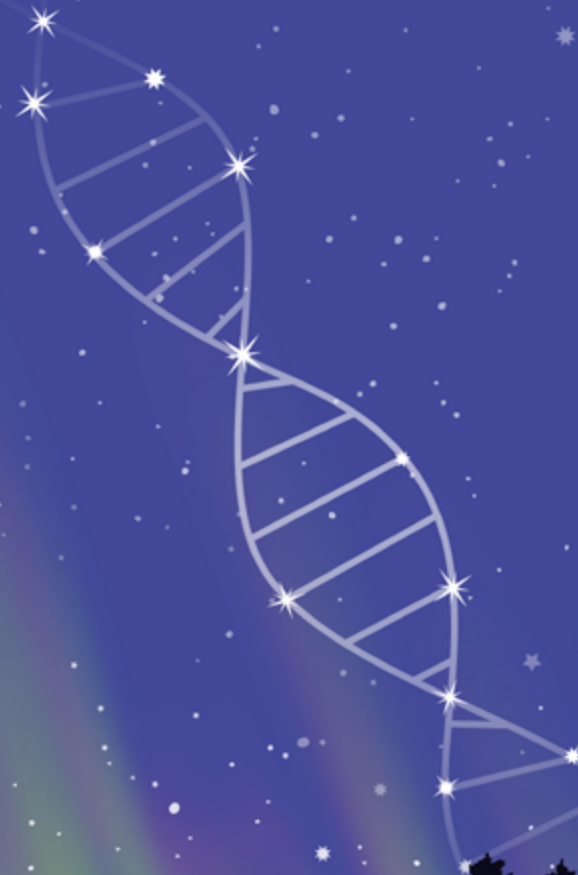


HEAD NORTH *to* FORENSICS

EXHIBITOR HANDBOOK



ISHI

INTERNATIONAL SYMPOSIUM
ON HUMAN IDENTIFICATION
MINNEAPOLIS, MN • SEPT. 26–29, 2016

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The International Symposium on Human Identification

For more than 26 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:

- DNA Databases
- Policy Updates
- Rapid DNA and CODIS Integration
- Molecular Photofitting

Two scientific poster sessions held in the exhibit hall featured 139 posters covering all aspects of DNA typing. Optional pre and post-conference workshops covered: DNA Identification of Skeletal Remains and Analyzing and Utilizing Data from Next-Generation Sequencers.

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 and afternoon breaks 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 photo scavenger 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 Nicollet Island Pavilion.

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.

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 27.

(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 larger booth spaces are also available. Refer to the interactive exhibitor map on www.ishinews.com 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 \$675 before August 1 or \$775 after August 1.

Sponsorship Options

Gold Sponsorship - \$11,000 (valued at \$11,875)

- 10 x 20 booth space
- Premium booth placement
- 5 full registrations
- Wi-Fi co-sponsorship
- One time pre-conference email blast (to be distributed by Promega)
- Advertisement in mobile application

Silver Sponsorship - \$7,300 (valued at \$7,875)

- 10 x 20 booth space
- Premium booth placement
- 5 full registrations
- Advertisement in conference program

Bronze Sponsorship - \$3,900 (valued at \$4,350)

- 10 x 10 booth space
- 2 full registrations
- Advertisement in conference program
- Advertisement in mobile application

***Gold, Silver, and Bronze sponsors will be acknowledged on ISHI conference website, mobile application, and printed conference program.**

Online Registration & Payment

Select your own booth space and sponsorship packages online through www.ishinews.com. The 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 booth spaces 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 sent a link where you can complete payment and add any extras to the order. 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, September 26, 2016 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, September 29, 2016 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 27. 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.

Note: It is very important that all items being shipping to ISHI 27 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

Cvent will be providing lead retrieval services for ISHI 27. Cvent's LeadCapture is an app-based solution allowing exhibitors to connect with potential buyers. Exhibitors will be able to capture and rate leads instantly through the simple application interface, rent handheld scanners, collect custom info to identify qualified buyers, and export leads on demand.

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

Pricing:

- \$299 if ordered 4 weeks or more pre-show
- \$349 if ordered 2-4 weeks pre-show
- \$399 if ordered within 2 weeks of the show

Important Deadlines, Registration, and Show Hours

Date	Task Checklist
February 9, 2016	Registration opens, booth purchases begin
July 1, 2016	Sponsorship purchases due (first come, first served)
August 1, 2016	Closing date for company listing and logo in official program
August 1, 2016	All payments due
August 29, 2016	Early deadline for ordering lead scanner
September 1, 2016	Room cut off for Hyatt Regency Minneapolis (rooms subject to availability)
September 26, 2016	Pick up registration packet for booth personnel
September 26, 2016	Booth set-up begins in Exhibit Hall at 12:00pm noon, must be complete by 5:00pm
September 26, 2016	Welcome Reception (5:15 - 7:15pm)

Booth Set-Up/Tear-Down Dates and Hours

Date	Hours
September 26, 2016 -- Set-Up	12:00 noon - 5:00pm (badge is required)
September 29, 2016 -- Tear-Down	10:30am - 4:00pm (badge is required)

ISHI Registration Hours

Date	Hours
September 25, 2016	7:00am - 2:00pm
September 26, 2016	7:00am - 6:00pm
September 27, 2016	7:00am - 4:00pm
September 28, 2016	8:00am - 4:00pm
September 29, 2016	8:00am - 2:00pm

ISHI Exhibit Hours

Date	Hours
September 27, 2016	7:30am - 5:30pm
September 28, 2016	7:30am - 5:30pm
September 29, 2016	7:30am - 10:30am

Exhibitor Extras

Take advantage of exhibitor extras and show your support for the forensic community. You'll also get your name in front of conference attendees. A variety of options are available ranging from break sponsorship to conference Wi-Fi sponsorship. See complete details on www.ishinews.com. Extras are limited and assigned on a first come - first served basis.

Item	Price	Includes
Full Page Ad	\$1,000	4 color ad in conference program
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, September 27 and 7:00am-8:30am on Wednesday, September 28. 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 July 15 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 Hyatt Regency Minneapolis, located at Nicollet Mall, Minneapolis, MN for the reduced rate of \$210 + tax for single/double. In room amenities include:

- Wired and wireless high-speed internet access
- Fitness center access

Book your rooms online [here](#) or by phone: 612/370.1234, reference ISHI 27 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 24 hours prior to arrival for refunds.

Check in time is 3:00pm local time, Check-out time is 12:00 noon local time.

Transportation

The Hyatt Regency is approximately 11 miles from the Minneapolis - St. Paul International Airport. The hotel does not provide shuttle service from the airport, but SuperShuttle is available on request for \$19 and the estimated taxi fare is \$40. Light rail or bus transfer are also available. For additional details, please visit www.ishinews.com.