability caused by the sole negligence of the parties referred to above. In addition, the Exhibitor acknowledges that AAI, its agents, the Baltimore Convention Center, and Freeman Companies do not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor.

Cancellation of Meeting and Exhibit

It is mutually agreed that in the event IMMUNOLOGY 2010™ is cancelled due to acts of God, war, strikes, government regulation or advisory (including travel restrictions by the government or World Health Organization), civil disturbance, terrorism, or threats of terrorism in Baltimore, MD, and the eastern 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 Baltimore, MD, or any other comparable conditions or circumstances occurring either in the location of the IMMUNOLOGY 2010™ meeting or in the countries/states of origin of at least 30 percent of the attendees or along their routes of travel, making it commercially impracticable, illegal, or impossible to hold IMMUNOLOGY 2010™, the Application and Contract for exhibit space will be terminated. In such an event, the affected party shall not be liable to the other for delay or failure to perform its obligations, except there shall be a prorated reduction of any fees payable or otherwise due under this agreement and/or refund of any deposits paid.

Insurance

Exhibitors are urged to take out a portal-to-portal policy available at a nominal cost on their own insurance policy protecting them against loss through theft, fire, damage, etc.

SERVICES AND OFFICIAL CONTRACTOR

Details for labor, furniture, rental displays, lead retrieval, utilities, etc. will be included in the *Exhibitor Service Kit*.

Service Kits

Exhibitor Service Kits will be on-line in February 2010. Exhibitors are urged to take advantage of cost reductions offered by most contractors for advance orders. Many services cost substantially more when ordered onsite.

Please Address All Communications Pertaining to Exhibits to:

AAI Exhibit Sales and Management

c/o IAS Victoria Geis or Cheryl Stratos
103 Oronoco Street, Suite 200, Alexandria, VA 22314
Phone: 703-212-4961 • Fax: 703-548-3733
E-mail: AAIExhibits@IAS-online.net

Exhibit Application/Contract

IMMUNOLOGY 2010™

THE AMERICAN ASSOCIATION OF IMMUNOLOGISTS 97th ANNUAL MEETING



Meeting Dates: May 7–11, 2010 • Exhibit Dates: May 8–10, 2010 • Baltimore Convention Center • Baltimore, Maryland

Instructions: Complete and return this application to reserve your space. Available exhibit space will be assigned on a first-come, first-served basis according to the receipt of this document. A non-refundable \$1,000 per 10x10 booth deposit is due with the application; the balance is due by December 15, 2009. For applications submitted after October 31, 2009, full payment is due with the application.

Company _____

Contact Name _____ Title _____

Address _____

City/State/Zip/Country _____

Phone _____ Fax _____

E-mail _____

The total number of booths we request is/are _____

- Location Preference: Corner \$2,650 (On or before October 31, 2009)
\$2,800 (After October 31, 2009)
 Inside \$2,350 (On or before October 31, 2009)
\$2,500 (After October 31, 2009)

We prefer the following booth locations (in priority order):

- 1) _____ 2) _____ 3) _____
4) _____ 5) _____ 6) _____

We will exhibit the following kinds of products/equipment/services:

If possible, we would like to be grouped with (other exhibitor names):

If possible, we would NOT like to be located adjacent to or directly across from

Sponsorships/Additional Marketing Opportunities:

- Cyber Center(s)** (___ # centers)..... \$10,000 each \$ _____
- Lanyards** \$5,000 \$ _____
- Refreshment Carts** (___ # carts)..... \$3,000 each \$ _____
- Materials Sponsorship** \$3,000 each \$ _____
(Item Type: _____)
- Meeting Bag Insert** \$3,000 \$ _____
- Exhibit Hall Banner** \$2,500 \$ _____
- Workshop** \$900 \$ _____
- Post-Show Attendee List** \$700 \$ _____
- Product Showcase** \$300 \$ _____
- Announcement of your Booth Raffle** \$100 \$ _____

SPONSORSHIP TOTAL \$ _____

Premier Exhibitor Sponsorship Met

- Level I (\$3,000)** **Level II (\$6,000)** **Level III (\$10,000)**

Cancellation Policy

The **\$1,000 per booth** deposit and all sponsorship payments are non-refundable. If full payment is not received by December 15, 2009, booth space will be cancelled and immediately released to other companies interested in exhibiting. After December 15, 2009, all sales are final and any deposit or fee payment is non-refundable.

In accordance with the following terms, conditions, and regulations governing exhibits of the IMMUNOLOGY 2010™ at the Baltimore Convention Center in Baltimore, Maryland, May 7–11, 2010, the undersigned hereby makes an application for exhibit space(s) which, when accepted by the AAI Exhibit Management, becomes a contract. Terms and conditions listed elsewhere in this document and at www.aai.org are a part of this contract. The undersigned agrees to abide by all rules, requirements, restrictions and regulations as set forth in this agreement or as may be especially designated by AAI Exhibit Management, the convention center, the official general services contractor as well as any city, state and federal regulations. Failure to abide by such rules and regulations results in forfeiture of all monies paid or due AAI under the terms of this agreement.

Authorized Signature _____ Date _____

The American Association of Immunologists, Inc. (AAI) reserves the right, in its sole discretion, to accept or deny applications for exhibit space and to allocate space among exhibitors. In the case of a denied application, all monies collected by AAI Exhibit Management will be refunded to the exhibiting company.

PAYMENT:

TOTAL EXHIBIT FEES \$ _____
TOTAL SPONSORSHIP FEES \$ _____
TOTAL AMOUNT DUE \$ _____

Method of Payment:

Check Credit card Visa Mastercard American Express
Card # _____ Exp. _____
Signature _____
Address _____ Zip _____
Phone: _____

(For cardholder if different from authorized applicant's)

Please make checks payable to AAI, Inc. in U.S. dollars drawn on a U.S. bank

Mailing Address for Exhibit Payments:

The American Association of Immunologists • Attn: Exhibits
9650 Rockville Pike, Bethesda, MD 20814-3994

** When mailing, also please fax a copy of Application/Contract to AAI Exhibits Manager at 703-548-3733.

Please return this form and direct any questions or concerns to:

AAI Exhibit Sales and Management:

c/o IAS Victoria Geis or Cheryl Stratos
103 Oronoco Street, Suite 200, Alexandria, VA 22314
Phone: 703-212-4961 • Fax: 703-548-3733
E-mail: AAIExhibits@IAS-online.net

THE AMERICAN ASSOCIATION OF IMMUNOLOGISTS

9650 Rockville Pike, Bethesda, MD 20814-3994

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IMMUNOLOGY 2010™

97th Annual Meeting
The American Association
of Immunologists

May 7–11, 2010
Baltimore Convention Center
Baltimore, Maryland

See you in
BALTIMORE!

