

THE EXPOSITION

PURPOSE OF AN EXPOSITION FOR EXHIBITORS

Exhibitors participate in expositions to generate leads and inquiries from qualified prospects. Therefore, one way to ensure a more successful exposition is to bring in exhibitors whose companies have something in common with the program being planned and therefore with many of the attendees.

Exhibitors have three goals at meetings to justify their participation:

1. Obtain new leads for potential sales,
2. Interaction with their current clients, and
3. Effective use of time spent at the meeting.

To support these goals, it is necessary for the Exhibits Chair to both *increase the visibility* of the exhibitors among attendees and *reduce the number of “empty” hours* exhibitors spend at their booths. This can be achieved by placing the exhibitors as much in the center of traffic as possible. Locate them in the hallways attendees travel to get to sessions and schedule events and coffee breaks in the exhibits area, whether in hallways or a ballroom, during exhibit hours. Set practical time frames for exhibitors.

SCHEDULING THE EXPOSITION

Never open the expo at the same time as the meeting. No one visits an expo hall at 7:30 or 8:00 AM. Set a break some time during the time frame of 9:45 to 10:30 AM with refreshments in the exhibit area. Open the expo at 9:30 AM. Hold the afternoon break some time during the time frame of 2:15 to 3:30 PM, then close the exhibit hall no later than 4:00 PM.

The exposition should run no longer than two days, and should close no later than the next-to-last day of the program. The hours exhibitors spend in the area should be effective, and that is not the same as long hours. The hours can change each day depending on the meeting schedule. Exhibits should open no earlier than 9:30 am, and/or no earlier than 30 minutes before the morning coffee break. The exhibits should close after the afternoon coffee break. Should you wish to have an evening event in the exhibit area, then have exhibitors open again 15 minutes before the start of the evening event and close at the end of that event. If possible, create a space in your program that would allow folks to visit the exposition without the competition of other programming. This could be accomplished with an extended morning or afternoon coffee break.

Expositions are a way to raise revenue, but you must offer the exhibitors in exchange for their investment in your meeting. Exhibitors pay for access to your attendees. As a show manager, your primary responsibility is to deliver your attendees to exhibitors. The purpose of an exposition is to create an environment in which buyers (your meeting attendees) and sellers (your exhibitors) can do business. To that end, you may want to consider an “Exposition Only” event in early evening where exhibitors can invite their current clients to the show. Offer light refreshments to their invited guests. Keep in mind, when exhibitors contact their clients, they

will be promoting your meeting. Some may register to attend the entire meeting rather than just visit the exposition.

PLANNING CONSIDERATIONS

Like any other business, expositions revolve around product, customers, and competition. You must understand each of these components if your show is to succeed.

The Product

As Exhibits Chair, you need to learn something about your attendees (i.e., your “product”) in order to sell your meeting to a company. Exhibitors want to know demographics based on your planned program and something about the history of the meeting. You, in turn, need to determine who would be attracted to the meeting and to target companies providing goods and services those attendees might need. Therefore, when preparing your sales material for exhibitors include the following:

- ◆ Estimated number of attendees, and the total attendees for the previous meeting
- ◆ Professions the meeting programming will attract
- ◆ Theme of the meeting, and the topics being presented

A successful meeting to exhibitors is one that includes people who know of and/or use their products, thus providing an opportunity to publicize their product.

Much of this information is available from the regional boards, which get final reports from each meeting. Your ACS Meeting Planner also has access to historical, financial, and demographic information for your region, lists of exhibitors from previous years, and potential exhibitors in your region culled from the ACS national meeting database.

Finding Exhibitors

The best prospective exhibitors are those who have exhibited at past regional meetings. Your ACS meeting planner has that information, as do committees of meetings past.

The ACS Department of Meetings and Expositions Services maintains an extensive database of exhibitors who have participated in national meetings, and your meeting planner can supply contact information for those located in your region.

Contact the officers of other local sections in your region and enlist their assistance. Ask them to identify prospective exhibitors and contact information from their locale. Also, put out a general request for the names of vendors who do business with your fellow members throughout the region.

Contact the purchasing departments of local colleges and universities, as well as corporations, and ask them to supply you with vendor contact information. These businesses often feel it is good public relations to support your meeting.

Target companies that have advertised in your local section’s publication and those from other local section publications, as well. Talk to your fellow members in your local section to glean information—have them get you the contact information for the sales/marketing/PR departments

of their employers. Ask them to contact the purchasing agents at their place of employment to get the names and contact information of companies who sell to their employers.

The Competition

It's imperative to realize that the competition for your exhibitors' dollars is other scientific conferences and expositions. That is why you need to create a polished presentation to sell these companies. Keep in mind that this is a business arrangement. Exhibitors are not "donating" funds to the meeting.

Companies have a limited amount of money budgeted for marketing purposes, i.e., to reach their prospective customers. Every year, they have to decide how much of this money should be invested in advertising, how much in direct mail, in expositions, in sales calls, etc. For this reason it is important to contact these companies early enough for them to earmark funds for the exposition in their budgets for the coming year. The best time to start selling your product is in the last half of the year before your meeting takes place.

GETTING ATTENDEES TO EXHIBITORS

As a show manager, you are responsible for moving your attendees to the exhibits; once there, it's up to the exhibitors to attract them to their booths. Delivering attendees is basically a function of *location*, *time*, and *incentives*.

Location

The exhibit area must be near the meeting sessions. **Under no circumstances should the exposition and the sessions be held in different buildings.** You want to make it as convenient as possible for conferees to move from sessions to exhibits. If your meeting site has a wide hallway attendees must travel, that would be the ideal location for exhibitors. Attendees would have to see them and pass by them several times a day during the meeting. In general, attendees will not make the effort to seek out exhibitors. It is your job to guide them.

Time

When your meeting attendees are in sessions or at social functions, they are *not* at the expo. One way to address this problem is to schedule a certain amount of time each day when nothing but the exposition is open (i.e., "unopposed" exhibit hours). This is very difficult to accomplish at a busy meeting with limited time and an extensive program. The more frequently used approach is to incorporate a function into the exposition.

Keep in mind, too, that time is money to exhibitors. A recurring complaint among exhibitors is that there is too much time spent at the booth while attendees are occupied elsewhere, "empty hours". The solution is to schedule shorter hours wrapped around breaks, the lunch hour, poster sessions, and social events. For example, exhibits could be open from 9:30 AM—3:00 PM, a period that would cover two refreshment breaks and the lunch hour. They could then close for several hours and open again for several hours during an evening poster session or other event that could be held in the exhibit area.

Incentives

Create incentives for attendees to visit the exhibit area. Coffee breaks, receptions, poster sessions, contests, and other attractions can be placed in the exhibit hall.

If you provide attendees with an official souvenir, require them to go to the exhibit hall to obtain it. Likewise, if you have a drawing or raffle, place the container inside the hall. Anything that encourages attendees to enter the hall will contribute to the success of the exposition. Encourage your exhibitors to provide gifts and to hold drawings at their booths that you can promote on their behalf.

As the goal is to provide exhibitors access to the attendees, make it a point to invite exhibitors to your opening reception and don't charge them if there is a fee. The gesture will be greatly appreciated by your exhibitors. If your meeting cannot afford to pick up the costs, consider including the charge in the cost of the booth—at most, an increase of from \$15.00 to \$20.00 in the fee. Make refreshments available to exhibitors between coffee breaks. They must stay close to their booths.

Offer exhibitors additional opportunities to reach attendees at discounted rates. For an additional fee, they can

- ◆ Supply printed matter such as brochures to be handed out when attendees register and/or pick up their advance registration materials.

- ◆ Advertise in the meeting program

- ◆ Sponsor a break

- ◆ Hold a workshop

- ◆ Host a hospitality suite

AN EXHIBITOR'S OBSERVATIONS

A list of recommendations received from a longtime exhibitor at ACS national and regional meetings. Keep these excellent suggestions in mind when planning your exposition.

- ◆ The technical sessions and the exhibit area should be in the same building and as close together as possible.
- ◆ Send notices of your show to prospective exhibitors no later than the preceding fall to allow them time to include the show in the next year's budget.
- ◆ The regional meeting site selection should be made with maximum attendance in mind. Larger urban areas are a plus.
- ◆ A strong and well-organized technical program is a must.
- ◆ The website, technical program, and all other informational materials promoting the meeting should mention the exhibit location, hours, and events scheduled as part of the exposition.
- ◆ Attendee registration should be located near the exhibit area.
- ◆ Poster sessions should be located within the exhibit area.
- ◆ A break time mid-morning and mid-afternoon should be built into the technical program.
- ◆ Research directors of local industry should be encouraged to let their researchers and technicians attend the exhibits.
- ◆ Local academic institutions should encourage their graduate students to tour the exhibit area.
- ◆ Ask Symposia Chairs to mention the exposition when sessions break.
- ◆ Solicit exhibitor complaints at the current meeting so problems can be corrected for future meetings.

PREPARING AN EXHIBITOR PROSPECTUS

The purpose of the exhibitor prospectus is to inform potential exhibitors of what type of attendee will be present at your meeting. The following information should be included in the prospectus you prepare.

Attendee Profile

Nothing you do in your role as expo manager is more important than understanding precisely who attends your meeting and what job-related products and services they tend to purchase. This information is the foundation of your presentation to exhibitors. You will need to work closely with the program chair to identify the type of chemists and chemistry your meeting will have.

Your ACS meeting planner collects information from past meetings that can be of assistance, such as:

- ◆ Number of attendees
- ◆ Geographical distribution of attendees
- ◆ Percentage of attendees from academia, industry, and government
- ◆ The professional demographics for the region by local section

This information is captured from the registration forms processed for each meeting. These data will make it easier to target potential exhibitors.

These attendee profiles emphasize the strengths of your potential audience. If 70% of attendees are educators, use that information to appeal to publishers and software suppliers. Your job as Exhibits Chair is to use data to identify your attendees in order to determine what types of businesses would consider your group to be prospective buyers of their products.

Work closely with the Program Chair when defining the attendee profile. The symposia topics will identify what type of members will be at this meeting, and what their professional interests encompass. Your ACS meeting planner can provide you with member demographics by local section for your region.

The ACS meeting planners have also started taking a survey of exhibitors at each meeting. That information is available to you as a means of evaluating the strengths and weaknesses of past planning. Build on what works well.

Important Details to Include in the Prospectus

The Exposition Area Floorplan

Companies who wish to purchase space will need a floorplan in order to select a booth location. Make sure to include it in the prospectus.

Dates and Times and Ordering Information

Repeat both the meeting and exhibit dates in the prospectus. Also include the time set aside for setup and tear down and the show hours. Without this, prospective exhibitors lack a feel for the overall time commitment your show requires. Always include a contract, listing the fee(s)

involved and a list of Rules and Regulations. Provide order forms or contact information for data lines, telephones, electricity, and additional booth equipment.

How to Reserve Exhibit Space

Exhibitors often complain about how difficult it is to find the expo manager's contact information in the thicket of information contained within a prospectus. Once someone decides to purchase space, make it as easy as possible to do so. As with the dates and times, repeat the contact information several times.

Attendance Promotion Efforts

Potential exhibitors are sometimes wary of ACS regional meetings because they have had some bad experiences in the past. An important purpose of the prospectus is to reassure these companies that someone who has given some thought to the exhibitors' needs will manage this show. Exhibitors, first and foremost, require access to your attendees. Following are some suggestions on how to reassure them this will happen.

- ◆ All technical sessions and exhibits are in the same building
- ◆ Morning and/or afternoon refreshment breaks are provided in the exhibits area
- ◆ Poster sessions, contests and/or events are presented at the expo
- ◆ Complimentary attendee list provided after the meeting
- ◆ Unopposed time to visit the exposition

These suggestions indicate to your exhibitors that you are working with them to make their presence a success. This section, along with your attendee profile, is crucial to the success or failure of the prospectus.

Incorporate into the prospectus the names of some previous exhibitors, because it tells prospects that this event has a history; it establishes credibility, and reassures first-time exhibitors that they belong in this show if similar companies have chosen to exhibit.

To sum it all up:

Pay It Forward to Your Exhibitors

It is a proven fact: a happy exhibitor is one who keeps returning to regional meetings, and adding more of them to the expo calendar. You have contributed to the success of the meetings that follow you if you just keep a few simple things in mind.

- ◆ Place the expo in or near the center of the meeting activities to ensure them traffic
- ◆ Hold receptions, poster sessions, and breaks in the exhibit area
- ◆ Don't forget to thank them for their support.
- ◆ Make it clear in your promotional material what kind of science you are featuring at your meeting. You want to match products and services to your content so vendors can reach potential clients.

- ◆ Make sure you make arrangements for outbound shipments with your vendors before the meeting opens and before they arrive.

- ◆ Ask them for feedback after the meeting to see what future meetings can change.

HOW TO COMPILE A LIST OF PROSPECTIVE EXHIBITORS

1. Contact your ACS meeting planner, and request contact information for ACS national exhibitors located within your region.
2. Contact the Exhibits Chairs from the last several meetings to obtain lists of past exhibitors. Ask your ACS meeting planner, also.
3. Contact the local section chairs within your region, and ask them to provide you with a list of companies, and contacts within those companies, in their jurisdiction. This is, after all, a *regional* meeting, and the region should work together to produce a successful event.
4. Target Local Section Newsletter advertisers within your region to glean additional leads.
5. Obtain vendor lists from university chemistry departments, purchasing offices, or chemistry graduate programs, as well as from purchasing departments at chemical industries.
6. Seek out the PR and marketing departments of area employers, both industry and academic.

THE PROSPECTUS SALES LETTER

Include a cover letter with the invitation to exhibit. This letter identifies the meeting and point of contact and creates a more professional impression. You may open the letter with “Dear Colleague” or “Dear Marketing Manager”, but do address the cover letter to the person whose name appears on the mailing label, whenever possible.

All cover letters should be one page in length and include the following information.

Attendee/Exhibitor Profile

Tell the prospects about the attendees and the job-related products they tend to purchase. Your prospects receive an enormous amount of mail; many of them will skim a few paragraphs to determine what’s in it for them. Keep your message short, crisp, and to the point.

Benefits of Exhibiting

You may wish to briefly state how a booth in the show will help the company in their marketing efforts with a statement similar to the following:

This regional expo provides you the opportunity to meet 800 chemists in two days for a cost of about \$600.00. Assuming you meet 10 new prospects, your cost per prospect would be about \$60.00 each—considerably less than you are now spending to reach new prospects!

Add a statement that reassures your prospects that you have an action plan designed to ensure that attendees visit the expo:

To encourage attendees to visit your booth, we have scheduled 4 unopposed exhibit hours, refreshment breaks, poster sessions in the exhibit area, and an opening reception to which you are invited as our guest.

Call to Action

Ask your prospects to review the enclosed *Invitation to Exhibit* and to call you for more information or to reserve space.

P.S.—Don’t Forget the P.S.

Add a P.S. Studies show the post script is almost always remembered longer than any other part of a letter. Some suggestions for a strong P.S. include:

*Don’t delay . . . only 25 booths are available for this expo!
All exhibitors will receive a list of attendees after the meeting at no charge.
Several special events and activities are planned for the exposition area*

Note: A sample cover letter and sample memo appear on the next pages to illustrate how to integrate these recommendations into your letter.

REACHING PROSPECTIVE EXHIBITORS

Every prospective exhibitor on your list should receive at least three mailings, and immediate follow-up phone calls to all who respond. That list should contain from 200 to 1,000 companies.

Sales promotion studies indicate that the repetitive nature of a message is as effective as the message itself—which is why you often see the same ads over and over again. Multiple mailings also increase the opportunity for it to be seen and read by the recipient as it reduces the possibility of being lost either in the mail or by the recipient.

THE BOOTH SPACE CONTRACT

Have a booth space contract ready to send immediately to those who have shown interest. Send it with a brief cover letter expressing your appreciation for your new exhibitor's business.

Use the booth space contract and rules and regulations from past regional expositions as a guide. If you need assistance with the design of either, please contact your meeting planner in the Office of Regional Meetings for assistance.

NOTE: Many companies now prefer to pay by corporate credit card. ACS can process those payments for you, much as we do registration forms. Please design the invoice to include the following:

- ◆ Name of meeting
- ◆ Amount being charged
- ◆ Booth number
- ◆ Name of company
- ◆ Telephone number and email where vendor may be reached
- ◆ Type of credit card (VISA, MasterCard, American Express)
- ◆ Card Number
- ◆ Expiration date
- ◆ Signature of cardholder
- ◆ Cardholder's printed name (signatures are often illegible)

Those invoices with credit card payments may be faxed to your ACS meeting planner who will deposit them into your meeting account.

SELECTING AND WORKING WITH A GENERAL CONTRACTOR

Your general contractor is the company responsible for setting up the pipe and drape for the booths and booth furnishings such as chairs, draped tables, signs, and equipment that the meeting facility does not supply.

Selecting the Contractor

To find out what contractors work in your area, contact the local Convention and Visitors Bureau for a list of companies. Ask for a recommendation from the meeting facility, also. They usually have worked with most companies and may even have one they prefer.

Obtaining Bids

When possible, you should entertain bids from at least two companies, possibly three. Always get an estimate before contracting with a company, even if it is the only one in town. A bid should include:

- ◆ A proposed floor plan - the number of booths you need set up in the area you propose to use (see samples at end of this section).
- ◆ A written quote of what they will charge per booth for set up/tear down of the exhibits
- ◆ A price for what they would charge to include a draped, 6-foot table, 2 chairs, trashcan, and whatever else you decide to include. (Quotes should include *labor* and *materials* as well as a “standard booth sign”). If the facility is not carpeted, you will need an estimate of cost per booth for carpeting and padding. You do not need to incur the expense of carpeting the aisles.
- ◆ A written quote for additional furniture. Labor is rarely necessary for regional meetings, but you should know the standard hourly rate, the charges for overtime, and the charges for weekends.
- ◆ Specify in your bid that the company will prepare and mail the exhibitor service kit.
- ◆ If they can supply poster boards, also, get a price for those.

Meet with each company and ask for references before making your selection. Let each company know your budget and your expectations. Price is important, but so is quality, and it is important to have an experienced, reliable contractor.

In order to provide an accurate estimate, the contractor will need information about your meeting/exposition. Provide them with the following information:

- ◆ Show dates and location
- ◆ Size of room/hall/open area where exposition will be held
- ◆ Number of booths anticipated
- ◆ List of items you would like the contractor to include in a booth package

Finally, before signing a contract with a general contractor, read it very carefully, as you would any other contract. Don't assume that something you may have discussed and agreed upon will happen unless it is stated specifically in the contract. Ask your ACS meeting planner to review the contract before you sign it.

Layout of the Exposition

Once you have made your selection, meet with your decorator at the site of your exhibit. You should have one person you can contact and count on regarding anything and everything about your show. Walk the exhibit area and determine:

- ◆ Where to serve refreshments (Preferably in a central area among the booths)
- ◆ Location of exits
- ◆ The ceiling heights

- ◆ How the booths should be set up for maximum traffic flow from the entrance
- ◆ How freight will come in and where it will be stored

It can be difficult to anticipate situations that may arise on-site. Both the general contractor and your ACS meeting planner are available to respond to any questions or concerns you may have.

KEEPING EXHIBITORS INFORMED

The key to a successful exposition is to keep your exhibitors informed and to remind them of important deadlines. There are several ways to accomplish this.

Confirmation Letter

As soon as a company has reserved space at the exposition, the Exhibits Chair should send a letter confirming the booth number. Include any information that was not available when the Prospectus was sent, (i.e. changes in show hours, set-up times or deadlines, projected attendance, when their service kit can be expected, etc.). Also, be sure to express appreciation to each exhibitor for making a time commitment to and financial investment in your show. The letter can also act as an official invoice. This confirmation reaffirms that both you and the exhibiting company have a clear understanding of the commitment made for space, and that payment is necessary by the deadline date specified in the letter.

Exhibitor Service Kit

The Exhibitor Service Kit is the quickest, most effective way to get necessary information to all of your exhibitors. A complete kit may save you time and mailing expenses. Many times the service contractor will include the assembly and mailing of the kits at no additional cost or for a minimal fee. Ask them!

The service kit should be mailed to exhibitors 6—8 weeks prior to the first day of exhibitor set-up and should always include the following:

1. A cover letter or memo restating information from the prospectus including deadlines, exhibit hours, and dates of the meeting and exposition.
2. Information from the meeting contractor regarding shipping deadlines, set-up/dismantle schedule, show colors, and other essentials. The contractor will know what information exhibitors will need.
3. Description of the “booth package” to your exhibitors (e.g., a draped table, two chairs, trash can, and a sign) for the booth fee, as well as a list of other furniture or services available for exhibitors to sign up for at their own expense. The general contractor should include these forms. If the exhibit area you have chosen is already carpeted, there is no need for a carpet order form in the kit.
4. Ordering information for services provided by the meeting facility, e.g., telephones and electricity. Your service contractor should coordinate with the facility to make sure all forms are included, but you should approve the kit before it goes out.

Make sure your exhibitors are aware of all the details regarding what is included in their booth price.

ON-SITE RESPONSIBILITIES

From the moment you and the general contractor begin to set-up the exhibit area, you are the liaison between the contractor and the exhibitors. With good pre-planning, on-site operations should run smoothly. However, if any problems do arise, you will be the person who will need to make a decision, and probably very quickly.

Move-In

The general contractor will let you know how much time will be needed to set the booths before the exhibitors begin setting-up. If you can be at the facility during this time, it could be helpful. What is necessary is that you allow yourself time between the time the contractor sets the booths and the time that exhibitors come in to confirm that the booths are set up correctly.

- ◆ Check the setup against the floor plan.
- ◆ Check the booth signs for correct spelling and booth placement.
- ◆ Check that everything the exhibitor ordered is in the booth.

When exhibitors begin to arrive they may be looking for late shipments or need to order additional items from the decorator and/or facility. The contractor should have an onsite representative to provide assistance.

During the Show

Work with the meeting's Arrangements Chair to make sure the refreshments are in place at least one-half hour before the break, if that is to be in the exhibit area. Make certain the poster boards are well placed throughout the area to accommodate traffic flow if there is to be a session during the exposition.

Move-Out

Make sure all attendees have cleared the area before the general contractor begins tear down of the exhibit hall. This responsibility lies with the contractor and the exhibitors. Unfortunately, exhibitors tend to try to pack up early near the close of a show. Try to discourage them by pointing out that it is unfair to attendees who might wish to visit their booths, and to fellow exhibitors whom their movements may interrupt.

ALTERNATIVES/ADDITIONS TO AN EXPOSITION

Putting on an exposition is a takes a great deal of time and effort. If for some reason the committee is unable to give this project the time and attention it needs to succeed, there are other options to raise money for the meeting. These options can also be offered as alternatives to exhibitors whose budgets may not allow them to purchase booth space.

Literature Lists

Offer a company a display table for about half the cost of a booth. The arrangement would include:

- ◆ A well-promoted, well-marked, centrally located, highly visible literature table on which you will display a sign identifying the company and their promotional literature (encourage them

to staple a business card to each copy). You must check the tables regularly to keep them stocked.

- ◆ A complete attendee list to be sent following the meeting. The list should include attendee name, affiliation, address, phone number, and e-mail address.

Benefits of Literature Lists

This “literature-list” service to exhibitors provides the same product (qualified sales leads) in a much less expensive way. This option may be attractive to vendors for several reasons. It frees up their sales staff for other responsibilities. They’ll save money in terms of transportation, food, lodging, and exhibiting charges. If they get 5 – 10 solid leads from the combination of literature pick-up and their list, then they are obtaining positive results.

For the meeting, the amount of time required to organize and fulfill this service is far less than that associated with organizing an exposition. The financial investment required is considerably less than for an exposition, and net revenues, though lower, is offset by lower expenses.

Sponsorships/Donations

The regional meeting committee has a Financial or Fund-Raising Chair to solicit funds from corporate sponsors—many of whom would be the same companies contacted to exhibit. Corporations will lend their efforts and financial resources to a worthwhile activity such as a regional meeting, and will sometimes sponsor symposia, special events, or pick up costs for producing programs and/or abstracts. Rather than have two areas of your committee competing for the same dollars, encourage the Exhibits Chair and the Fund-raising Chair to coordinate their efforts.



THE FUTURE OF CHEMISTRY IS HERE!



NORM 2001 • SEATTLE, WA • JUNE 14-17 HOSTED BY SEATTLE UNIVERSITY

Dear Marketing Manager:

Do you feel that your company would benefit from more exposure to chemists, biochemists and/or science educators in the Pacific Northwest?

Does your company sell any of the following products?

Analytical instruments	Computer software	Textbooks
Laboratory equipment	Chemicals	Scientific monographs
Laboratory supplies	Biochemicals	Educational supplies
Analytical services	Database services	Chromatography instruments

Then you should be an exhibitor at NORM 2001! At this 56th Northwest Regional Meeting of the ACS we expect 1,000 attendees, composed of chemists, biochemists and educators - from the public schools, colleges and universities, companies, government labs and clinical labs. We have an excellent and diverse program that may well attract more attendees than we are expecting. See the program advertisement enclosed.

We have planned the Exhibit Show for NORM 2001 to maximize your effectiveness in exposing your company to meeting attendees at a reasonable cost. Here are some aspects of our plan that will assure the success and economy of your exhibit:

- The majority of spaces are located on the main floor of a three-story atrium through which the attendees must pass to get to the meeting rooms. Additional booth areas are located near the meeting room doors on the main floor and on the second and third floor balconies.
- For the price of the vendor space, all vendors also become meeting sponsors. A vendor-sponsored lunch buffet will be held in the exhibit area from 12:30 to 1:30 PM on Friday, June 15. No programming is scheduled at this time.
- A second vendor-sponsored event is a drawing for prizes, scheduled for 1:45 – 2:30 PM on Saturday, June 16.
- A third vendor-sponsored event is a coffee break, with optional serving ware imprinted with vendors' logos. The coffee break will be held in the exhibit area on Saturday, 9:40 – 10:00 AM, again, with no concurrent programming.
- We have spaces for 40 vendors: 26 on the main floor, 8 on the second floor and 6 on the third floor. Banners advertising your company can be displayed from the balconies at no additional cost. Hot links to your company are available on our web site for \$75.

Please review the enclosed Invitation to Exhibit at NORM 2001 and send email if you have questions. In addition to benefiting your company, your participation will help make this the best NORM meeting ever!

Sincerely,

Mara Rempe (mrempe@seattleu.edu)
Exhibits Show Chair, NORM 2001

P.S. Please don't put this off – we have only 40 spaces and the best ones will go fast!



*INVITATION
TO
EXHIBITORS*



17, 2001

NORM 2001 • SEATTLE, WA • JUNE 14-

HOSTED BY SEATTLE UNIVERSITY

Features of the Vendor Exhibit Show of NORM 2001:

- 40 Vendor Spaces in the beautiful Paccar Atrium of Seattle University, adjacent to the meeting rooms. Vendors can display banners from the balconies at no additional cost.
- Exhibits will be shown from 10:00 AM - 6:00 PM on Friday, June 15, and from 9:00 AM - 3:00 PM on Saturday, June 16.
- Three vendor-sponsored events are planned with little or no concurrent programming: a buffet lunch in the Exhibit Show area on Friday, a coffee break at mid-morning on Saturday, and a drawing for vendor-contributed prizes on Saturday afternoon.
- Each space consists of an 8 ft x 2.5 ft table and two chairs, with a vertical tack-board or wall behind the table. Vendor will supply drape for table. We have put your money into customer-attracting events rather than fancy pipe and drape setups!
- Power is available but is limited to lighting only (no apparatus or appliances). Vendor supplies extension cord and duct tape.
- Internet access and power for computers are available at selected spaces.
- A list of exhibitors will be published in the program and on the web site.

Perks for Exhibitors:

- Registration fees paid for two exhibit staff persons per exhibit.
- Complimentary tickets for Hors d'oeuvres and Wine Tasting and "An Incredible Evening of Chemistry" show on Friday evening and for breakfast on Saturday morning.

Cost:

- \$500 for spaces on the main floor; \$400 for spaces on the second floor balcony or \$300 for the third floor balcony; and
- A prize worth \$25 or more contributed for the vendor prize drawing.
- Spaces are to be chosen by the vendor from those available at the time of purchase.
- Hot-links on the NORM 2001 web page (\$75) and logos on cups and/or napkins are available at additional cost.

Exhibit Show Chair: Mara Rempe, Seattle University, mrempe@seattleu.edu

General Co-Chairs: Susan Jackels, Seattle University, sjackels@seattleu.edu

Thomas Griffith, North Seattle Community College,
tgriffith@sccd.ctc.edu

Web Site: www.chem.plu.edu/norm

**American Chemical Society's 36th
Midwest Regional Meeting**

October 10-13th, 2001
The Cornhusker Hotel
333 South 13th Street
Lincoln, NE

EXHIBITION BOOTH APPLICATION AND CONTRACT
(Please fill out both pages of this application)

In accordance with the Rules and regulations (attached), I (we) apply for exhibition space in the 36th Midwest Regional Meeting, Cornhusker Hotel, Lincoln, Nebraska, October 10-11, 2001

Name of Contact Person: _____

Company: _____

Address: _____

City/State/Zip _____

Phone: _____ Fax: _____

E-mail: _____

Authorized Signature: _____ Date: _____

Internet Access: (circle one) Yes or No wireless \$10 or direct dial \$60

(The completed and signed form with accompanying payment constitutes a binding agreement between the exhibitor and the 36th MWRM of the American Chemical Society)

Make Checks payable to 36th MWRM ACS

Credit card: American Express Master Card Visa

Cardholder (please print): _____

Account #: _____ Expiration Date: _____

Signature _____

Send check/credit card info and contract to:
Sara Grunder
36th MWRM ACS
BioNebraska, Inc.
3820 NW 46th Street
Lincoln, NE 6852

(Do not write in this space)

Postmark Date: _____

Booth Assigned: _____

Approved: _____

Page 2 of Application and Contract

Name, Address, Phone, FAX, e-mail, WWW URL; as you want it in the Meeting Program for attendees to use to contact you for more information or purchase.

Company Name: _____

Contact Person: _____

Address: _____

Phone: _____

E-mail: _____

Website URL: _____

Company/University Description (products/services) as you would like it to appear in the Meeting Program and other promotional literature (50 word limit)

Preferred Booth Assignments

(Booth assignments for all exhibitors can be checked out at the meeting web site.)

<http://wendigo.unl.edu/mwrm/>.

1 st Choice	2 nd Choice
3 rd Choice	4 th Choice

Names of Representatives who will staff the booth

Thank you for exhibiting at the 36th Midwest Regional Meeting of the American Chemical Society

SOUTHEAST-SOUTHWEST REGIONAL EXPOSITION
RULES AND REGULATIONS

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1. **CONTRACT FOR SPACE:** Receipt of your signed contract by the combined Southeast-Southwest Regional ACS Meeting, accompanied by a check for a full amount for booth space rental, will constitute a contract for the right to use the space allocated. In the event of fire, labor strikes or other uncontrollable circumstances rendering the Exposition area unfit or unavailable for use, this contract will not be binding. If such event happens prior to November 6, 2000, a refund of one-half the rental fee will be made. Applicants must be on the official form, original sent to the Exhibits Chair by mail and accompanied by a check for the full amount, in order to be honored. Cancellations cannot be honored unless the Combined Southeast-Southwest Regional ACS Meeting is able to re-sell the space. Canceled space will not be resold until all space for the Exposition has been sold.
 2. **SPACE ASSIGNMENT:** The Combined Southeast-Southwest Regional ACS Meeting will endeavor to honor the choice of space as noted in your contract, in the order stated. In the event that your preferred spaces have been previously assigned, the Exhibits Chair reserves the right to assign space as equitably as possible. Booth space assignments will be made within five (5) days after receipt of the signed contract and full payment.
 3. **SPACE RENTAL:** Each 10'x10' booth space is fully carpeted. Each booth includes (a) an 8' high back wall and a 3' high side drape; (b) a 7"x44" one line identification sign; © one 6' table draped; (d) two side chairs; (e) one wastebasket; (f) general overhead illumination; (g) guard service during hours when the Exposition area is not open to the public; and (h) exhibitor's badges.
 4. **BOOTH FURNISHINGS:** The rental fee for booth space does not include such items as additional masking drape, additional chairs, counter high tables, etc. All such material will be available to you on a rental basis from the official Meeting decorator. Please contact:

Kyle Nix
Freeman Decorating Company
1000 Elmwood Park Boulevard
New Orleans, LA 70123
(504) 733-7469

5. **EXHIBITOR SERVICES:** Exhibitor services will be provided by the Freeman Companies. An Exhibitor Services Manual will be sent to you describing their services and rates. Exhibitors have the prerogative of bringing their own material into the Hyatt Regency Hotel, but the Freeman Companies will have priority and control of all traffic into and out the Hyatt Regency Hotel to prevent tie-ups at the loading platforms, to keep aisles clear, and to provide an orderly and efficient operation for the Exposition.
6. **INSTALLATION OF EXHIBITS:** Installation times are designated as Tuesday, December 5, 2000 from 12:00 noon until 7:00pm. Unclaimed space will be reassigned without refund of any rental fee.
7. **DISMANTLING OF EXHIBITS:** Exhibitors may not begin dismantling activities until 12 noon, Friday, December 8. Crates and shipping cartons will be returned at that time. All packing must be completed no later than 6:00 p.m.

8. **SPACE RESTRICTIONS:** All demonstrations, discussions or other activities, such as distribution of descriptive literature of any kind, must be confined to the exhibitor's own booth. No exhibitor shall assign, sublet, the whole or any part of his assigned space without the approval of the Combined Southeast-Southwest Regional ACS Meeting. Displays should not be placed in such a manner as to interfere with other exhibitors. No tall sidewall panel shall project further than 3' from the main back wall and no equipment of abnormal height (greater than 8') shall be allowed along the sidewalls. There shall be no obstruction in the aisles.
9. **PROTECTION OF THE HYATT REGENCY HOTEL:** Nothing shall be pasted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Special hangers may be obtained at the Exposition Services area for hanging pictures, signs, banners, etc. on the booths. Exhibitors violating this requirement are expressly bound, at their expense, to repair any such damage to the Hotel property which they may cause.
10. **FIRE PRECAUTIONS:** Combustible decorations cannot be used in any manner by an exhibitor. All packing containers, excelsior and similar material are to be removed from the floor upon completion of booth setup. The exhibitor is restricted in materials used to those which pass fire inspection by the New Orleans fire Department. Drapes and curtains must be flameproof. Likewise, all electrical work and electrical wiring must be approved and installed in accordance with regulations established by New Orleans, Louisiana and the Underwriters code. Volatile or flammable matter or any substance prohibited by the city departments or insurance authorities will no be permitted in the building.
11. **LIABILITY:** Exhibitors shall be fully responsible to pay for any and all damages to property owned by Hyatt Regency New Orleans, its owners or managers which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hyatt Regency New Orleans, its owner, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting from exhibitor's use of the property. Exhibitor's liability shall include all losses, cost, damages, or expenses arising from or out of by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees which arise from or out of the exhibitor's occupancy and use of Exposition premises, the Hotel or any part thereof. The exhibitors shall assume all responsibility for any loss, damage or injury that they shall have or cause and that they indemnify and hold harmless the Louisiana Section, ACS and the Hyatt Regency Hotel from all liability which may ensue, from whatever cause. Guards will be provided, as noted, and every precaution shall be taken to insure the exhibitor against loss.
12. **EXHIBITOR'S BADGES:** Each exhibitor will receive two (2) badges per 10'x10' booth without charge. Such badges entitle exhibitor's representatives admission to papers or other Meeting sponsored functions.
13. **ADMISSION TO THE EXPOSITION AREA:** Admission to the Exposition are will be by badge only and this rule will be strictly enforced.
14. **NO SMOKING:** It is the policy of the ACS that the use of tobacco products is strictly prohibited in the Exhibit Hall (including the time during which exhibits are set-up and dismantled)