

# IMMUNOLOGY 2012™

99<sup>th</sup> ANNUAL MEETING

THE AMERICAN ASSOCIATION OF IMMUNOLOGISTS



**Meeting Dates: May 4 – 8, 2012 • Exhibit Dates: May 5 – 7, 2012 • Hynes Convention Center • Boston, Massachusetts**

**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. Exhibitor Upgrades/Additional Marketing Opportunities payments are non refundable.

Company \_\_\_\_\_  
 Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip/Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Total number of booths requested \_\_\_\_\_

Location Preference:  Corner \$2,900  
 Inside \$2,600

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  
 \_\_\_\_\_

**Exhibitor Upgrades/Additional Marketing Opportunities:**

- Cyber Centers** (wired) ..... 2 @ \$10,000 ea. \$ \_\_\_\_\_
  - Meeting Bags** ..... \$ **SOLD**
  - Refreshment Carts** Service for 300 ..... \$3,000 \$ \_\_\_\_\_
  - Exhibit Hall Banner** ..... \$2,500 \$ \_\_\_\_\_
  - Lanyards** ..... \$5,000 \$ **SOLD**
  - Meeting Bag Insert** (subject to availability)...\$3,000 ea \$ \_\_\_\_\_
  - Marketing Literature in Meeting Bag** (limited to 5) ..... \$3,000 \$ \_\_\_\_\_
  - Hotel Key Cards** (each hotel) ..... \$3,000 \$ \_\_\_\_\_
  - Workshop** ..... \$1,000 \$ \_\_\_\_\_
  - Pre-Show Attendee List** ..... \$900 \$ \_\_\_\_\_
  - Post-Show Attendee List** ..... \$700 \$ \_\_\_\_\_
  - Product Showcase** ..... \$500 \$ \_\_\_\_\_
  - Passport Program** (Traffic Driver) ..... \$250 \$ \_\_\_\_\_
  - Announcement of your Booth Raffle** ..... \$100 \$ \_\_\_\_\_
- Exhibitor Upgrades TOTAL** \$ \_\_\_\_\_

In accordance with the following terms, conditions, and regulations governing exhibits of IMMUNOLOGY 2012™ at the Hynes Convention Center, Boston, MA, May 4 – 8, 2012, 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.IMMUNOLOGY2012.org](http://www.IMMUNOLOGY2012.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.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

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 refunded to the exhibiting company.

<b>PAYMENT: TOTAL EXHIBIT FEES</b>	\$ _____
TOTAL EXHIBITOR UPGRADES	\$ _____
<b>TOTAL DUE</b>	\$ _____

Please make checks payable to **The AAI, Inc.**, in U.S. dollars drawn on a U.S. bank.

**Cancellation Policy**

All booth payments and all Additional Marketing Opportunities payments are non-refundable. If full payment is not received by December 15, 2011, booth space will be cancelled and immediately released to other companies interested in exhibiting. After December 15, 2011, all sales are final and any deposit or fee payment is non-refundable.

**Bill my credit card:**

Billing Name \_\_\_\_\_  
 Billing Address (if different from above) \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 American Express  MasterCard  VISA  
 Card # \_\_\_\_\_  
 Signature \_\_\_\_\_ Exp. Date \_\_\_\_\_

**Submit Application to:**

Dennis W. Tharp, CEM, AAI Exhibits Manager  
 9650 Rockville Pike, Bethesda, MD 20814  
 Phone: 301-634-7821 • Fax: 301-634-7887

Further information appears at

[www.aai.org](http://www.aai.org) and [www.IMMUNOLOGY2012.org](http://www.IMMUNOLOGY2012.org)

**For Official Use Only:** Date Received \_\_\_\_\_ Time \_\_\_\_\_