

EXHIBITOR PROSPECTUS

IMMUNOLOGY 2012™



99th Annual Meeting

The American Association of Immunologists

May 4–8, 2012 | Hynes Convention Center | Boston, Massachusetts



An Invitation to Exhibit and Sponsor...

IMMUNOLOGY 2012™

The Largest Annual Immunology Meeting Worldwide!



Book your space now for IMMUNOLOGY 2012™ in Boston, Massachusetts, May 4–8 in the Hynes Convention Center. IMMUNOLOGY 2012™ will put your company in front of over 3,000 investigators from academic, corporate, government, and foundation laboratories worldwide!

This five-day event is the premier educational and networking forum for immunologists at every career stage. Don't miss this opportunity to reach

- Heads of laboratories
- Grant holders
- Team leaders

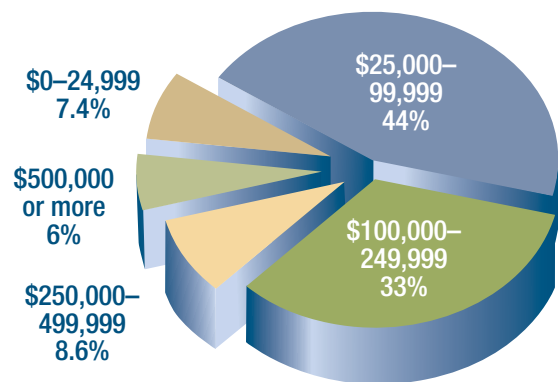
The AAI annual meeting in 2011 drew attendees from 37 countries. IMMUNOLOGY 2012™ will give you access to Europe, Asia, Scandinavia, and the Middle East without leaving the U.S.!

A recent survey of AAI attendees revealed that:

- 94% are involved in or make final purchase decisions
- 91% visited the Exhibit Floor 3 or more times
- 64% came to keep abreast of new products and technology
- 45% came to find a new supplier, technology, or product
- 33% entered to meet with a current supplier

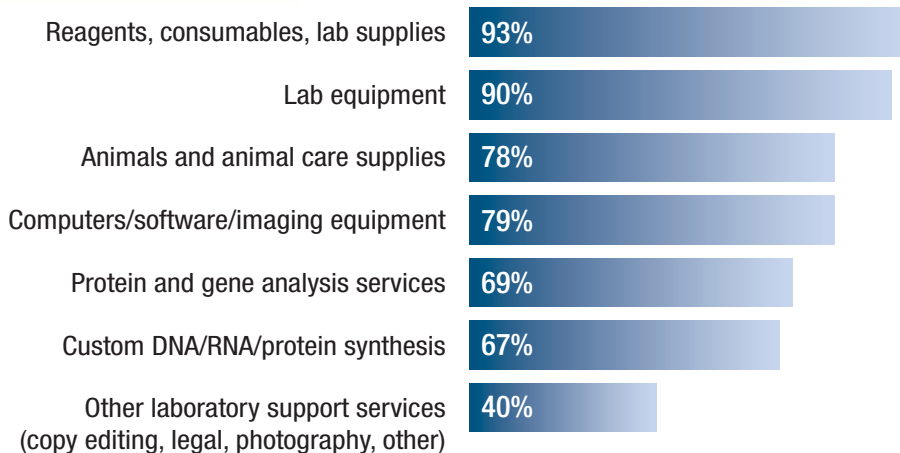
Annual spending by AAI meeting attendees*

on reagents, consumables, lab supplies, services, and equipment



* attendees involved in purchase decisions

What products are immunologists purchasing?



91% of AAI meeting attendees visit the exhibits!

Exhibit space will be assigned on a first-come, first-served basis. Discounts are available for early application, so don't delay!

EXHIBIT AND POSTER HALL

The AAI annual meeting draws investigators from every career stage. At IMMUNOLOGY 2012™ you'll meet the most influential decision makers for the field—today and tomorrow!

In 2011, attendees came from 37 countries. That's 36 markets—in addition to U.S. scientists!

Here's what IMMUNOLOGY 2011™ attendees said they liked most about the AAI annual meeting:

“...the opportunity to look for new technology for my lab.”

“It's a huge platform where science can be discussed and critical viewpoints from eminent researchers are shared. Also, with the help of various exhibitors, one gets to know about the newer technologies and products available in the market and discuss any issues with the vendor.”

“...great exhibits and speakers. This is my annual meeting. I attend with my lab every year.”

AUDIENCE PROFILE

AAI has developed an exceptional scientific and educational program for IMMUNOLOGY 2012™ 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 AT IMMUNOLOGY 2012™

The program will feature more than 550 scientists speaking in over 100 sessions and more than 1,600 poster presenters. Attendees will 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 Upgrades

Available to IMMUNOLOGY 2012™ 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 Premier Sponsorship Level III*

Meeting Bags

SOLD

1 sponsorship available

- Daily and long-term residual exposure
- Logo on bags
- Other benefits accompanying Premier Sponsorship Level III*

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 Premier Sponsorship Level I*

Bring crowds to your booth or your product showcase with a refreshment cart!

Exhibit Hall Banner

\$2,500

Number limited

Inquire for availability

- 6' x 4' 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 Premier Sponsorship Level I*

Attach your name to every attendee badge!



Sign up today! Exhibit Hall Upgrades are limited and sell out quickly!



Meeting Bag Inserts

\$3,000 each

1 sponsorship available for each

All materials will be provided to attendees at registration. Sponsor arranges purchase, production, and delivery. Estimated quantity, 3,500.

- Pens
- Note pads
- USB flash drives
- Other ideas welcome!
- Water bottles
- Luggage tags
- Umbrellas
- Long-term residual exposure
- Other benefits accompanying Premier Sponsorship Level I*

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 Premier Sponsorship Level I*

Hotel Key Cards

\$3,000 per hotel

Limited to 1 sponsor per hotel—5 available

Sponsor arranges production and delivery.

- Daily exposure on room key of every attendee staying in the designated hotel
- Other benefits accompanying Premier Sponsorship Level I*

* **Premier Sponsorships.** Support amounting to \$3,000 or more in **Exhibit Hall Upgrades** and/or **Scientific Program Sponsorships** (see page 6) qualifies for an **AAI Premier Sponsor Level.** (see page 7)

Exhibitor Workshops

\$1,000/hour

- Space for Exhibitor Workshops may be obtained for a minimum of one hour. Hour to include time for setup and teardown. Workshop applications are subject to approval.
- A description of the presentation will be included in the meeting program. Cost covers 50" display monitor, microphone, lectern, easel, and head table.

Pre-Show Attendee Mailing List

\$900

Limited to 10 purchasers—1 use each

Post-Show Attendee Mailing List

\$700

Limited to 10 purchasers—1 use each

Product Showcases

\$500 each

- Exhibitors will have the opportunity to make a 15-minute scheduled presentation or demonstration on the Exhibit Hall stage. Presentations are subject to approval. Showcase applications will be considered on a first-come, first-served basis.
- Presentations will be advertised in the meeting program. Cost covers stage, 50" display monitor, microphone, lectern, easel, and 6 ft. table.

Passport Program (traffic driver opportunity)

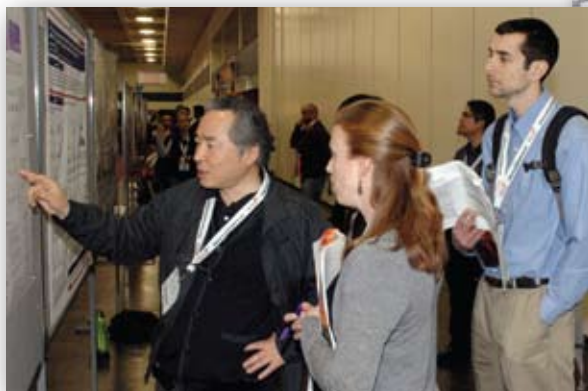
\$250

Bring attendees to your booth by taking part in our new Passport Program. Attendees will get a map of the floor plan with participating companies highlighted. When they come to your booth, you'll stamp their map, and when all booths have been visited, the map is entered into a drawing for 1 of 2 American Express gift cards to be raffled (2 gift cards at \$250 each).

Booth Raffle Announcement

\$100 per raffle item

- AAI will announce your booth raffle and 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

Additional Exhibit Hall Upgrades

Weblink on AAI Meeting Website*

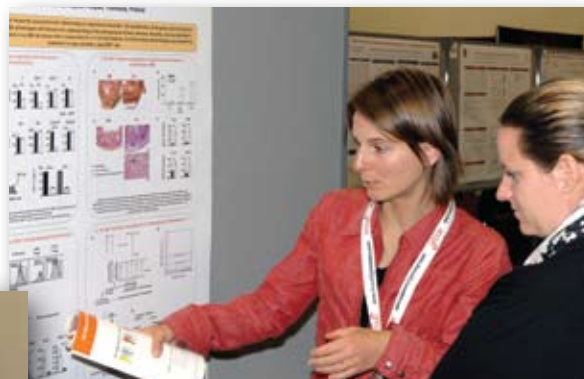
Available only with Premier Sponsorship Levels II and above

Exhibitor Location Highlight on Exhibit Hall Floor Plan Boards*

Available only with Premier Sponsorship Levels II and above

YouTube Video Link in Online Company Profile*

Available only with Premier Sponsorship Levels II and above



For information on exhibiting at **IMMUNOLOGY 2012™** contact
 Dennis W. Tharp, CEM
 AAI Exhibits Manager
 E-mail: dtharp@aai.org
 Phone: 301-634-7821 • Fax: 301-634-7887

AAI Scientific Program Sponsorships enable corporations and other entities to demonstrate their support for the field by sponsoring lectures, symposia, travel grants for early-career scientists, career-development programs, and social events. Support of \$3,000 or more in Scientific Program Sponsorships and/or Exhibit Hall Upgrades qualifies an exhibitor/sponsor for the many benefits associated with AAI Premier Sponsorship. (See page 7 to review the benefits of Premier Sponsor Levels.)

Lectures and Symposia

President's Address \$15,000

The AAI president officially opens the AAI annual meeting with a presentation of his or her research. As AAI presidents are among the most outstanding immunologists world-wide, this session is attended by the largest audience of the meeting. (Audience: 2,000)

Qualifies for Premier Sponsorship Level IV

President's Symposium \$15,000

The AAI president is the chair of a symposium of his or her choosing featuring prominent immunologists invited to present cutting-edge research. This session typically attracts a standing-room-only audience. (Audience: 1,800)

Qualifies for Premier Sponsorship Level IV

Distinguished Lectures (3) \$15,000 all

Each day the scientific program ends with a plenary lecture by a scientist designated by the AAI Program Committee as one of the most talented and renown immunologists today. (Audience: 1,800)

Qualifies for Premier Sponsorship Level IV

Major Symposia (8) \$10,000 each

Eight Major Symposia are featured throughout the meeting: two concurrently each morning. These sessions present the most innovative science in the field today. Five to six noted scientists are featured in each session. (Audience: 1,000–1,200 each)

Qualifies for Premier Sponsorship Level III

Block Symposia \$5,000 each

Abstracts submitted to the AAI annual meeting are peer-reviewed, and the most outstanding abstracts are selected for oral presentation in Block Symposia (~50). Eight fifteen-minute presentations are scheduled per Block. Presenters may range from graduate students making their first public presentations to the most senior investigators in the field. These sessions present unpublished data. (Audiences: 150–500)

Qualifies for Premier Sponsorship Level I

Speaker Ready Room \$5,000 per day/ \$20,000 for meeting duration

Speakers in sessions use the Speaker Ready Room to prepare for their lectures. Light refreshments will be provided. Sponsorship includes acknowledgment on signage placed outside the room and on the refreshment table.

Qualifies as Premier Level Sponsorship corresponding to level of commitment



Career Development Programs

Through workshops, roundtables, and one-on-one counseling, **IMMUNOLOGY 2012™** provides critical career development programs. AAI also provides much needed travel grants for junior faculty and trainees who might not otherwise be able to attend the meeting. Support these programs to support the PIs of tomorrow!

Careers Lecture and Roundtable Event \$10,000

Registrations for this always-popular session traditionally exceed its capacity attendance of 250 scientists. The session opens with a prominent scientist sharing lessons learned on his/her career path in a chosen field—academia, government, non-profit, or industry. Roundtable discussions follow, led by experienced professionals on specific career issues and options. Refreshments are served.

Qualifies for Premier Sponsorship Level III

AAI Laboratory Travel Grants \$2,500/grant*

These grants provide travel support to mid-career investigators for attending the AAI annual meeting. The grants are awarded to scientists who have limited funds for travel but are the first or last authors on one or more abstracts submitted to the annual meeting. Each grant will provide two travel awards of up to \$1,250 each: one to the PI or laboratory director and another to a member of his or her lab.

AAI Early Career Faculty Travel Grants \$1,250/grant*

These grants assist promising young investigators with travel to the AAI annual meeting. Testimonials from past recipients confirm that this modest grant makes a huge difference in their career development.

AAI Trainee Abstract Awards \$500/award*

These awards provide critical travel support for AAI Trainee Members whose first-author abstracts are selected for oral presentation in an AAI Block Symposium. Over 150 are given to our most talented developing investigators.

*Qualifies as Premier Level Sponsorship corresponding to level of commitment.

AAI PREMIER SPONSORSHIPS

Support amounting to \$3,000 or more in **Exhibit Hall Upgrades** (See pages 4 and 5) and/or **Scientific Program Sponsorships** (See page 6) qualifies an exhibitor/sponsor for the many benefits associated with AAI Premier Sponsorship. See the table below to review the benefits of Premier Sponsor Levels. Contact AAI Exhibits Manager for details.

PREMIER SPONSORSHIP LEVELS

Contributing Sponsor.....	Level I	\$3,000
Supporting Sponsor.....	Level II	\$6,000
Sustaining Sponsor	Level III.....	\$10,000
Bronze Sponsor	Level IV.....	\$15,000
Silver Sponsor.....	Level V.....	\$20,000
Gold Sponsor	Level VI.....	\$50,000
Platinum Sponsor.....	Level VII	\$80,000 and above

The Benefits of Premier Sponsorship

	Platinum Sponsor Level VII	Gold Sponsor Level VI	Silver Sponsor Level V	Bronze Sponsor Level IV	Sustaining Sponsor Level III	Supporting Sponsor Level II	Contributing Sponsor Level I
Use of Pre-show Attendee List	1 time	1 time	1 time	1 time	1 time	1 time	1 time
Promotion on Meeting Signs and Other Print Media	●	●	●	●	●	●	●
Logo Link and Listing under the Designated Premier Sponsor Level	●	●	●	●	●	●	●
Complimentary Scientific Registration	5	3	2	1	1	1	1
YouTube Video Link in Online Company Profile on Interactive Floor Plan	●	●	●	●	●	●	
Exhibitor Location Highlight on Exhibit Hall Maps	●	●	●	●	●	●	
Use of Post-show Attendee List	1 time	1 time	1 time	1 time	1 time		
Complimentary Product Showcases	2	2	2	2	1	1	
Thank You Announcements in Exhibit Hall	●	●	●	●	●	●	
Exhibitor Workshop	2	2	1	1			
Use of AAI Membership Mailing List	2 times	2 times	1 time				

Social Events

Opening Night Reception

SOLD

Immediately following the President's Address (2,000 Attendees)

Qualifies for Premier Sponsorship Level VI

Young Investigators Party (YIP!)

At Cost

Always popular, this event enables young scientists to meet and network in a relaxed yet vibrant atmosphere. (600–700 Attendees)

Qualifies for Premier Sponsorship Level V

IMMUNOLOGY 2012™ Gala

SOLD

This premier social event is a great opportunity to network and seek out new acquaintances among fellow scientists. (1,800 Scientific Attendees)

Qualifies for Premier Sponsorship Level VII

President's Service Appreciation Reception

SOLD

This event honors current AAI member volunteers who give generously of their time in support of the AAI mission. (225 Attendees)

Qualifies for Premier Sponsorship Level IV

For more information or to reserve your sponsorship, please contact
AAI Exhibits Manager, Dennis W. Tharp, CEM, at dtharp@aai.org or **301-634-7821**.

IMMUNOLOGY 2012™

Mark your calendar for these important dates and enjoy all that IMMUNOLOGY 2012™ has to offer!



IMPORTANT DEADLINES

OCTOBER 31, 2011

- 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, 2011

- Booth fee balance due.
 - All booth fees become non-refundable
-

JANUARY 16, 2012

- Deadline for full payment of booth fee
-

FEBRUARY 2012

- Exhibitor Kits available online at www.IMMUNOLOGY2012.org
Participating exhibitors will receive e-mail notice when website is live
-

FEBRUARY 1, 2012

Deadline for:

- Company description
 - Product description for meeting program
 - Exhibitor workshop reservations
 - Exhibitor logos
-

APRIL 12, 2012

- Deadline for special hotel rates
-

APRIL 27, 2012

- Deadline for advance freight arrival at warehouse
 - Booth personnel registration deadline
-

MAY 3, 2012

- Freight deliveries accepted on site
-

MAY 3–4, 2012

- Exhibitor Setup
-

MAY 4–7, 2012

- Exhibits open 9:30 AM–4:30 PM daily
 - Exhibit personnel must be present in booth between 2:30 PM and 3:30 PM daily for dedicated Exhibit Hall hour
-

MAY 7, 2012

- 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, 2011.

10'x10' Corner Booth

\$2,750 (If application and deposit are received on or before October 31, 2011)

\$2,900 (After October 31, 2011)

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, 2011)

\$2,600 (After October 31, 2011)

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 per 100 sq. ft. at \$175 each.

BOOTH ASSIGNMENTS

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

**DAILY
DEDICATED
EXHIBIT HALL
HOURS!**

EXHIBIT SALES CONTACT

Dennis W. Tharp, CEM

AAI Exhibits Manager

E-mail: dtharp@aai.org

Phone: 301-634-7821

Fax: 301-634-7887



IMMUNOLOGY 2012™ EXHIBITOR SCHEDULE

Schedule subject to change. See website for most current information.

THURSDAY, MAY 3

12:00 PM – 5:00 PM Exhibitor Setup

FRIDAY, MAY 4

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 5

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 6

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 7

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 8

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



Hynes Convention Center

900 Boylston Street
Boston, Massachusetts 02115

Level 2—Exhibit Halls C & D

Exhibit Dates:

May 5 – 7, 2012

Exhibits Open

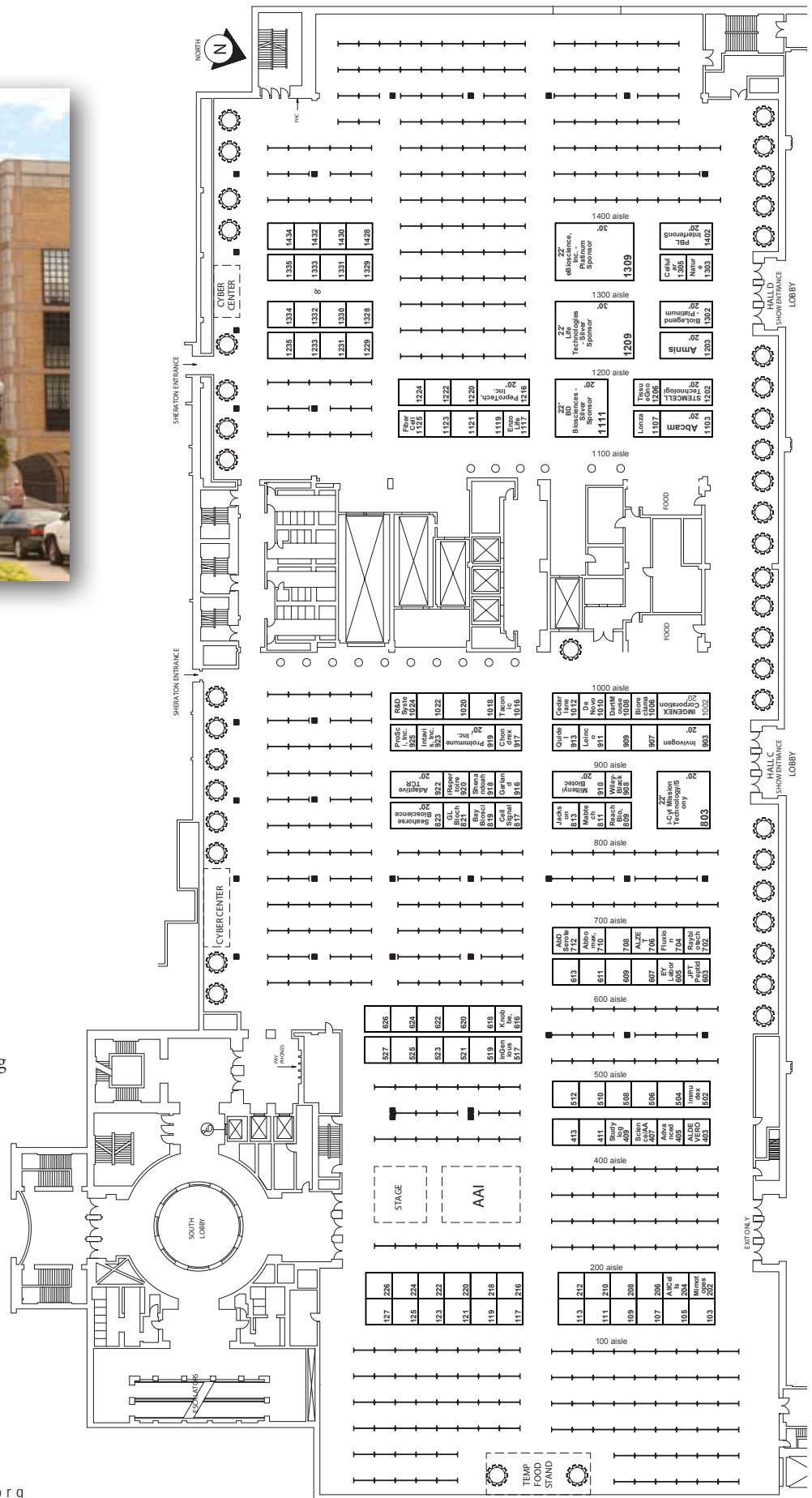
9:30 AM – 4:30 PM daily

See Interactive Floor Plan
at www.IMMUNOLOGY2012.org

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.

Floor plan at right current
as of August 4, 2011.



The Exhibit Application/Contract must be signed by an authorized representative of the exhibiting company. This signature will reflect that the authorized representative has read and agrees to the terms specified below as well as stated on the IMMUNOLOGY 2012™ website (www.IMMUNOLOGY2012.org). The American Association of Immunologists, Inc. (AAI) reserves the right to dismiss any Exhibitor who does not adhere to the rules and regulations published here and in the *Exhibitor Service Kit*.

AAI reserves the right to interpret these regulations as it deems proper and/or necessary to ensure the success of the Exhibition and to further the educational purposes of the event. Your participation/attendance in or at this event means you, the Exhibitor, agree to comply with all AAI Rules and Regulations, which are in effect at the time Exhibitor Move-in begins.

Presentation of Products or Services

The purpose of the IMMUNOLOGY 2012™ exhibit program is to further the education of or assist scientists working in the field of immunology. The exhibits must be of an educational or service nature. They must emphasize instruments; products or services for use in teaching and research; books or other publications in relevant scientific fields; or scientific research findings in those areas of science represented at the meeting.

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 will be refunded to the applicant.

Space Assignment

Assignment of space will be made on a first-come, first-served basis (applications will be time stamped when they 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 **March 1, 2012**. 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

AAI reserves the right to impose limitations on noise levels and on any other method of operation that becomes objectionable. The use of any animal in an exhibit or animals on the floor requires permission from AAI.

Exhibitors agree to abide by the installation and dismantle times set by AAI and to have at least one person staffing their booths during published exhibition hours. Exhibitors who vacate their booths prior to the published dismantle time without permission of the show manager may be assessed a fine equal to one half the booth fee, will forfeit any booth selection for the following year, and will not receive prior exhibitor credit for booth selection at future shows.

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 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 may not distribute materials outside their booth (hotels, Convention Center lobby area, etc.) without permission. In keeping with the educational purpose of the exhibit program, giveaways must conform to acceptable, legal, and professional standards. AAI reserves the right to deny distribution of materials they deem inappropriate.

GENERAL INFORMATION

Exhibit Space Rental

All booths are 10' x 10' unless stated or marked otherwise on the floorplan or in the exhibitor prospectus or contract and can be combined to make larger booths. Tiered pricing is available with discounts for applications and deposits received by October 31, 2011. Each corner booth (bordered by a front and side aisle) is U.S. \$2,500–\$2,900, depending on time of application. Each inside booth (bordered by a front aisle only) is U.S. \$2,250–\$2,600. Rental includes 8' high back drapes and 36" high side dividers and a standard (7" x 44") identification sign with company name.

A deposit check in the amount of U.S. \$1,000 for each booth requested must accompany the application for space submitted on or before October 31, 2011. 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 space assigned must be paid on or before December 15, 2011. After December 2011, in the event of late or missing payment, AAI reserves the right to cancel the Exhibitor's booth, retain that portion of funds paid deemed "non-refundable," and re-sell the space.

Exhibit fees cover only those items described in the prospectus, website page, or written communication from AAI. Any other booth furnishings and/or equipment must be contracted through the official AAI General Services Contractor as indicated in the *Exhibitor Service Kit*.

In the event that no representative of an exhibiting organization has arrived on-site to claim its space or freight within 90 minutes of the published event opening, AAI has the right to resell or relocate the exhibit space. Any booth not set up by the last two hours of Exhibitor Move-in may be force-built at Exhibitor expense or relocated at the discretion of AAI.

Exhibitor Move-in/Out is deemed a "construction zone" by OSHA and, as such, prohibits exhibitors from wearing open-toed shoes of any kind in the Exhibit Hall. This regulation will be strictly enforced for the safety of all.

Children under the age of 13 are not allowed in the Exhibit Hall at any time. Children over the age of 13 must be accompanied by an adult. There is no photography in the Exhibit Hall without the express permission of the booth staff and/or Show Manager.

Cancellation or Reduction of Exhibit Space

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 the written notice is received by AAI. If space is cancelled or reduced on or before December 15, 2011, a refund will be made of any funds paid in excess of the required non-refundable deposit. After December 15, 2011, all sales are final and any deposits plus other booth fees paid become non-refundable. All cancellations or reduction of space include the forfeiture of all exhibitor badges that were originally allocated with the booth space.

Subleasing

Subleasing, assignment, or sharing the whole or any part of exhibit space is not permitted. Two or more companies may not share the same space. Exhibitors agree to limit the service and/or materials displayed in their exhibit area to those supplied or provided by the Exhibitor, with the exception that other proprietary equipment may be used solely for the purpose of demonstrating the materials or services of the exhibitor.

Registration of Exhibitors

Exhibitors will receive four complimentary Exhibit Hall-Only badges for company personnel for each 10'x10' 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

AAI adheres to IAEE booth display standards. All exhibits must fit within the confines of their assigned space so as not to impede traffic flow, infringe on the space of other exhibitors, create any trip hazards, or violate the emergency exit routes or access to emergency equipment set forth by the fire marshall. The exhibit aisles will be carpeted. Exhibitors are required to cover their allotted floor space by either providing their own carpet or renting carpet from the General Services Contractor. Should the Exhibitor provide their own carpet, the carpet must be of one color and be clean. Show Manager reserves the right to force carpet upon exhibitors that have no floor covering or whose covering does not meet the show "look."

Standard In-Line Booths

The standard booth size is 10'x10' unless stated or marked otherwise on the floor plan or in the *Exhibitor Prospectus* or contract. All display fixtures over 4'0" in height and placed within 10 linear feet of an adjoining exhibit must be confined to that area of the Exhibitor's space which is at least 5'0" from the aisle line.

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—which must be confined to that area of the Exhibitor's space within 6' of the backline of the booth. Sufficient "see-through" area must be provided to avoid blocking the view of adjacent exhibits. The end booths of such an exhibit must conform to the Standard Booth restrictions of 4' display area from the backline of the booth. Hanging signs are not permitted. No exhibit may

span an aisle by using roofing. Exposed, unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. If such draping is not ordered, the contractor, with the approval of the Exhibit Manager, will install it and charge the Exhibitor.

Island Booths

An island booth is a unit 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 exhibits must be submitted in advance to Exhibit Management 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.

End Cap Booths

An End Cap Booth is a booth that has open sides on three aisles. AAI does not permit End Cap booths.

Aisles

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

Fire Code Regulations

Federal, state, and city laws will be strictly observed. All drapes, curtains, table coverings, skirts, carpet, or any material used in exhibits must be flame retardant. Wiring must comply with fire department and underwriters' rules. Hall capacity will be monitored. 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. Materials not in compliance with the regulations will be considered trash and subject to disposal. Passenger elevators and escalators may not be used for freight, including hand trucks, floats, and similar equipment.

Security

AAI will contract reputable security guards during the course of the annual meeting. The duties of the guards will be to protect the general exhibit against fire and other catastrophes as well as to provide access control to the exhibit floor. Neither AAI, the convention center, hotels, nor the owners or lessors of the exhibit venue will assume any responsibility for Exhibitor's personal property. It is strongly urged that exhibitors maintain awareness of any expensive, revenue-generating, irreplaceable (within the timeframe of the exhibition), or proprietary product contained within their booth.

Liability

Exhibitor assumes all responsibility and hereby agrees to protect, indemnify, defend, and hold harmless AAI and its officers, employees, and agents; The Hynes Convention Center and its employees and agents; and Freeman

Companies against all claims, losses, and damages to persons or property, governmental charges, or fines, and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of the exhibiting premises or a part thereof, excluding such liability caused by the sole negligence of the parties referred to above. In addition, Exhibitor acknowledges that AAI, its agents, the Hynes Convention Center, or Freeman Companies do not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor.

The Exhibitor shall be liable to the host facility and/or AAI for any damage to the building and/or the furniture and fixtures contained therein which shall occur through acts or omissions of the exhibitor.

Cancellation of Meeting and Exhibit

It is mutually agreed that in the event IMMUNOLOGY 2012™ is cancelled due to acts of God, war, strikes, government regulation or advisory (including travel restrictions by the government or World Health Organization), civil disturbance, terrorism, or threats of terrorism in Boston, MA, and the eastern United States as substantiated by governmental warnings or advisory notices, curtailment of transportation, epidemics, disaster, fire, earthquakes, hurricanes, unseasonable extreme inclement weather, shortages or disruption of the electrical power supply causing blackouts or rolling blackouts in Boston, MA, or any other comparable conditions or circumstances occurring either in the location of the IMMUNOLOGY 2012™ meeting or in the countries/states of origin of at least 30 percent of the attendees or along their routes of travel, making it commercially impracticable, illegal, or impossible to hold IMMUNOLOGY 2012™, the Application and Contract for exhibit space will be terminated. In such an event, neither party shall be liable to the other for delay or failure to perform its obligations, except there shall be a prorated reduction of any fees payable or otherwise due under this agreement and/or refund of any deposits paid.

Insurance

Exhibitor acknowledges that AAI does not maintain and is not responsible for obtaining insurance covering Exhibitor's property. 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 on the IMMUNOLOGY 2012™ web page in February 2012 at www.immunology2012.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:

Dennis W. Tharp, CEM
AAI Exhibits Manager
E-mail: dtharp@aa1.org
Phone: 301.634.7821 • Fax: 301.634.7887

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
- 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
- Irradiators, animal and cell
- Laboratory animals and equipment, including specialty diets
- Laboratory refrigerators, freezers
- Laboratory storage equipment
- 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, radioisotopes
- Software
- Subscriptions and books
- And more...

**Your product/service not listed?
Ask us!**

★ PRIOR EXHIBITORS ★

AAAS/Science	Bioreclamation	Gene Tools, LLC	Life Technologies	RURO, Inc.
AAT Bioquest, Inc.	Biospherix, Ltd.	GenHunter Corporation	LINCO Research	SABiosciences Corporation
Abbotmax, Inc.	Biotium, Inc.	Genisphere, Inc.	Lippincott Williams & Wilkins	Sanofi Pasteur, Inc.
Abcam, Inc.	Bio-Quant, Inc.	GENOVAC GmbH	Lonza Bioscience (formerly Cambrex Research Products)	Sarstedt, Inc.
ABD Bioquest, Inc.	Bio-Synthesis, Inc.	Gen-Probe Diaclone SAS	Mabtech AB, Inc.	Saunders/Mosby/Churchill Livingstone
AbD Serotec	Blackwell Publishing, Inc.	Genel Biosciences	MBL International Corporation	ScyTek Laboratories, Inc.
Abfrontier, Inc.	Bulldog Bio, Inc.	GenWay Biotech, Inc.	MD Biosciences	Seahorse Bioscience
Abgent, Inc.	BTX/Harvard Apparatus	GL Biochem (Shanghai) Ltd.	Meso Scale Discovery	SeraCare Life Sciences, Inc.
Abnova (Taiwan) Corporation	Caliper Discovery Alliances and Services	GmbH/Cell Technology, Inc.	Millipore Corporation	Shenandoah Biotech- nology, Inc.
Academia Book Exhibits	Cayman Chemical Company	Green Mountain Antibodies	Miltenyi Biotec, Inc.	Sigma-Aldrich
Accuri Cytometers, Inc.	CEDARLANE® Laboratories Limited	Guava Technologies, Inc.	Mimotopes	SignalChem Pharma- ceuticals, Inc.
Active Motif	Cell Press/Elsevier <i>Immunity</i>	Hitachi Solutions America, Ltd.	Multispan, Inc.	Silom Biosciences, Inc.
Adaptive TCR Corporation	Cell Sciences, Inc.	HumanZyme, Inc.	National Center for Comple- mentary and Alternative Medicine, NIH	Sinauer Associates, Inc., Publishers
Advalytix AG	Cell Signaling Technology®	Hycult Biotech, Inc.	National Institute of Allergy and Infectious Diseases, NIH	Soft Flow, Inc.
Advanced Targeting Systems, Inc.	Cell Technology, Inc.	Ibidi, LLC	National Library of Medicine, NIH	Solulink, Inc.
ALEXIS® Biochemicals	CellSeed, Inc.	iCyt Mission Technology	Nature Publishing Group	SouthernBiotech
AllCells, LLC.	Cellular Engineering Technologies, Inc.	IMGEX Corp.	New England Peptide, Inc.	Springer
ALZET® Osmotic Pumps/ DURECT Corporation	Cellular Technology Ltd.	Immudex	Nexcelom Bioscience, LLC.	SRI International
amaxa GmbH	Chondrex, Inc.	Immune Deficiency Foundation	Novus Biologicals, Inc.	STARR Life Sciences
American Society for Biochemis- try and Molecular Biology	Covance, Inc.	Immune Epitope Database and Analysis Resource	Next Advance, Inc.	St. Jude Children's Research Hospital
American Society for Nutrition	CPC Scientific, Inc.	Immunicon Corporation	NuAire, Inc.	STEMCELL Technologies, Inc.
Amnis Corporation	CSL Behring	Immunology Database and Analysis Portal	Oklahoma Medical Research Foundation	Stratedigm, Inc.
AMRESO, Inc.	Cyntellect, Inc.	Immunology Science Editors (ImmPort)/NIAID, NIH	Open Biosystems	Strategic Diagnostics, Inc.
AMS BIO	Cytobank, Inc.	INDOOR Biotechnologies, Inc.	Operon Biotechnologies, Inc.	Studylog Animal Study Management Software
AnaSpec, Inc.	Dana Press	InGenious Targeting Laboratory, Inc.	OriGene Technologies, Inc.	Sughrue Mion, PLLC
Apollo Cytokine Research	Dartmouse	Inotech Biosystems International	Pall Medical	SuperArray Bioscience
Applied Biosystems, part of Life Technologies	De Novo Software, Inc.	INTAVIS Bioanalytical Instruments AG	PBL Biomedical Laboratories	Surmodics, Inc.
Assay Technology, Inc.	Diaclone, A Telpel Company	IntelliCyt™ Corporation	PBL Interferon Source	Symstans
Assay Designs, Inc.	Dragonfly Sciences, Inc.	International Congress of Immunology	Pel-Freez Biologicals	TA Instruments
Aushon Biosystems, Inc.	Dualsystems Biotech AG	International Society for Biological Therapy of Cancer	PeproTech, Inc.	Taconic
AutoImmun Diagnostika	Duke Scientific Corp.	Invitrogen Corporation	Phalanx Biotech Group	Texas A&M Institute for Genomic Medicine
Axis-Shield PoC	eBioscience, Inc.	InvivoGen	PharmaLegacy Laboratories (Shanghai) Co., Ltd.	The Knock Out Mouse Project
Axxora.com	Elsevier	iRepertoire	Phoenix Pharmaceuticals, Inc.	Thermo Fisher Scientific- Genomics
Bachem/Peninsula Labs	Embi Tec	Jackson ImmunoResearch Laboratories, Inc.	ProImmune, Inc.	Thermo Scientific NanoDrop Products
Bay Biosciences Co., Ltd.	EMD Chemicals, Inc.	The Jackson Laboratory	PromoCell GmbH	Thermo Scientific Particle Technology
BBK International	Endogen	<i>Journal of Visualized Experiments</i>	QIAGEN, Inc.	TissueGnostics GmbH
BD (Becton, Dickinson and Company)	Enzo Life Sciences	JPT Peptide Technologies GmbH	Quansys Biosciences	Tradition Center for Innovation
BD Biosciences	Eppendorf Biochip Systems	Karger Publishers	Quidel Corporation	Tree Star, Inc.
Beckman Coulter, Inc.	Exalpha Biologicals, Inc.	Knobbe Martens Olson & Bear, LLP	R&D Systems, Inc.	21st Century Biochemicals, Inc.
Bender MedSystems GmbH	Exbio	Knock Out Mouse Project	Randox Laboratories, Ltd.	University of Texas Southwestern Medical Center
Beijing Genomics Institute	EY Laboratories, Inc.	KPL, Inc.	RayBiotech, Inc.	US Immunodeficiency Network (USIDNET)
Bethyl Laboratories, Inc.	F1000/ <i>The Scientist</i>	La Jolla Institute for Allergy and Immunology	ReachBio, LLC	UVP, LLC
Biacore, Inc.	Federation of American Societies for Experimental Biology	LAMHDI—the Initiative to Link Animal Models to Human Disease	Reichert, Inc.	Vector Laboratories
Bio Med Immunotech	Fiber Cell Systems	LEINCO Technologies	The Rockefeller University Press	VVR Biosciences
Bio X Cell	Fluidigm Corporation		Rockland Immunochemicals, Inc.	Wiley-Blackwell
BioCision, LLC	Fluxion Biosciences		Rules-Based Medicine, Inc.	
Biocompare	Fraunhofer Institute for Cell Therapy and Immunology			
BIOCON Scientific	Full Moon BioSystems, Inc.			
BioLegend	Garland Science/Taylor & Francis			
Biomedica Corp.	GeneCopoeia, Inc.			
Bioplastics Cyclertest, Inc.				

IMMUNOLOGY 2012™



99th ANNUAL MEETING

THE AMERICAN ASSOCIATION OF IMMUNOLOGISTS

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

SCIENTIFIC PROGRAM SPONSORSHIP AND SUPPORT

See page 7 for a chart depicting benefits accompanying AAI Premier Sponsorship Levels achieved through Scientific Program Sponsorship and/or Exhibit Hall Upgrades.

Name _____

Company _____

Authorized Signature _____ Date _____

LECTURES AND SYMPOSIA

Eligibility for AAI Premier Sponsorship Level

<input type="checkbox"/> President's Address	Level IV, Bronze Sponsor	\$15,000	\$ _____
<input type="checkbox"/> President's Symposium	Level IV, Bronze Sponsor	\$15,000	\$ _____
<input type="checkbox"/> Distinguished Lectures (3)	Level IV, Bronze Sponsor	\$15,000 all	\$ _____
<input type="checkbox"/> Major Symposia (8)	Level III, Sustaining Sponsor	\$10,000 each	\$ _____
<input type="checkbox"/> Block Symposia	Level I, Contributing Sponsor (each)	\$5,000 each	\$ _____
<input type="checkbox"/> Speaker Ready Room	Qualifies as Premier Level Sponsorship	\$5,000 per day corresponding to level of commitment	\$ _____ \$20,000 for meeting duration

CAREER DEVELOPMENT PROGRAMS

<input type="checkbox"/> Careers Lecture and Roundtable Event	Level III, Sustaining Sponsor	\$10,000	\$ _____
<input type="checkbox"/> AAI Laboratory Travel Grants	Qualifies as Premier Level Sponsorship	\$2,500/grant corresponding to level of commitment	\$ _____
<input type="checkbox"/> AAI Early Career Faculty Travel Grants	Qualifies as Premier Level Sponsorship	\$1,250/grant corresponding to level of commitment	\$ _____
<input type="checkbox"/> AAI Trainee Abstract Awards	Qualifies as Premier Level Sponsorship	\$500/award corresponding to level of commitment	\$ _____

SOCIAL EVENTS

<input type="checkbox"/> Opening Night Reception	Level VII, Platinum Sponsor	At cost	\$ SOLD
<input type="checkbox"/> Young Investigators Party (YIP!)	Level V, Silver Sponsor	At cost	\$ _____
<input type="checkbox"/> IMMUNOLOGY 2012™ Gala	Level VII, Platinum Sponsor	At cost	\$ SOLD
<input type="checkbox"/> President's Service Appreciation Reception	Level IV, Bronze Sponsor	At cost	\$ SOLD

TOTAL SPONSORSHIP/SUPPORT FEES \$ _____

PAYMENT INFORMATION

Please make checks payable to **The AAI, Inc.**, in U.S. dollars drawn on a U.S. bank. E-mail Dennis Tharp at dtharp@aai.org for bank wire instructions.

Bill my credit card:

Billing Name _____

Billing Address _____

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 • E-mail: dtharp@aai.org
Phone: 301-634-7821 • Fax: 301-634-7887

Further information appears at

www.aai.org and www.IMMUNOLOGY2012.org

For Official Use Only: Date Received _____ Time _____

IMMUNOLOGY 2012™

99th 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 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.

PAYMENT: TOTAL EXHIBIT FEES	\$ _____
TOTAL EXHIBITOR UPGRADES	\$ _____
TOTAL DUE	\$ _____

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 and www.IMMUNOLOGY2012.org

For Official Use Only: Date Received _____ Time _____

THE AMERICAN ASSOCIATION OF IMMUNOLOGISTS

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www.IMMUNOLOGY2012.org



IMMUNOLOGY 2012™

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