

 **Promega** | *Powered for 26 years*

**ISHI** INTERNATIONAL SYMPOSIUM  
ON HUMAN IDENTIFICATION  

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GRAPEVINE, TX • OCT. 12-15, 2015

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**EXHIBITOR HANDBOOK**

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## The International Symposium on Human Identification

For more than 25 years the International Symposium on Human Identification has provided a forum for forensic practitioners to share information about the latest DNA technologies. From modest beginnings, ISHI has grown to be the largest meeting in the world to focus on DNA forensics and its applications to human identity.

More than 900 people participated in last year's symposium, representing over 40 countries.

Topics covered during the general session included:

- Next Generation Sequencing
- Body Fluid Testing
- Rapid DNA and CODIS Integration
- Molecular Photofitting

Two scientific poster sessions held in the exhibit hall featured 133 posters covering all aspects of DNA typing. Optional pre and post-conference workshops covered: Probabilistic Software Programs, Complex Relationship Statistics, Biological Evidence, NGS Advances and Implementation of New Y and STR Loci.

## Attendee Profile

Attendees at ISHI are involved in all aspects of DNA typing and come from state, federal and local crime labs in the US and abroad, parentage and testing laboratories, academic institutions, governmental research agencies and policy think tanks. More than 80% of the attendees self-identify as Technical Leaders, Laboratory Directors, DNA Analysts or Scientists.

## Why Exhibit at ISHI

### Your customers attend.

The International Symposium on Human Identification brings together leading experts in the field of forensics to learn, share and network. Many of these activities take place on the exhibit floor, with the morning breaks, lunches and poster sessions all held in the exhibit area. The exhibit floor is designed to draw traffic to all corners of the hall, with coffee stations throughout as well as an interactive QR code hunt to encourage booth traffic.



Your exhibit pass allows you full access to the general session talks and networking events like the Welcome Reception and Offsite Dinner event on Wednesday at the Glass Cactus Nightclub.

### **You'll get your message out.**

Your exhibit at ISHI includes plenty of exposure to attendees before the meeting even begins. Each exhibitor receives a 50 word booth description with linked logo on the official conference website, and on the mobile app. Your listing also appears in the official conference program distributed to all conference attendees. New this year – exhibitors can submit a 60 second PowerPoint show or video spot featuring their products. These videos or slides will be accessible to attendees via hyperlink from the conference website.

### **Your competitors attend.**

Nearly every product or service relevant to the DNA forensics industry is represented at ISHI. These include:

- Analysis Software
- Automation Equipment
- Chemicals and Reagents
- DNA Typing Systems
- Equipment Services
- Evidence Collection
- Forensic Service laboratories
- Instrument Calibration & Service
- Laboratory Information Management
- Laboratory Monitoring Systems
- Microscopes
- Next Generation Sequencing
- Specialty Publications & Journals
- STR Analysis
- Sequencers
- Training and Education
- Workstations

## **Exhibitor Contact**



Contact Tara Luther for questions about sponsorship opportunities or exhibiting at ISHI 26.

([tara.luther@promega.com](mailto:tara.luther@promega.com) or 608/443.3290).



## Exhibitor Packages

**Standard** 10 x 10 booths are \$2,850 or \$2,500 for 1st time exhibitors. **Premium** 10 x 10 spaces are \$3,100 or \$2,750 for 1st time exhibitors. A limited number of 20 x 20 spaces are also available. Refer to the [interactive exhibitor map](#) to see available spaces and costs.

### Each booth includes:

- 8' high back drape
- 3' high side drapes to separate your space from adjoining booths
- 11" x 17" company ID sign
- 6' x 30" skirted table
- two chairs
- one wastebasket

### Each booth reserved includes two free full conference registrations allowing

- Access to the general session talks
- Welcome Reception on Monday evening
- Continental breakfast on Tuesday, Wednesday and Thursday
- Buffet lunch on Tuesday and Wednesday
- Wednesday dinner event

**Exhibit only registrations are not available.** Each exhibitor must be registered to enter the exhibit hall and participate in the conference. Additional registrations are available for \$655 before August 1 or \$755 after August 1.

## Online Registration & Payment

We are very excited to announce a new change in the exhibitor registration process! We've listened to your feedback, and this year we've partnered with Map Dynamics to allow you to select your own booth space! This interactive map will allow you to see the cost of the booth spaces, select multiple booths (if desired), and will show who your potential neighbors will be. Registration will be processed on a first-come, first-served basis.





To register, select your top three preferred booth selections from the interactive map. Please note that some booths may appear as unavailable if another company has requested the same space.

After selecting your booth(s), you will be taken to an Exhibitor Profile screen. On this page, you'll be asked to enter in your company information, including description and logo. If you've exhibited previously, this information has been pre-loaded for you. At the top of the page, where it asks for your company name, enter your information and select the "search" button. Upon clicking on your company name in the search results, you'll notice many fields will pre-fill for you. You will be allowed to enter additional information and make changes. We've included questions in this field to note any exhibitors you'd like in close proximity to you and those that you'd prefer to have some distance from. We will make every attempt to honor these choices when approving booth spaces.

\*Please note: at the bottom of the page, there are two areas to enter in personnel contact information. **The public information section will be displayed to attendees.** Please use this area to list the person you anticipate will be manning your booth during ISHI. This information can be altered later. The administrative section is where you will enter information for the person who should receive booth communication from ISHI. Within three business days of selecting your preferred location, you will be notified of your assigned booth space and an invoice will be emailed. In order to secure your booth, you will be required to make a deposit of 50% of the booth cost. A second invoice will be sent when final payment is due.

## Booth Set-up and Tear-down

The exhibit hall will officially open at 12:00 noon on Monday, October 12 for booth setup. All exhibitors are encouraged to start their installation as close to noon as possible in order to finish setup by 5:00pm. Your company's freight will be unloaded in the area of your booth. Please make sure your booth set up crew is aware of these timelines. If for any reason your set up crew will be delayed, please contact Mary O'Connell at 608.772.5149.

On Thursday, October 15 the Exhibit hall will close for booth tear down after the 10:00am break. Please do not begin booth tear down prior to this time. Exhibitors are asked to complete breakdown and have freight ready for shipment by 4pm on Thursday.



## Drayage

Freeman is the Official Decorator for ISHI 26. You can save money on freight handling charges by planning ahead and making sure that your freight arrives by the dates designated by Freeman. Important timelines, the freight shipping address and other details can be found in the online Exhibitor Services Guide that will be posted on [www.ishinews.com/exhibit](http://www.ishinews.com/exhibit).

Note: It is very important that all items being shipping to ISHI 26 identify your company name the same way it is listed on your exhibitor contract to prevent delays or misplaced freight.

## Exhibitor Services

Your exhibit space is provided with a draped 6 foot table, two chairs and a waste basket. Additional items, such as extra chairs, padded carpet, counters and cleaning services must be ordered from Freeman. Freeman will be contacting exhibitors in July with additional information on how to order services in their exhibitor kit.

## Electricity

Booth electricity must be ordered through the hotel. Advanced pricing is available 14 days prior to the first day of the show. Freeman will provide exhibitors with detailed information for ordering electrical services in the exhibitor kit, due out in July.



## Lead Retrieval

ExpoLogic will be providing lead retrieval services for ISHI 26. The LeadKey is a battery-powered, hand-held Badge Reader for mobile, data collection/management with online access to scanned sales lead data, via Exhibitor's password protected Internet portal. Sales leads will be uploaded after the show closes. Please visit [bit.ly/mxl-products](http://bit.ly/mxl-products) for full descriptions and videos of the LeadKey scanner.

Information will be included in Freeman's exhibitor kit with instructions on how to order your LeadKey scanner.

## Important Deadlines, Registration, and Show Hours

<b>Date</b>	<b>Task Checklist</b>
February 9, 2015	Registration opens, booth purchases begin
July 1, 2015	Sponsorship forms due (first come, first served)
August 1, 2015	Closing date for company listing and logo in official program
August 1, 2015	60 second video/PowerPoint presentation due
August 1, 2015	All payments due
September 20, 2015	Room cut off for Gaylord Texan (rooms subject to availability)
October 7, 2015	Early deadline for sending freight to Freeman
October 7, 2015	Early deadline for ordering lead scanner
October 12, 2015	Pick up registration packet for booth personnel
October 12, 2015	Booth set-up begins in Exhibit Hall at 12:00pm noon, must be complete by 5:00pm
October 12, 2015	Welcome Reception (5:15 - 7:15pm)





## Booth Set-Up/Tear-Down Dates and Hours

Date	Hours
October 12, 2015 -- Set-Up	12:00 noon - 5:00pm (badge is required)
October 15, 2015 -- Tear-Down	10:30am - 4:00pm (badge is required)

## ISHI Registration Hours

Date	Hours
October 11, 2015	7:00am - 2:00pm
October 12, 2015	7:00am - 7:00pm
October 13, 2015	7:00am - 4:00pm
October 14, 2015	8:00am - 4:00pm
October 15, 2015	8:00am - 1:30pm

## ISHI Exhibit Hours

Date	Hours
October 13, 2015	7:30am - 5:30pm
October 14, 2015	7:30am - 5:30pm
October 15, 2015	7:30am - 10:30am



## Sponsorships

ISHI Sponsorships are a great way to show your support for the forensic community and get your name in front of conference attendees. A variety of options are available ranging from break sponsorship to conference WIFI sponsorship. See complete details on Sponsorship forms, sponsorships are limited and assigned on a first come-first served basis.

Sponsorship Item	Price	Includes
Full Page Ad	\$1,000	4 color ad in conference program
WIFI Co-Sponsorship	\$5,000	Logo on splash page, acknowledgement in program and on table tents
AM Break Sponsorship	\$1,000	Logo on break signage and acknowledgement in program
PM Break Sponsorship	\$1,000	Logo on break signage and acknowledgement in program
Drink Tickets	\$100	10 drink tickets for customers during the Welcome Reception

## Vendor Showcases

A limited number of Vendor Showcase slots will be concurrently scheduled from 5:30pm-7:30pm on Tuesday, October 13 and 7:00am-8:30am on Wednesday, October 14. The Vendor Showcase cost of \$2500 includes a meeting room (maximum capacity ~ 150 depending on set up), event listing on the conference website and in the conference program. Additional costs for food and beverage or A/V requirements are the responsibility of the exhibitor.

The showcase is only available to companies exhibiting at the Symposium. Exhibitors may use this time and space to meet with conference attendees to showcase their technologies, products and/or services. The Vendor Showcase may not be shared by two companies, with the exception of parent & subsidiary companies (maximum of two companies per showcase).

Please submit a one paragraph description indicating what the focus of your showcase will be. As space is limited, reservation is made on a first-come, first-served basis and payment must be received by Promega within 10 calendar days of submitting this form. In the event an exhibitor needs to cancel their reserved Vendor Showcase, they must notify Tara Luther, Marketing Coordinator, in writing (email is acceptable) by August 1st to receive a full refund. It is the exhibitor's responsibility to confirm their cancellation has been received by Promega. Any cancellations made after this date will result in a forfeiture of payment.



## Hotel and Transportation

A block of rooms is available at the Gaylord Texan Resort, located at 1501 Gaylord Trail, Grapevine, Texas for the reduced rate of \$224 + tax for single/double. In room amenities include:

- Wired and wireless high-speed internet access
- Fitness center access
- Discounted transportation to Grapevine area attractions

Book your rooms online [here](#) or by phone: 866-782-7897, reference ISHI 26 to receive the group rate. Room reservations must be guaranteed by a major credit card. Hotel will charge card for one night's stay prior to arrival. Cancellations must be received 3 days prior to arrival for refunds.

Check in time is 3:00pm local time, Check-out time is 11:00am local time.

### Transportation

Gaylord Texan Resort & Convention Center partners with Super Shuttle to provide economical airport transportation. Super Shuttle saves you money by allowing you to share the ride with other passengers, making convenient stops at each passenger's terminal.

When your flight arrives, simply use the phones in Baggage Claim to call Super Shuttle for pickup. Please plan for a 1-hour trip between the airport and the resort.

### Costs for Super Shuttle Shared Rides

DFW Airport: \$13 per person

Love Field: \$23 per person

For more information or to make a reservation, call Super Shuttle at 1-800-258-3826. Shuttles depart from the front drive of the resort daily between 5:00 a.m. and 6:00 p.m. The DFW shuttle departs every 20 minutes, while the Love Field shuttle departs on the hour.

