IMMUNOLOGY 2011™

Exhibitor Prospectus

98th Annual Meeting
The American Association of Immunologists

May 13-17, 2011
Moscone Center
San Francisco, California
www.IMMUNOLOGY2011.org
An Invitation to Exhibit and Sponsor…

IMMUNOLOGY 2011™

The Largest Annual Immunology Meeting Worldwide!

Make plans now for IMMUNOLOGY 2011™, the 98th Annual Meeting of the American Association of Immunologists (AAI). This premier educational event will bring together world leaders in immunology to present their best science, exchange ideas, and discover new products and services to benefit their research. Join us in San Francisco to meet and discuss your products and innovations with the decision makers:
- Heads of laboratories
- Grant holders
- Team leaders

Scientific attendance at AAI Annual Meetings

Approximately 3,000 investigators attended the AAI Annual Meeting in 2010.

A recent survey of AAI attendees reveals that
- 94% are involved in, or make, final purchase decisions, and
- 46% are THE final decision makers!

What products are immunologists purchasing?

- Reagents, consumables, lab supplies: 88%
- Lab equipment: 74%
- Animals and animal care supplies: 66%
- Computers/software/imaging equipment: 58%
- Protein and gene analysis services: 54%
- Custom DNA/RNA/protein synthesis: 51%
- Other laboratory support services (copy editing, legal, photography, other): 26%

Annual spending by AAI attendees*
on Reagents, Consumables, Lab Supplies, and Equipment

* attendees involved in purchase decisions
Exhibit space will be assigned on a first-come, first-served basis. Discounts are available for early application, so don’t delay!

The AAI Annual Meeting draws investigators from every career stage. At IMMUNOLOGY 2011™ you’ll meet the most influential decision makers for the field—today and tomorrow!

85% of AAI attendees visit the exhibits!

AIA attendees receive funding from multiple sources.

- NIH grants: 71%
- Other federal or state grants: 28%
- Departmental funds: 26%
- Foundation or other private support: 27%
- Corporate support: 11%

2010 attendees came from 34 other countries. That’s 34 markets—in addition to U.S. scientists!

AUDIENCE PROFILE

AIA has developed an exceptional scientific and educational program for 2011 that is expected to attract 3,500 immunologists. They are:

- AAI members
  - Faculty/Principal Investigators
  - Students
  - Postdoctoral 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 1,600 poster presenters. IMMUNOLOGY 2011™ will draw leading immunologists from around the world to share their latest research in areas including:

- Antigen Processing and Presentation
- B Cells as Effectors
- Cellular Migration
- Chronic Infections
- Comparative Immunology
- Cytokines
- Dendritic Cells
- Glycobiology
- Imaging
- Immune Cell Metabolism
- Immune Response Inhibition
- Innate Immunity
- Mast Cells and Basophils
- Mucosal Immunity
- Neuroimmunology
- Natural Killer Cells
- Stem Cells
- Systems Biology
- T Cell Subsets
- Transcriptional Regulation
- Transplantation Tolerance
- Vaccines
- And much more
# Exhibit Hall Sponsorship Options

## Available to IMMUNOLOGY 2011™ Exhibitors Only.*

### Cyber Centers
- **$10,000 each**
- **2 sponsorships available**
  - 2 Cyber Centers on Exhibit Floor, each with 4 computer kiosks and a printer
  - Daily exposure
  - Opportunity to have booth space placed next to the Cyber Center
  - Kiosks/terminals will be set to exhibitor’s home page
  - Signage in the Cyber Center
  - Sponsor-provided graphics on desktop and screensaver
  - Other benefits accompanying Level III Sponsorship*

### Meeting Bags
- **SOLD**
  - **1 sponsorship available**
    - Daily and long-term residual exposure
    - Logo on bags
    - Other benefits accompanying Level III Sponsorship*

### 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 time publicized to attendees
  - Signage on cart
  - Other benefits accompanying Level I Sponsorship*

### Exhibit Hall Banner
- **$2,500**
  - **Number limited**
  - **Inquire for availability**
  - 6’x4’ sign above booth location with corporate logo

### Lanyards
- **SOLD**
  - **1 sponsorship available**
  - Lanyards will be provided to attendees at registration. Sponsor arranges purchase, production, and delivery. Estimated quantity, 3,500.
  - Daily exposure on every attendee's badge for all events
  - Other benefits accompanying Level I Sponsorship*

### Marketing Literature in Meeting Bags
- **$3,000**
  - **Limited to 5**
  - Sponsor arranges production and delivery. Estimated quantity, 3,500.
  - Opportunity to insert marketing brochure in attendees’ registration bags
  - Other benefits accompanying Level I Sponsorship*

### Hotel Key Cards
- **$3,000 per hotel**
  - **Limited to 1 sponsor per hotel—10 available**
  - Daily exposure on room key of every attendee staying in the designated hotel
  - Other benefits accompanying Level I Sponsorship*

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

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**Attach your name to every attendee badge!**
Additional Marketing Opportunities

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

**Exhibitor Location Highlight on Exhibit Hall Floor Plan Boards**
*Available only with Sponsorship Levels II and above.*

**YouTube Video Link in Online Company Profile**
*Available only with Sponsorship Levels II and above.*

**Announcement of Your Booth Raffle**
$100 per raffle item
- AAI will announce your booth-raffle winner over the PA in 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.

**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: stevewest@ads-theji.org

For information on sponsorship/support options for the Exhibits at IMMUNOLOGY 2011™ contact AAIExhibits@IAS-online.net or phone 703-212-4961.

* Premier Sponsorships (www.IMMUNOLOGY2011.org/Exhibits-Sponsorship/Sponsorship.html)
Enjoy additional exclusive benefits when you qualify as a Premier Sponsor (Level I: $3,000–Level VII: $80,000 and above). Contact AAI Exhibit Sales for details concerning Exhibit Hall sponsorships listed here on pages 4 and 5. E-mail: AAIExhibits@IAS-online.net.

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 2011™, visit www.IMMUNOLOGY2011.org/Exhibits-Sponsorship/Sponsorship.html. Contact mbradshaw@aai.org.
IMMUNOLOGY 2011™

Mark your calendar for these important dates and enjoy all that San Francisco has to offer!

IMPORTANT DEADLINES

OCTOBER 31, 2010
- 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, 2010
- Booth fee balance due.
- All booth fees become non-refundable.

JANUARY 16, 2011
- Deadline for full payment of booth fee

FEBRUARY 2011
- Exhibitor Kits available online at www.IMMUNOLOGY2011.org. Participating exhibitors will receive e-mail notice when website is live.

FEBRUARY 1, 2011
Deadline for:
- Company description
- Product description for meeting program
- Exhibitor workshop reservations
- Exhibitor logos

APRIL 11, 2011
- Deadline for hotel reservations

MAY 6, 2011
- Deadline for advance freight arrival at warehouse
- Booth personnel registration

MAY 12, 2011
- Freight deliveries accepted on site

MAY 12–13, 2011
- Exhibitor Setup

MAY 14–16, 2011
- Exhibits open 9:30 AM–4:30 PM daily
- Exhibit personnel must be present in booth between 2:30 PM–3:30 PM daily for dedicated Exhibit Hall hour.

MAY 16, 2011
- 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, 2010.

10’x10’ Corner Booth
$2,750 (If application and deposit are received on or before October 31, 2010)
$2,900 (After October 31, 2010)
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
$2,450 (If application and deposit are received on or before October 31, 2010)
$2,600 (After October 31, 2010)
Package includes:
8’ backwall drape/3’ high dividers
7” x 44” one-line sign
4 exhibitor badges (Access to Exhibit Hall only)

All booth purchases include the opportunity to purchase up to 2 discounted Scientific Registrations at $150 each.

BOOTH ASSIGNMENTS
Available space will be assigned on a first-come, first-served basis.

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

IMMUNOLOGY 2011™ EXHIBITOR SCHEDULE

THURSDAY, MAY 12
12:00 PM – 5:00 PM   Exhibitor Setup

FRIDAY, MAY 13
8:00 AM – 3:00 PM   Exhibitor Setup
5:00 PM – 6:00 PM   President’s Address and Award Ceremony
6:00 PM – 8:00 PM   Welcome Reception

SATURDAY, MAY 14
8:00 AM – 5:30 PM Sessions/symposia
9:30 AM – 4:30 PM Posters displayed in Exhibit Hall
9:30 AM – 4:30 PM Exhibits open
10:00 AM – 4:00 PM Exhibitor workshops
2:30 PM – 3:30 PM Dedicated Poster Presentation and Exhibits Hour*
5:30 PM – 6:30 PM Distinguished Lecture

SUNDAY, MAY 15
8:00 AM – 5:30 PM Sessions/symposia
9:30 AM – 4:30 PM Posters displayed in Exhibit Hall
9:30 AM – 4:30 PM Exhibits open
10:00 AM – 4:00 PM Exhibitor workshops
2:30 PM – 3:30 PM Dedicated Poster Presentation and Exhibits Hour*
5:30 PM – 6:30 PM Distinguished Lecture

MONDAY, MAY 16
8:00 AM – 5:30 PM Sessions/symposia
9:30 AM – 4:30 PM Posters displayed in Exhibit Hall
9:30 AM – 4:30 PM Exhibits open
10:00 AM – 4:00 PM Exhibitor workshops
2:30 PM – 3:30 PM Dedicated Poster Presentation and Exhibits Hour*
3:30 PM – 5:30 PM President’s Symposium
5:30 PM – 6:30 PM Distinguished Lecture
5:00 PM – 11:00 PM Exhibitor Teardown

TUESDAY, MAY 17
8:00 AM – 12:15 PM Sessions/symposia

* No concurrent symposia, presentations, or other sessions will be held from 2:30 PM – 3:30 PM
Moscone Center – North
San Francisco, California

Exhibit Dates: May 14 – 16, 2011
Exhibits Open 9:30 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 10’ x 10’ 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, Inc.
ALEXIS® Biochemicals
ALLCells, LLC.
ALZET® Osmotic Pumps/DURECT Corporation
amazu GmbH
American Society for Biochemistry and Molecular Biology
American Society for Nutrition
Amnis Corporation
AMRESCO, Inc.
AnaSpec, Inc.
Apollo Cytokine Research
Applied Biosystems, part of Life Technologies
Assay Technology, Inc.
Assay Designs, Inc.
Aushon Biosystems, Inc.
Autolmmun Diagnostika
Axxor.com
Bachem/Peninsula Labs
Bay Biosciences Co., Ltd.
BBK International
BD (Becton, Dickinson and Company)
BD Biosciences
Beckman Coulter, Inc.
Bender MedSystems GmbH
Beijing Genomics Institute
Bethyl Laboratories, Inc.
Biacore, Inc.
Bio-Gson, LLC
Biocompare
BIOCON Scientific
BioLegend
Biomedica Corp.
Bioplastics Cyclertest, Inc.
Biotium, Inc.
Bio Med Immunotech
Bio-Quan, Inc.
Bio-Synthesis, Inc.
Blackwell Publishing, Inc.
Bulldog Bio, 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 Technologies, Inc.
Cellular Technology Ltd.
Chondrex, Inc.
CPC Scientific, Inc.
CSI Behring
Cyntellect, Inc.
Dana Press
DarTmouse
De Novo Software, Inc.
Diacles, A Tespel Company
Dragonyx Sciences, Inc.
Duke Scientific Corp.
eBioscience, Inc.
Elsevier
Emb, Inc
EMD Chemicals, Inc.
Endogen
Enzo Life Sciences
Eppendorf BioChip Systems
Exalpha Biologicals, Inc.
Exbio
Ev L Aboratories, Inc.
Federation of American Societies for Experimental Biology
Fiber Cell Systems
Floxion Biosciences
Fraunhofer Institute for Cell Therapy and Immunology
Full Moon Biosystems, Inc.
Garland Science/Taylor & Francis
GeneCopoeia, Inc.
Gene Tools, LLC
GenHunter Corporation
Genisphere, Inc.
Gen-Probe Diaclene SAS
Gentel Biosciences
GenWay Biotech, Inc.
GL Biochem (Shanghai) Ltd.
Green Mountain Antibodies
Guava Technologies, Inc.
Humanzyme, Inc.
iCyt Mission Technology
IMGENEX Corp.
Immune Deficiency Foundation
Immune Epitope Database and Analysis Resource
Immunicon Corporation
Immunology Database and Analysis Portal
Immunology Science Editors
InGenious Targeting Laboratory, Inc.
Inotech Biosystems
International NTIATIS Bioanalytical Instruments AG
IntelliCyt® Corporation
International Congress of Immunology
International Society for Biological Therapy of Cancer
Invitrogen Corporation
InvivoGen
iRepertoire
Jackson ImmunoResearch Laboratories, Inc.
The Jackson Laboratory
Journal of Visualized Experiments
JPT Peptide Technologies GmbH
Karger Publishers
Knobbe Martens Olson & Bear, LLP
KPL, Inc.
La Jolla Institute for Allergy and Immunology
LAMHD-thi Initiative to Link Animal Models to Human Disease
LEINCO Technologies
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 Complementary and Alternative Medicine, NIH
National Institute of Allergy and Infectious Diseases, NIH
National Library of Medicine, NIH
Nature Publishing Group
New England Peptide, Inc.
Nexcelsion Bioscience, LLC
Novus Biologicals, Inc.
Next Advance, Inc.
NuAire, Inc.
Oklahoma Medical Research Foundation
Open Biosystems
Operton Biotechnologies, Inc.
OriGene Technologies, Inc.
Pall Medical
PBL Biomedical Laboratories
PB1 Interferon Source
Pel-Freeze Biologicals
PeproTech, Inc.
Phalanx Biotech Group
Promimmune, Inc.
PromoCell GmbH
Quadraspec, Inc.
Quansys Biosciences
Quidel Corporation
R&D Systems, Inc.
RayBiotech, Inc.
Reichert, Inc.
The Rockefeller University Press
Rockland Immunologicals, Inc.
Rules-Based Medicine, Inc.
SA Biosciences Corporation
Sanofi Pasteur, Inc.
Sarstedt, Inc.
Saunders/Mosby/Churchill
Livingstone
ScribPeak Laboratories, Inc.
SeraCare Life Sciences, Inc.
Shenandoah Biotechnology, Inc.
Sigma-Aldrich
SignalChem Pharmaceutical
silao Biosciences, Inc.
SouthernBiotech
Springer
SRK International
STARR Life Sciences
St. Jude Children's Research Hospital
STEMCELL Technologies, Inc.
Stratagene, Inc.
Strategic Diagnostics, Inc.
SuLeaf Mion, PLLC
SuperArray Bioscience
Surmodics, Inc.
Symanis
TA Instruments
Texas A&M Institute for Genomic Medicine
The Knock Out Mouse Project
Thermo Fisher Scientific-Genomics
Thermo Scientific-Particle Technology
The Scientist
Thionogene
Thionogenics GmbH
Tree Star, Inc.
21st Century Biochemicals, Inc.
University of Texas Southwestern Medical Center
US Immunodeficiency Network (USDINET)
UVP, LLC
VWR Biosciences
Wiley-Blackwell

Products purchased by attendees include:

- Antibodies and diagnostics
- Balances, microscopes, cameras, spectrophotometers, high throughput robotic equipment, etc.
- Cell and tissue culture reagents
- Cell separation products
- Centrifuges
- Cytokines, chemokines, and growth factors
- Data analysis systems and software
- Editing of scientific manuscripts
- 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
- Intellectual property, other legal services
- Irradiators, animal and cell
- Laboratory animals and equipment, including specialty diets
- Laboratory refrigerators, freezers
- Laboratory support services
- 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
- Scientific journals and books
- Scintillation counters, gamma counters, radiosotopes
- Software
- Subscriptions and books
- And more…

Your product/service not listed? Ask us!
**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, 2010. Each corner booth (bordered by a front and side aisle) is US $2,500–$2,600. Rental includes 8’ high back drapes and a 36’ high side dividers and a standard (7’ x 4’) 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, 2010. 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, 2010.

**Cancellation or Reduction of Exhibit Space**
Notification of 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, 2010, a refund will be made of any funds paid in excess of the required non-refundable deposit. After December 15, 2010, 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 10’ x 10’ 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 allow admission 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 tables, chairs, backdrops, images, signs, 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 backbone. 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—while those in the remaining area are only permitted to contain display material up to 8’ in height. Hanging signs are not permitted.

**Island Booths**
In island booth units bordered on four sides by aisles, all materials and activities must be contained within Exhibitor’s designated booth space. All display material is restricted to 16’ in height, and a sufficient “see-through” or “walk-through” area of 40% visibility per side must be provided to avoid blocking the view of adjacent exhibits. Models or to-scale drawings of cubic content exhibits must be submitted prior to assignment for approval to avoid problems during exhibit set-up. Island booths will be measured and may not exceed the 16’ height limitation. Hanging signs as part of booth structure are permitted but must not exceed the 16’ height restriction as measured from the top of the sign to the floor.

The aisles are the leased property of AAI. No Exhibitor will be permitted to block aisles or otherwise impede flow of traffic throughout the entire show. All demonstrations must take place within Exhibitor’s designated booth space.

**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**
Exhibitor assumes all responsibility and hereby agrees to protect, indemnify, defend and hold harmless AAI and its officers, employees, and agents; IAS (Exhibit Sales); The Moscone Center and its employees and agents; and Freeman Companies against all claims, losses and damages to persons or property caused by the negligent acts or omissions of any party other than Exhibitor. Risk of any extracurricular activities, inducements, demonstrations and approved related items from their companies may not share the same space.

**Assignment of space will be made on a first-come, first-served basis, and all space requests are received). Whenever possible, Exhibitor’s space requests will be honored, 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 the booths must be submitted. This information will be published in the meeting program provided that the application and description are received no later than February 1, 2011. 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 booth without permission; 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 the space. Dismantling exhibits and leaving before official exhibit close at 4:30 PM on Monday, May 16, 2011, is not allowed.

**Location Relative to Other Exhibits**
Exhibitors may use the Exhibit Application to designate their preference to be located near other companies, or their wish to not 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 cannot distribute materials outside the booth (hotels, Convention Center lobby area, etc.) without permission. In keeping with the educational purpose of the exhibit program, giveaways must conform to acceptable and professional standards. Exhibit Management reserves the right to deny distribution of materials they deem inappropriate.

**Insurance**
Exhibitors are urged to take out a portal-to-portal rider 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 made available via the IMMUNOLOGY 2011™ website in February 2011 at www.IMMUNOLOGY2011.org.

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
AAExhibits@IAS-online.net
Phone: 703-512-4961 • Fax: 703-548-3733
**IMMUNOLOGY 2011™**

**98th ANNUAL MEETING**

**THE AMERICAN ASSOCIATION OF IMMUNOLOGISTS**

Meeting Dates: May 13–17, 2011  
Exhibit Dates: May 14–16, 2011  
Moscone Center  
San Francisco, California

**Instructions:** Complete and return this application to reserve your space. Available exhibit space will be assigned on a first-come, first-served basis upon receipt of this document. A non-refundable deposit of $1,000 per 10’ x 10’ booth is due with the application; the balance is due by December 15, 2010. For applications submitted after October 31, 2010, full payment is due with the application. Sponsorships/Additional Marketing Opportunities are nonrefundable.

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<thead>
<tr>
<th>Company</th>
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<tr>
<td>Contact Name</td>
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Total number of booths requested __________________

Location Preference:  
- Corner $2,750 (Before October 31, 2010)  
  $2,900 (After October 31, 2010)  
- Inside $2,450 (Before October 31, 2010)  
  $2,600 (After October 31, 2010)

We prefer the following booth locations (in priority order):
1) __________________  
2) __________________  
3) __________________  
4) __________________  
5) __________________  
6) __________________

We will exhibit the following products/equipment/services:

If possible, we would like to be located near (other exhibitor names)

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

**Sponsorships/Additional Marketing Opportunities:**

- Cyber Centers (wired) $2,500 @ $10,000 ea. $5,000  
- Meeting Bag $2,500 $2,500  
- Refreshment Carts Service for 100 . . . . $1,500 $1,500  
  Service for 300 . . . . $3,000 $3,000  
- Exhibit Hall Banner . . . . $2,500 $2,500  
- Lanyards . . . . $3,000 $3,000  
- Meeting Bag Insert (subject to availability) $3,000 ea. $3,000  
- Marketing Literature in Meeting Bag (limited to 9) $3,000 $3,000  
- Hotel Key Cards (each hotel) $3,000 $3,000  
- Workshop . . . . $1,000 $1,000  
- Pre-Show Attendee List . . . . $900 $900  
- Post-Show Attendee List . . . . $700 $700  
- Product Showcase . . . . $500 $500  
- Announcement of your Booth Raffle . . . . $100 $100

**SPONSORSHIP TOTAL** $__________________

For Official Use Only: Date Received _______ Time _______

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In accordance with the following terms, conditions, and regulations governing exhibits of the IMMUNOLOGY 2011™ at the Moscone Center in San Francisco, CA, May 13–17, 2011, 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 in the attached AAI Exhibit Floor Rules and Regulations and at www.IMMUNOLOGY2011.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.

<table>
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<th>Authorized Signature</th>
<th>Date</th>
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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 refundable to the exhibiting company.

**PAYMENT:**

| TOTAL EXHIBIT FEES | $______________ |
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Please make checks payable to The AAI, Inc., in U.S. dollars drawn on a U.S. bank.

**Cancellation Policy**

The $1,000 per booth deposit and all sponsorship payments are non-refundable. If full payment is not received by December 15, 2010, booth space will be cancelled and immediately released to other companies interested in exhibiting. After December 15, 2010, all sales are final and any deposit or fee payment is non-refundable.

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Submit Application to: AAI Exhibit Sales, c/o IAS, Victoria Geis, 103 Oronoco Street, Suite 200, Alexandria, VA 22314 • email: AAIExhibits@IAS-online.net

Further information appears at www.aai.org and www.IMMUNOLOGY2011.org