

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

ISHI INTERNATIONAL SYMPOSIUM
ON HUMAN IDENTIFICATION

GRAPEVINE, TX • OCT. 12-15, 2015

EXHIBITOR RULES AND REGULATIONS



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The International Symposium on Human Identification is managed by Promega Corporation. The conference is intended to provide a marketplace for products and services used in the field of DNA identification and facilitate the exchange of information about new products or services.

Definitions

“Event” means the 26th International Symposium on Human Identification, or ISHI 26, which includes the exhibition, conference, general sessions, workshops, meal functions and events produced by Promega Corporation. “Show management” means collectively, Promega Corporation and contractors working on behalf of Promega to manage the event. “Exhibitor” means the company or person that applied for exhibit space rental and agreed to enter into this contract upon acceptance by show management in the manner stated below. “Facility” means the location or locations at which the event is being held.

The exhibit space applications and agreements, these exhibitor rules and regulations, the exhibit display regulations and the exhibitor services manual are hereinafter referred to as the “Agreement” and constitute the agreement between the organizer and the exhibitor.

Acceptance of Communication

Exhibitor agrees, on its own behalf and on behalf of its employees and agents to receive event and organizer related information from show management and its associated contractors. Exhibitor waives any right or option on its own behalf and on behalf of its employees and agents to opt out of any forms of communication until the conclusion of the contracted event.

The signer of the exhibit space application shall be the official representative of the exhibitor and shall have the authority to act on behalf of the exhibitor. It is the exhibitor’s responsibility to inform show management if contact information changes to ensure the timely distribution of exhibition information to the responsible person within exhibitor’s organization. This person will receive all official correspondence from the show organizer and be responsible for communicating all information to appropriate individuals.



Admission Polices

Exhibit hall admittance is restricted only to exhibitor personnel and registered attendees displaying an official badge. All personnel representing the exhibitor or its authorized agents must be properly identified with an official badge.

Exhibitors are permitted access to the exhibit hall one hour before and after posted show hours. Additional access may be arranged by contacting show management and will be granted solely at their discretion.

Exhibit Personnel Registration

Two free of charge ISHI registrations will be provided for **each** contracted 10 x 10 exhibit space. These are full registrations providing access to all general session talks and ISHI meal functions including: the Monday Welcome Reception, continental breakfast on Tuesday, Wednesday & Thursday, buffet lunch on Tuesday and Wednesday and the dinner event on Wednesday evening.

Additional booth personnel must be registered for ISHI in order to work the exhibit floor. **Exhibit only badges are not available.** All personnel may be registered using the on-line registration system found at www.ishinews.com Discount codes for free of charge booth staff (2 staff per each 10 x 10 space) will be provided to the person completing the exhibit application after payment has been received.

Substitutions for booth personnel badges can be completed at no charge prior to the conference or at the conference registration desk. No substitutions can be made for badges that have already been used for admission. Lending or sharing of badges is prohibited. There will be no refunds for unused badges. Questions about registration should be directed to Tara Luther, tara.luther@promega.com (608/443.3290).

Registration Deadline Dates for Additional Exhibit Personnel

- Before August 1 Early Rate, \$655
- After August 1 Standard Rate \$755



Payment Instructions

Show management accepts the following forms of payment: American Express, MasterCard, VISA, checks or money orders payable in US dollars. Bank transfers are payable only in US dollars drawn from a US bank. Transferred funds must be sent to:

JP Morgan Chase, N.A, Routing # 021000021
Address: JP Morgan Chase, 1 Chase Manhattan Plaza 21st floor, New York, NY 10005
Beneficiary name: Promega Corp.
Beneficiary account #: 547378036
Swift code: CHASUS33
Reference: Payees name and invoice # if applicable
BBI: JP Morgan Chase Bank, M.A.

Exhibitor is responsible for all bank charges including a processing fee of \$15 which must be added to the total amount transferred. The bank order must include the registrant's name and company name to facilitate tracking.

A deposit in the amount of 50% of the total space rental charge is due and payable upon booking/reserving space.

Full payment is due by August 1, 2015. If full payment is not received when due, booth space is subject to release and resale.

Check payments via mail or overnight express should be sent to:

Promega Corporation
Attn: ISHI 26
2800 Woods Hollow Road
Madison, WI 53711

Promega's Tax ID number is 39-1388-811



Cancellations and Changes

Cancellation or downsize requests received after August 1 will not receive a refund, credit or price adjustment. Requests for refunds made on or before August 1, 2015 will be honored using the schedule below. If for any reason an exhibitor must cancel their conference registration, they must cancel their housing arrangements separately. Show management is not responsible for hotel no-show fees or any travel or lodging expenses.

Exhibitor agrees:

That exhibit space will be considered cancelled by an exhibitor upon the date that written notice of cancellation is received by show management

- a) If space is cancelled before July 1, show management will refund 90% of the total booth cost.
- b) If space is cancelled after July 1, but before July 15, show management will refund 75% of the total booth cost.
- c) If space is cancelled after July 15, but before August 1, show management will refund 50% of the total booth cost.
- d) After August 1, no refund will be given for booth fees.
- e) If the event is cancelled because of reasons beyond the control of show management, space fees or deposits already made will be returned to exhibitors in their entirety.

All cancellation requests must be made in writing. If the exhibitor downsizes, they may be required to move to a new booth location. Notification dates and percentages of penalty fees for reduction of exhibit space are the same as for canceling exhibit space. Penalty fees are assessed on the amount of the reduced space.

Hotel Reservation and Cancellation Policies

Show management has negotiated special hotel rates for event participants 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 on online at www.ishinews.com or by phone: 866-782-7897, reference ISHI 26 to receive the group rate. Room reservations must be guaranteed by a major credit card. The hotel will charge cards for one night's stay prior to arrival. Cancellations must be received 3 days prior to arrival for refunds. Do not contact show management for hotel reservations or cancellations.

Booth Selection

Exhibitors may indicate their choice for exhibit space based on the exhibit floor map provided at <http://www.map-dynamics.com/ishi2015/?register>. Show management will assign exhibit space based on date the application is received and the number of years vendor has exhibited at ISHI.

It is show management's intent to accommodate exhibitors in a manner that will enable each to exhibit its products under the most favorable conditions.

Every effort will be made by show organizers to ensure good traffic flow throughout the exhibit floor through placement of food stations, charging stations and an interactive QR code scavenger hunt.

Services/Equipment Included in Exhibit Space Rental

Your exhibit fees include the following:

- Exhibit space with side and back drapes and standard sign with company name and booth number.
- One six foot draped table
- Two chairs
- One waste basket
- 2 complimentary symposium registrations per 10 x 10 space booked. Additional badges are available for \$655 before August 1 and \$755 after August 1.
- Free listing of 50 words or less in the official ISHI program
- Company listing with logo and link to company website on ishinews
- Company listing with logo and link on Guidebook app
- One minute or less video or PowerPoint slide show linked on ishinews site
- Basic Internet service in the exhibit hall
- Security in the exhibit hall from
 - o 5:30pm Monday-7:00am Tuesday
 - o 5:30pm Tuesday-7:00am Wednesday
 - o 5:30pm Wednesday-7:00am Thursday



- All registered exhibitors have access to the full program and meal functions including
 - o Welcome Reception Monday evening
 - o Continental breakfast on Tuesday, Wednesday, Thursday
 - o Buffet lunch on Tuesday and Wednesday
 - o Evening dinner event at Glass Cactus on Wednesday

Services/Equipment NOT Included in Exhibit Space Rental

The following are not included in exhibit space rental:

- Carpet or padding for exhibitor's booth
- Assembly, dismantle or rigging services
- Electricity
- Lead Retrieval Service
- Cleaning of exhibit space

These items can be ordered through Freeman using the instructions contained in the service manual.

Resale and Subletting of Exhibit Space

No exhibitor shall sublet or apportion any of his/her allotted exhibit space with another business or firm, nor permit any other person or party to market, display or present therein any goods or services not manufactured or distributed by the exhibitor in the regular course of business.

Appearance of Exhibit Space and Care of Premises

- All open or unfinished sides of the exhibit which may appear unsightly must be covered or show management will have them covered at exhibitor's expense.
- No bolts, screws, hooks or nails shall be driven into or otherwise attached to the walls or floors of the exhibit areas.
- No part of the display may be attached to or otherwise secured to the columns, drapery backdrop or side dividers.
- Decals or other adhesive materials shall not be applied or affixed to the walls, columns or floor of the exhibit/facility areas.



Exhibit Design

- All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers or installation/dismantling equipment, such as fork lifts.
- Exhibitors should ensure that any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing materials to be displayed.
- All exhibit backgrounds must conform to the standards set by the IAEE (International Association of Exhibitions and Events).
- Visit <http://www.freemanco.com/pdf/IAEE-Guidelines.pdf> to review the guidelines.
- All 20 feet by 20 feet and over exhibits require a drawing, plans or renderings, preferably digital to be submitted to show management 60 days in advance. This will allow show management to review and indicate any problems per the show's exhibit rules.

Fire Protection/ Fire Marshall Requirement

All exhibit spaces must be in full compliance with all facility, fire marshal, show management and exhibit guidelines including all local, state and federal laws. All materials used in display construction or decorating should be made of fire retardant materials.

Staffing of Booth

The exhibitor will not dismantle their display prior to the stated closing of the show. No exhibit or any part thereof may be removed during the period of such exhibition without the written consent of show management. Exhibitors should make travel and staffing plans accordingly.

Exhibit staff must confine their activities to the contracted exhibit space. Exhibitor's personnel and representatives may not enter the exhibit space of another exhibitor without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed .



Exhibit Hours

Tuesday, October 13	7:30am-5:30pm
Wednesday, October 14	7:30am-5:30pm
Thursday, October 15	7:30am-10:30am

Exhibit Installation and Dismantle

Set up

Monday, October 12	12:00 noon – 5:00pm (badge is required)
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Tear-down

Thursday, October 15	10:30am-4:00pm (badge is required)
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- Materials for an exhibit display may not be delivered to the exhibition facility before the official move-in period.
- Under no circumstances will the removal of any exhibit or portion thereof be permitted during the exhibition without permission first being secured in writing from show management.
- No displays may be dismantled prior to the official closing of the exhibition.
- All materials must be removed from the facility by the end of the official move-out period.
- At the end of the designated dismantling time, all exhibitor displays or materials left in the exhibitor's space without instructions will be packed, shipped or discarded at the discretion of show management at the exhibitor's expense.

Exhibitor Appointed Contractor (EACs)

An Exhibitor Appointed Contractor (EAC) is any company other than the designated official contractors that provide services such as display installation and dismantling which may require access to exhibitor's booth space any time during installation, event dates or dismantling. If an exhibitor wishes to use an EAC, they must abide by all of the rules and regulations of the event. In performing work for their clients, the EAC shall fully cooperate with the official contractors and shall comply with existing labor regulations or contracts as determined by the commitments made and obligations assumed by show management in any contracts with the official contractors.



Material Handling

Freeman, the official material handling contractor, will handle and provide storage space for crates, boxes, skids, etc., during the exhibition and return properly marked materials at the completion of the meeting. Materials not in accordance with these regulations will be discarded.

Storage of Crates and Boxes

Proper identification and tags will be available at the Service Desk. Storage of crates and boxes can be arranged with Exhibitor Services, as outlined in the online Exhibitor Service Kit . All cartons, crates, containers, packing materials, etc., that are necessary for re-packing must be labeled with stickers. They will be removed from the floor and stored by Exhibitor Services. Access to storage will be available through Exhibitor Services. Arrangements may be made at the Service Desk. Crates and boxes may not be stored behind booth displays.

Labor

- Labor jurisdiction and union rules are determined by the facility, state and municipality in which the exhibition is held. Where union contracts exist with service contractors, exhibitor must acknowledge union jurisdictions and conform to those contracts and use of the union personnel involved.
- Skilled and unskilled labor as needed or required can be arranged through the official service contractor at established rates.
- Arrangements should be made in advance.



Security

Neither show management, the official contractors, nor the facility are responsible for the exhibitor's property in the event of theft, accident, vandalism or other causes. Exhibitors are responsible for the security of their property and should be properly insured.

However, security will be in place in the exhibit hall during the following hours

- 5:30pm Monday, October 12 - 7:00am Tuesday, October 13
- 5:30pm Tuesday, October 13 - 7:00am Wednesday, October 14
- 5:30pm Wednesday, October 14 - 7:00am Thursday, October 15

Official Show Directory and Exhibitor Listings

Exhibitor information will be published as part of the official event directory, if directory information is submitted by the deadline date. The exhibitor waives, and indemnifies show management and its agents from and against any and all claims against show management with respect to errors and omissions in the directory. The exhibitor shall be responsible for the content of its entries.

Each exhibitor is responsible for accurately providing a 50 word or less company description by August 1 at the latest. Exhibitors should also provide a company logo (if one is not on file previously) and a web address for the company website.

The listing will be used on the official conference website, published in the printed program and included on the Guidebook mobile app. Show organizers will link the exhibitor's description with their company website from www.ishinews.com.



Optional Video or PowerPoint Presentation

New this year, exhibitors will have the opportunity to provide show organizers with a brief video or PowerPoint slide show to describe the products or services that will be displayed on the show floor. Content should be factual, and technically focused. This is not an infomercial opportunity. Presentations will be linked from the exhibitor description posted on www.ishinews.com.

There will be a strict limit of 60 seconds or less for the presentations. Presentations exceeding the 60 second limit will be rejected. Presentations deemed excessively promotional will be rejected. Presentations should be forwarded to Tara Luther by August 1.

Camera, Mobile Phone, Video, and Audio Recording Polices

Attendees, including all exhibitors, are strictly prohibited from using cameras, including mobile phone and tablet cameras, and all other video or audio recording devices in all meeting session rooms, on the Exhibit Hall floor, and in all poster/oral presentations.

Attendees are not permitted to take pictures, video or audio records of speaker talks, slides, posters or exhibit booths. Attendees not adhering to this policy may be asked to leave the room and will be asked to delete all pictures or recordings already taken; additional action may be taken with repeat or egregious offenders. When registering to attend the meeting you are required to agree that you will adhere to this policy.

Exhibitors are permitted to photograph their own booth displays and/or products. Exhibitors are prohibited from photographing or producing audio/video of other displays, products or materials without prior written permission from show management.

Only official photographers and audio/video producers appointed by show management are permitted to photograph or record audio of video of any events including workshops, general session talks or poster presentations including presentations made by the exhibitor.

Conference sessions including workshops may not be photographed or video/audio recorded.



Additional Promotional Opportunities

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 sponsorships are available ranging from ads in the conference binder 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 7:00-8:30am on Wednesday, October 14. The Vendor Showcase cost of \$2500 includes a meeting room (maximum capacity ~ 150 depending on set up), event listing on conference website and in conference program. Food and beverage for the event as well as ALL audio visual needs are the responsibility of the exhibitor and must be ordered through the conference hotel.

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).

Vendor showcases are intended to be educational in nature. Multiple showcases will be held simultaneously; therefore sound equipment use in the exclusive judgment of show management must not be disruptive to other vendors. All showcase attendees must fit comfortably in the assigned room, without congregating in the common hall.



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 the application. Confirmation will not be provided without a completed application form that provides details on the proposed nature of the vendor showcase.

In the event an exhibitor needs to cancel their reserved Vendor Showcase, they must notify Tara Luther, Exhibits 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 August 1 will result in a forfeiture of payment.

Use of Event Name, Logo, and Artwork

The International Symposium on Human Identification (ISHI) event name, logo and artwork are the property of Promega Corporation. Use of the aforementioned in conjunction with advertisements, promotional materials, endorsements, statements, contests, and or awards of any kind is prohibited without expressed written consent from show management. However, show management will make available and grant permission to exhibitors and advertisers to use the event name and/or logo in an approved and appropriate manner in conjunction with their advertisements and other materials promoting that exhibitor's participation in the event. Samples of the proposed use of the event name and/or logo should be submitted to show management at least 30 days in advance of the event. Show management reserves the right to deny any request or any use of the event name, logo and artwork that it finds to be inappropriate, offensive or not in the best interests of the event.

Advertising

Exhibitor shall not, without the written consent of show management, distribute or permit to be distributed any advertising matter, literature, souvenir items or promotional materials in or about the exhibit areas except from its own allotted exhibit space. Exhibitor shall not post or exhibit any signs, advertisements, show bills, posters or cards of any description on any part of the premises of the facility except within the exhibitor's exhibit space and upon such space as is made available for such purposes by the facility.



Literature Distribution/ Giveaways

Circulars, catalogs, magazines, folders, promotional, educational or other giveaway mater may be distributed only at the exhibitor's display and must be related strictly to the products and/or services on display or eligible for display and for products which are directly available from the exhibitor. No exhibitor may distribute or leave behind merchandise, signs or printed materials in the registration areas, meeting rooms or public areas of the event site, including hotels, shuttle buses, parking garages, etc.

Exhibitor Liability Insurance Requirement

Show management requires each exhibiting company and exhibitor appointed official contractor, to carry general liability insurance of at least \$1 million per occurrence.

Force Majeure

Show management will not be responsible in any event for any loss, damage, delay, or limitation related to acts of God, transportation stoppages, labor disputes, government restrictions, civil unrest, warfare, and acts of terrorism, unavoidable casualty or any other similar causes beyond the control of show management. Exhibitor hereby releases and discharges show management and its officers, directors, employees and agents from liability for any such loss, damage, delay or limitation. Should any contingency prevent the holding of the exhibition, show management will refund any fees collected for exhibit space.



Hold Harmless Agreement and Indemnification

Neither show management nor its officers, directors, employees and agents shall in any manner or for any cause be liable or responsible to any exhibitor or its employees or agents or any other person for any injury or damage to any person, business or property in any way related to or arising in connection with the exhibition; and any and all claims for such injuries or damages are hereby waived and each exhibitor agrees to indemnify and hold harmless show management and the facility, their directors, officers, employees, and agents (the indemnified parties) against any and all claims, liabilities, losses and expenses, including reasonable attorney's fee, imposed on, incurred by or asserted against the indemnified parties caused by any act or omission of that exhibitor, or occurring within the exhibit space leased by that exhibitor or arising in connection with the activities conducted by that exhibitor in connection with the exhibition.

The exhibitor acknowledges that show management and the facility do not maintain insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain adequate coverage.

Signs

Hanging Signs and Graphics

Hanging signs and graphics are permitted in all standard peninsula and island booths. End-cap and linear booths do not qualify for hanging signs and graphics. Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type. Hanging signs and graphics should be set back 10 feet from adjacent booths and be directly over contracted space only.

Approval for the use of hanging signs and graphics, at any height, should be received from show management at least 60 days prior to installation.



Sound/ Noise/ Music/ Lighting

Sound/Music

In general, exhibitors may use sound equipment in their booths so long as the noise level does not in the exclusive judgment of show management; disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. As a rule of thumb; sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth.

Exhibitors should be aware that music played in their booths may be subject to laws governing the use of copyrighted compositions. Show management does not have a license with any licensing agencies; therefore exhibitor is responsible for obtaining licensing directly.

Lighting

- Lighting including gobos, should be directed to the inner confines of the exhibit space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting elements must be contained within the confines of the contracted exhibit space and not protrude into the aisles. This includes all truss work, lighting apparatus, projections equipment etc. Strobe, flashing and rotating lights are not permitted without the advance written approval of show management.

Ancillary Events

Publicizing and/or conducting any activities including inducements, meetings, hospitality events, demonstrations or displays away from the exhibit area before, during or after the conference and workshops (from October 10-15, 2015) with the exception of the Vendor Showcases is strictly prohibited. Violators of this policy may lose the opportunity to exhibit the following year at the discretion of the Symposium Manager.



Good Neighbor Policy

Exhibitors are required to keep all booth activities within the confines of their exhibit space and not interfere with aisle traffic flow or access to neighboring exhibits. Activities may not disturb neighboring booth. Demonstrations, booth giveaways and literature must directly relate to the exhibiting company product, business or mission and not be offensive in any manner.

Exhibitors are required to conduct themselves and operate their exhibit so as not to annoy, endanger or interfere with the rights of others at the show. Show management reserves the right to deny access to the exhibition floor to exhibitors not conducting themselves in a professional, ethical or otherwise appropriate manner. Unsportsmanlike, unethical, illegal or disruptive conduct such as tampering with another party's exhibit or engaging in corporate espionage is strictly prohibited.

Exhibitor's personnel and their representatives may not enter the exhibit space or loiter in the area of another exhibitor without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed.

Compliance and Enforcement

- Show management shall have the final determination, interpretation and enforcement of all rules, regulations and conditions governing exhibitors. The exhibitor shall be bound by the rules and regulations set forth herein. All matters and questions not covered by the rules and regulations shall be subject to the final judgment and decision of show management.
- Third parties acting on behalf of or representing the exhibitor must adhere to and abide by the contract for exhibit space and the rules and regulations. It is the Exhibitor's responsibility to make their agencies and/or contractors aware of all rules and regulations, guidelines and deadline dates, and to forward all items for which such agency or contract may be responsible. Penalties may apply at the discretion of show management.
- These rules and regulations may be amended at any time by show management upon written notice to affected exhibitors.

