

2010 HIV Diagnostics Conference

EXHIBITOR & SPONSORSHIP PROSPECTUS

**March 24-26, 2010
DoubleTree Hotel Universal Orlando
Orlando, Florida**



General Information

The Association of Public Health Laboratories and the Centers for Disease Control and Prevention invite you to participate in the 2010 HIV Diagnostics Conference to be held at the DoubleTree Hotel Universal Orlando, Orlando, FL on March 24-26, 2010.

The two and a half day program will feature poster sessions, exhibits, presentations drawn from submitted abstracts and invited oral presentations. It is anticipated that over 250 people will attend and they will come from all levels of HIV diagnostic testing disciplines.

The conference will address HIV testing issues in the laboratory and at the point of care. Building on the developments from the 2007 HIV Diagnostics Conference, the 2010 meeting will serve as a forum for the evaluation of the newly proposed HIV testing algorithms.

Session topics for the 2010 meeting will include the following: point-of-care/contract testing; serologic laboratory testing; nucleic acid and antigen laboratory testing; strategies for recency testing; innovative testing technologies and methods in research and development; tests for clinical management and case surveillance; other challenges in HIV diagnostics; and, bridging POC and laboratory testing.

The exhibit hall will be located in the rear of the general session room and will include posters and food and beverage stations. The hall will be open during the entire conference beginning with continental breakfast and concluding with the last session. Attendees will need to pass through the exhibit hall to get to the general session room. Vendors should be at their booths during the non-session times listed in the schedule below.

Exhibit Dates and Times

Tuesday, March 23	12:00pm-4:00pm	Exhibitor Set-up
Wednesday, March 24	7:30am-7:00pm	Hall Open
	7:30am-8:30am	Breakfast
	10:00am-10:30am	Break
	3:00pm-3:30pm	Break
	5:30pm-7:00pm	Welcome Reception
Thursday, March 25	7:30am-5:00pm	Hall Open
	7:30am-8:30am	Breakfast
	10:00am-10:30am	Break
	3:00pm-3:30pm	Break
Friday, March 26	7:30am-12:00pm	Hall Open
	7:30am-8:30am	Breakfast
	10:00am-10:30am	Break
	12:00pm-4:00pm	Exhibitor Tear-down

Exhibit Space

This year's exhibits will be held in the Citrus Crown Ballroom of the DoubleTree Hotel Universal Orlando. The space is carpeted and has an 18' high ceiling. Show colors are blue and white. Cost is \$1750 per 8'x10' booth.

Standard commercial booths are 8'x10' and include:

- 8'x10' booth space
- Draped aluminum supports, 8' high in back and 3' high on sides
- One 6' draped table
- Two side chairs
- One wastebasket
- A one-line identification sign (7" x 44") with company name and booth number.
- Free company listing and description in the final conference program
- Two complimentary conference registrations per paid booth. APHL requires all exhibitors associated with an exhibit booth to be registered for the conference.
- Peripheral security service beginning with the end of set-up and concluding with the beginning of the last day's sessions. Staff security is not provided during open hall times.
- General cleaning of the aisles
- Welcome Reception in the Exhibit Hall, March 24
- Complimentary food and beverages serviced during continental breakfasts and morning and afternoon breaks Wednesday-Friday, March 24-26.
- 6 hours of unopposed time

Set-Up and Tear-Down

Set-up is Tuesday, March 23 from 12:00pm-4:00pm. Exhibitors must be ready by 4:00pm. Exhibits may be dismantled Friday, March 26 between 12:00pm-4:00pm.

Exhibitor Services

The official general service contractor for the 2010 HIV Diagnostic Conference is Brede/Allied Convention Services. Their address, phone number and website are as follows: 2502 Lake Orange Dr., Orlando, FL 32837, 407.851.0261, Fax: 407.859.3904, www.bredeallied.com or feel free to e-mail exhibitor services at fminish@bredeallied.com. The exhibitor service kit will be emailed prior to the exposition. Requirements for additional furniture, carpet, electricity, AV, labor, drayage, special signs, and cleaning should be referred to Brede. All required forms included in the service kit should be completed and returned to the appropriate contact in advance to ensure proper set up at the exposition and to take advantage of discounts.

Website Links

Be sure to list your website on your contract. We will establish a link from our website to yours on a special exhibitor's page. This will provide visitors to our site easy access to your website in their search for laboratory equipment, supplies and services.

Hotel Accommodations

APHL has negotiated a block of rooms at a rate of \$117 single/double per night plus tax. To make your reservation, please call the DoubleTree Hotel at 800.327.2110 or 407.351.1000 and request the group rate for the "HIV Diagnostic Conference". You must make your reservation **no later than February 21, 2010** to receive these rates. This room block may fill up early so be sure to register as soon as possible. Rooms cancelled less than 72 hours before arrival will be subject to a one night cancellation fee.

Exhibitors planning to host educational programs or social activities at HIV Diagnostic Conference should contact the APHL office in order to minimize conflicts with other functions.

Sponsorship Opportunities

Promote your company's name and product by sponsoring a refreshment or dining event. Become the exclusive sponsor of a luncheon, reception, break or tote bags and ensure that your name is seen by the attendees at prominent sites during the symposium.

In addition to visible recognition at the event, you will also be prominently listed in the final program and receive three (3) tickets to the event for company VIPs who are not already registered.

Following are the sponsorship opportunities for the HIV Diagnostic Conference:

Welcome Reception – Tuesday, March 24

Welcome the attendees to the symposium the first evening of the conference in the exhibit hall. Be the first major sponsor they see as they gather to discuss the latest information and technology.

Exclusive Sponsorship - \$10,000

Continental Breakfast – Wednesday, Thursday or Friday, March 24, 25 or 26

Attendees wake up to your company when you host the continental breakfast on Wednesday, Thursday or Friday in the exhibit hall.

Exclusive Sponsorship – 3,000 each day

Morning Coffee Break – Wednesday, Thursday or Friday, March 24, 25 or 26

Give the attendees a mid-morning wake up call when you host morning coffee service in the Exhibit Hall.

Exclusive Sponsorship - \$900 each day

Luncheon – Wednesday or Thursday, March 24 or 25

Sponsor one of two luncheons. Attendees will appreciate your providing a networking opportunity.

Exclusive Sponsorship - \$12,000

Afternoon Snack Break – Wednesday or Thursday, March 24 & 25

Make your company stand out by hosting a mid-afternoon snack break for the attendees in the Exhibit Hall.

Exclusive Sponsorship - \$3,000 each day

Registration Tote Bags

Get everyone to carry your message on tote bags bearing your company's name and logo on one side and the conference logo and information on the other.

Exclusive Sponsorship - \$3,500

Note Pads

Get everyone to carry your message on notepads bearing your company's logo along with the conference logo. It's something they'll be using long after the symposium.

Exclusive Sponsorship - \$3,000

Partial sponsorship opportunities are available in the event an exclusive sponsor is not contracted. Exclusive sponsors will receive priority.

To sign up, just check the appropriate box on the Exhibitor Contract and include the fee. Or, for more information, contact Terry Reamer at 240.485.2776 or terry.reamer@aphl.org.

Under IRS regulations, sponsorship of APHL activities may be deductible for federal income tax purposes as ordinary and necessary business expenses. They are not deductible as charitable contributions. Please consult your tax advisor for individual assistance in specific situations.

Advertise where attendees look most – In the HIV Diagnostic Conference Final Program Book!

Build recognition, announce products and draw attendees to your booth with a display advertisement in the Conference program book – the attendee’s complete Conference reference. Every attendee receives one! Have your sales message hit attendees at the right time – whenever an attendee plans a daily schedule, checks a room number or an educational session, or needs the time and location of meals and other events.

Best of all, you reach your best prospects – and at \$1000 for a full page, it’s the most cost effective buy for your market.

Specs:	<u>Ad Size</u>	<u>Width x Height</u>	<u>Rate</u>
	Back cover	7 ½" x 9 ½"	\$1200
	Full page	7 ½" x 9 ½"	\$1000
	Half page	7 ½" x 4 ½"	\$ 750
	Quarter page	3 ½" x 4 ½"	\$ 400

Black/white or 4 color camera-ready art required (high resolution .eps or pdf). Deadline to receive art is January 10, 2010.

To sign up, just check the appropriate box on the Exhibitor Contract and include the fee. For more information, contact Terry Reamer at 240.485.2776 or terry.reamer@aphl.org.

Reserve a Booth

To Reserve your booth

1. Choose your preferred booth (s) based on the floor plan attached.
2. Read carefully and complete the exhibitor contract.
3. Mail, fax or email the contract with \$900 deposit per booth to:

Mail to: APHL, PO Box 79117, Baltimore, MD 21279-0117. Fax or email to Terry Reamer, Fax: 240.485.2712, email: terry.reamer@aphl.org, Phone: 240.485.2776.

Please note: The attached is a preliminary floor plan and may change before the conference. APHL reserves the right to rearrange the floor plan at any time and relocate exhibitors if it becomes necessary for causes beyond the control of APHL or is deemed in the best interests of the conference and APHL. Every effort will be made to accommodate exhibitors concerns. All space is assigned on a first-come, first-served basis.

Contract for Exhibit Space
2010 HIV Diagnostic Conference
DoubleTree Hotel Universal Orlando, Orlando, FL
March 24-26, 2010

Please reserve space for our exhibit at the 2010 HIV Diagnostic Conference. If our choice has been allocated, we request that APHL call us for re-assignment or assign us what it considers best of available space. We understand that this application becomes a contract when signed by us and accepted by APHL. We agree to abide by all rules, regulations & restrictions outlined in this contract & in the prospectus.

Booth Selection: 1st Choice _____ 2nd Choice _____ 3rd Choice _____
Booth Price: \$1,750.00 (\$900.00 deposit per booth is required with application)
Number of Booths: _____ **Total Price of Booths:** \$ _____

Deadline for reservations is February 15, 2010 (or until all booths are sold)

Name of Company (to be listed in program as shown) _____

Address _____

City/State/Zip _____

Telephone _____ Fax _____

Email _____ Website _____

Name/Title _____ Signed _____

(Unless otherwise indicated, all correspondence, including billing, will be conducted with the individual listed above.)

Print below a description of products and/or services to be exhibited, not to exceed 50 words. This information will be listed in the Final Program and online. (Use another sheet if necessary.)

Please do not place our booth next to the following competitors: _____

Complimentary registrations (1 per booth) are for: _____

Sponsorships:

- ___ Welcome Reception (Mar. 24) - \$10,000
- ___ Continental Breakfast (Mar. 24, 25, 26) - \$3,000
- ___ Morning Coffee Break (Mar. 24, 25, 26) - \$900
- ___ Luncheon (Mar. 24 or 25) - \$12,000
- ___ Afternoon Break (Mar. 24 or 25) - \$3,000
- ___ Tote Bags - \$3,500
- ___ Notepads - \$3,000

Advertisement in Final Program:

- ___ Full page - \$1000
- ___ Half page - \$750
- ___ Quarter page - \$400
- ___ Back cover - \$1,200

Fees

Exhibit space \$ _____

Advertisement \$ _____ **Sponsorship** \$ _____ **Total Enclosed** \$ _____

Visa/Mastercard/American Express # _____ Expiration Date _____

Name on Card _____ Signature _____

FOR OFFICE USE ONLY	
Exhibit Space # _____	Acknowledged _____
Deposit \$ _____	Sponsorship _____
Balance Due \$ _____	Advertisement _____

A. Space Rental

1. Contract for Space. Application for exhibit space releases the Association for Public Health Laboratories (APHL) and the DoubleTree Hotel Universal Orlando from any and all liabilities to applicant, its agents, licensees, or employees that may arise as a result of submission of an application or participation in this exhibition. APHL determines the eligibility of any company or product for exhibit. Acceptance of an application does not imply endorsement by APHL of the applicant's products or services, nor does rejection imply lack of merit of same.

2. Refunds. No refund may be made for space that is unused at any time during the exhibition. If space is unused at the opening of the exhibition, APHL may rent or use it without obligation or refund.

B. Cancellation of Exhibitor Contract.

1. Cancellation Policy. Cancellations refer to the full booth fee only. All cancellations must be submitted in writing. Assignments not rejected by the exhibitor within 14 days of notification of space assignment will be considered accepted by the exhibitor and may, thereafter, be rejected or the contract cancelled only with the approval of the APHL Meeting Manager. A written cancellation received on or before February 25, 2010 will be refunded minus the deposit. There will be no refunds after this date. THERE ARE NO REFUNDS ON DEPOSITS.

C. Construction, Installation and Use of Exhibits

1. Arrangements of Exhibits. The space provided will be shown on the floor plan insofar as possible but APHL reserves the right to make changes at any time in the locations, size, and display limits of any booth if this is in the best interests of the show.

2. Use and Purpose of Exhibit Space.

The purpose of the exhibits is to inform and educate attendees regarding products and services of the exhibitors.

3. Restrictions. In its exhibit area, APHL endeavors to arrange for a representative group of displays that will provide cross-sectional appeal to the varied interests of all segments of its membership.

Accordingly, it is understood and agreed that APHL reserves the right to make such selections from the applications received that will, in its judgment, most effectively contribute to the achievement of the foregoing objective. Distribution of souvenirs and samples is permitted from the assigned booth space provided there is no interference with other exhibits. APHL may withdraw permission if they find the material objectionable under the criteria established above.

4. Construction of Exhibits. Exhibitors using low siderails must coordinate plans with neighboring exhibits. No materials

may be posted, nailed, or otherwise affixed to walls, doors, or other surfaces in a way that might deface the premises or booth equipment and furniture. Any damage is payable by the exhibitor.

5. Decoration of the Exhibit. A service kit will be provided at least 6 weeks before the Conference, which will include information on labor, drayage of furniture, carpeting, lighting, telephones, and electricity. It is the responsibility of the exhibitor to abide by the regulations and deadlines contained therein. All shipments to the conference should be marked with your name, company name, booth number, address, phone number, 2010 HIV Diagnostic Conference and be shipped to the address provided with the service kit.

6. Installation and Dismantling of Exhibits. Information on set-up and dismantling of exhibits will be forwarded with confirmation. No one will be allowed in the hall after these designated hours. All exhibits must be completed and in place by 4:00 pm, Mar. 23 and remain in place until close of show. The exhibit area must be cleared by 5:00pm, Mar. 26.

7. Fire and Electrical Regulations. All local regulations will be strictly enforced, and the exhibitor assumes responsibility for compliance with such regulations. All decorations and booth equipment must be fireproofed to meet the requirements of the City of Orlando Fire Marshall. Combustible materials shall not be stored in or around exhibit booths. All electrical equipment or apparatus and wiring must conform to the City of Orlando Fire Marshall electrical code.

8. Union Labor. Exhibitors are required to observe all union contracts in effect between APHL, the official contractors, DoubleTree Hotel Universal Orlando, and various labor organizations in accordance with City of Orlando union regulations.

9. Selling Restrictions. Selling on the exhibit floor involving the exchange of cash or contracts is strictly prohibited.

D. Liability

1. Security. APHL will provide guard service and will take reasonable precautions to safeguard exhibitor's property. However, the provision of this service shall not be construed as an assumption of obligations or duty with respect to the protections of the exhibitor's property. Exhibitor shall not hold APHL liable for any loss, damage, theft or destruction of exhibitor's property, and further, exhibitor shall indemnify APHL and the DoubleTree Hotel Universal Orlando against, and hold them harmless resulting from, the negligence of the exhibitor in connection with the exhibitor's use of space.

2. Inability to Perform. Should any contingency prevent holding of the Conference of Exhibition, APHL shall not

be held liable for any expenses incurred by the exhibitor.

3. Interpretation and Arbitration. These regulations are incorporated as part of the agreement between the exhibitor and the Association of Public Health Laboratories (APHL). APHL has full power of interpretation and enforcement of these rules and may amend them at any time. All matters in question not covered by these regulations are subject to the decision of APHL and shall be binding on all parties affected by them. Exhibitors or their representatives, who fail to observe these conditions, or conduct themselves unethically, may be dismissed without refund or other appeal. The parties agree that in the event of any claim or dispute concerning questions of fact or law arising out of or relating to this contract, its performance or alleged breach shall be submitted to the arbitration of two disinterested and competent persons, mutually chosen, who shall select a third, whose award, pursuant to the rules of the American Arbitration Association, shall be conclusive and binding on both parties. Exhibitors agree to protect, save, and hold harmless the Association of Public Health Laboratories (APHL), DoubleTree Hotel Universal Orlando, the City of Orlando, and all affiliates, agents, servants and employees thereof, hereinafter collectively referred to as Indemnitees, for any damages or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor, and further, exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the DoubleTree Hotel Universal Orlando and further shall at all times protect, indemnify, save and hold harmless the Indemnitees against and from any and all losses, costs (including attorney fees), damage, liability, or expenses arising from, or out of, or by reason of any accident or bodily injury or other occurrence to any person or persons, including the exhibitor, its agents, employees, and business invitees, that arises from, or out of, or by reason of said exhibitor's occupancy and use of the exhibition premises or a part thereof.

E. Acceptance of Terms and Conditions Exhibitor, if invited to participate in the 2010 HIV Diagnostic Conference, March 24-25, 2010, and as evidenced by the authorized signature on the contract opposite, agrees to abide by all terms and conditions contained in these policies and procedures.

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March 24-26, 2010

Citrus Crown Ballroom, Double Tree Hotel
Orlando, Florida

