

# **The 5<sup>th</sup> National Conference on Laboratory Aspects of Tuberculosis**

## **EXHIBITOR & SPONSORSHIP PROSPECTUS**

**August 11-13, 2008  
Town and Country Resort  
San Diego, CA**



Sponsored by: The Association of Public Health Laboratories  
and the Centers for Disease Control and Prevention



# General Information

The Association of Public Health Laboratories invites you to participate in the 5<sup>th</sup> National Conference on Laboratory Aspects of Tuberculosis to be held at the Town and Country Resort in San Diego, CA, August 11-13, 2008.

The conference will focus on drug resistant TB including drug susceptibility testing (DST) practice and standards for laboratories in the United States. Other topics will include new TB diagnostics including the use of molecular tests and interferon gamma release assays (IGRA); global laboratory implications and practice; national plan for laboratory systems; and laboratory integration into TB control. This will be an excellent opportunity to hear the latest on these topics and to network, gain insights and find solutions from colleagues and partners in this challenging field.

It will also include an exhibit hall containing the latest in laboratory technology. This is an excellent opportunity to share your expertise, visit with current and prospective clients and spend two days with your targeted audience. This symposium is expected to draw public health laboratory professionals in the fields of tuberculosis and infectious disease, as well as health care practitioners and counselors.

## Exhibit Dates and Times

Monday, Aug. 11	11:00am - 2:00pm	Exhibitor Set-up
	2:30pm - 6:30pm	Hall Open
	2:30pm - 3:30pm	Break
	5:00pm - 6:30pm	Poster Reception
Tuesday, Aug. 12	10:00am - 4:00pm	Hall Open
	10:10am - 10:40am	Break
	12:30pm - 2:00pm	Lunch
	2:50pm - 3:50pm	Break
	4:00pm - 7:00 pm	Exhibitor Tear-down

## Exhibit Space

This year's exhibits will be held in the Golden Ballroom of the Town and Country Resort. The space is carpeted, open and has a 17' ceiling. Show colors are blue and white. Each 8'x10' booth costs \$1,200.

Standard commercial booths are 8'x10' and include:

- 8'x10' booth space
- Draped aluminum supports, 8' high in back and 3' high on sides
- One 6' draped table
- One side chair
- One wastebasket
- A one-line identification sign (7"x44") with company name and booth number.
- Free company listing and description in the Final Conference Program

- Complimentary link to company website from the conference website.
- One complimentary conference registration per paid booth (APHL requires all exhibitors associated with an exhibit booth to be registered for the conference.)
- Around-the-clock peripheral security service beginning with set-up and concluding after all the freight has been removed.
- General cleaning of the aisles
- Lunch in Exhibit Hall Thursday, August 12
- Complimentary beverages (coffee, tea, water) serviced during morning and afternoon breaks Monday and Tuesday, August 11 & 12
- 4½ hours of unopposed exhibit time

## Set-Up and Tear-Down

Set-up is Monday, August 11 from 11:00am - 2:30 pm. Exhibitors must be ready by 2:30 pm. Exhibits may be dismantled Tuesday, August 12 between 3:30 pm - 7:00 pm.

## Exhibitor Services

The official service contractor for the 5<sup>th</sup> TB Conference is Freeman, 6060 Nancy Ridge Drive, Suite C, San Diego, CA. 92121. Freeman Exhibitor Services can be contacted at 714.254.3210; fax: 714.490.0801 or email at: [FreemanAnaheimES@freemanco.com](mailto:FreemanAnaheimES@freemanco.com). Freeman will email the Exhibitor Service Kit

prior to the exposition. Requirements for additional furniture, electrical, carpet, AV, labor, drayage, special signs, and cleaning should be referred to Freeman. All required forms included in the service kit should be completed and returned to the appropriate contact in advance to ensure proper set up at the exposition and to take advantage of discounts.

## Website Links

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

## Hotel Accommodations

APHL has reserved a block of rooms at the Town and Country Resort (headquarters hotel). Rooms may be reserved directly through the Town and Country's reservation desk (800.772.8527, \$139.00 single/double). Be sure to mention group code "TB Conference" to receive this rate. Reservations must be made by July 19, 2008.

Exhibitors planning to host educational programs or social activities at the 5<sup>th</sup> TB Conference should contact the Terry Reamer at [terry.reamer@aphl.org](mailto:terry.reamer@aphl.org) in order to minimize conflicts with other functions.

## Sponsorship Opportunities

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

Following are the sponsorship opportunities for the 5<sup>th</sup> TB Conference:

## **Continental Breakfast – Monday – Wednesday, August 11-13**

Invite attendees to a Continental Breakfast in the Ballroom Foyer each morning.

*Exclusive Sponsorship - \$2,800 each day*

## **Morning Coffee Break – Monday - Wednesday, August 11-13**

Attendees thank your company when you host morning coffee service in the Exhibit Hall/Foyer.

*Exclusive Sponsorship - \$800 each day*

## **Afternoon Snack Break – Monday and Tuesday, August 11 & 12**

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

*Exclusive Sponsorship - \$2,300 each day*

## **Poster Reception – Monday, August 11**

Provide light hors d'oeuvres and drinks as attendees wander through the Exhibit Hall and poster sessions after a full day of educational meetings.

*Exclusive Sponsorship - \$10,000*

## **Box Luncheon in the Exhibit Hall – Tuesday, August 12**

You are the center of the attention when the attendees gather in the Exhibit Hall for lunch.

*Exclusive Sponsorship - \$8,000*

## **Off-Site Social and Dinner – Tuesday, August 12**

Be the star as you provide an evening of relaxation, comfortable conversation and great views.

*Exclusive Sponsorship - \$17,000*

## **Registration Totebags**

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

*Exclusive Sponsorship - \$2,500*

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

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

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

## Advertise where attendees look most – In the 5th National Conference on Tuberculosis Program Book!

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

Best of all, you reach your best prospects – and at \$900 for a full page, it's the most cost effective buy for your market.

Specs:	<u>Ad Size</u>	<u>Width x Height</u>	<u>Rate</u>
	Back cover	7 ½" x 9 ½"	\$1200
	Full page	7 ½" x 9 ½"	\$ 900
	Half page	7 ½" x 4 ½"	\$ 500
	Quarter page	3 ½" x 4 ½"	\$ 350

Black and white camera-ready art required. Deadline to receive art is September 5, 2008.

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

## Reserving your booth

1. Choose your preferred booth (s) based on the floor plan above.
2. Read carefully and complete the exhibitor contract.
3. Mail or fax the contract with \$700 deposit per booth to:

Terry Reamer, APHL, PO Box 79117, Baltimore, MD 21279-0117, Phone: 240.485.2776, Fax: 240.485.2712, email: [terry.reamer@aphl.org](mailto:terry.reamer@aphl.org).

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

**Contract for Exhibit Space**  
**5<sup>th</sup> National Conference on Laboratory Aspects of Tuberculosis**  
**Town and Country Resort, San Diego, CA**  
**August 11-13, 2008**

Please reserve space for our exhibit at the 5<sup>th</sup> National Conference on Laboratory Aspects of Tuberculosis. If our choice has been allocated, we request that APHL call us for re-assignment or assign us what it considers best of available space. We understand that this application becomes a contract when signed by us and accepted by APHL. We agree to abide by all rules, regulations & restrictions outlined in this contract & in the prospectus.

**Booth Selection:** 1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_  
**Booth Price:** \$1,200 (\$700) deposit per booth is required with application)  
**Number of Booths:** \_\_\_\_\_ **Total Price of Booths:** \$ \_\_\_\_\_

*Deadline for reservations is July 1, 2008 or until all booth are sold.*

Name of Company (to be listed in program as shown) \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_ Website \_\_\_\_\_  
Name/Title \_\_\_\_\_ Signed \_\_\_\_\_

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

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

Complimentary registrations (1 per booth) are for: \_\_\_\_\_

**Sponsorships:**

\_\_\_ Continental Breakfast (August 11, 12 or 13) - \$2,800      \_\_\_ Poster Reception (August 11) - \$10,000  
\_\_\_ Morning Break (August 11, 12 or 13) - \$800      \_\_\_ Box Luncheon (August 12) - \$8,000  
\_\_\_ Afternoon Break (August 11 or 12) - \$2,300      \_\_\_ Off-site Social (August 12) - \$17,000  
\_\_\_ Totebags - \$2,500

**Advertisement in Final Program:**

\_\_\_ Full page - \$900    \_\_\_ Half page - \$500    \_\_\_ Quarter page - \$350    \_\_\_ Back cover - \$1,200

**Fees**

**Exhibit space**                    \$ \_\_\_\_\_                    **Sponsorship**                    \$ \_\_\_\_\_  
**Advertisement**                    \$ \_\_\_\_\_                    **Total Enclosed**                    \$ \_\_\_\_\_

Visa/Mastercard/American Express # \_\_\_\_\_                    Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_                    Signature \_\_\_\_\_

<b>FOR OFFICE USE ONLY</b>			
Exhibit Space	# _____	Acknowledged	_____
Deposit	\$ _____	Sponsorship	_____
Balance Due	\$ _____		

# Exhibitor Contract Rules and Regulations

## A. Space Rental

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

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

## B. Cancellation of Exhibitor Contract.

**1. Cancellation Policy.** Cancellations refer to the full booth fee only. All cancellations must be submitted in writing. Assignments not rejected by the exhibitor within 14 days of notification of space assignment will be considered accepted by the exhibitor and may, thereafter, be rejected or the contract cancelled only with the approval of the Meeting Manager. A written cancellation received on or before July 1, 2008 will be refunded minus the deposit. There will be no refunds after this date. THERE ARE NO REFUNDS ON DEPOSITS.

## C. Construction, Installation and Use of Exhibits

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

**2. Use and Purpose of Exhibit Space.** The purpose of the exhibits is to inform and educate attendees regarding products and services of the exhibitors.

**3. Restrictions.** In its exhibit area, APHL endeavors to arrange for a representative group of displays that will provide cross-sectional appeal to the varied interests of all segments of its membership. Accordingly, it is understood and agreed that APHL reserves the right to make such selections from the applications received that will, in its judgment, most effectively contribute to the achievement of the foregoing objective. Distribution of souvenirs and samples is permitted from the assigned booth space provided there is no interference with other exhibits. APHL may withdraw permission if they find the material objectionable under the criteria established above.

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

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

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

**6. Installation and Dismantling of Exhibits.** Information on set-up and dismantling of exhibits will be forwarded with confirmation. No one will be allowed in the hall after these designated hours. All exhibits must be completed and in place by 2:30 pm, Aug. 11 and remain in place until close of show. The exhibit area must be cleared by 7:00pm, Aug. 12.

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

**8. Union Labor.** Exhibitors are required to observe all union contracts in effect between APHL, the official contractors, Town and Country Resort, and various labor organizations in accordance with City of San Diego union regulations.

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

## D. Liability

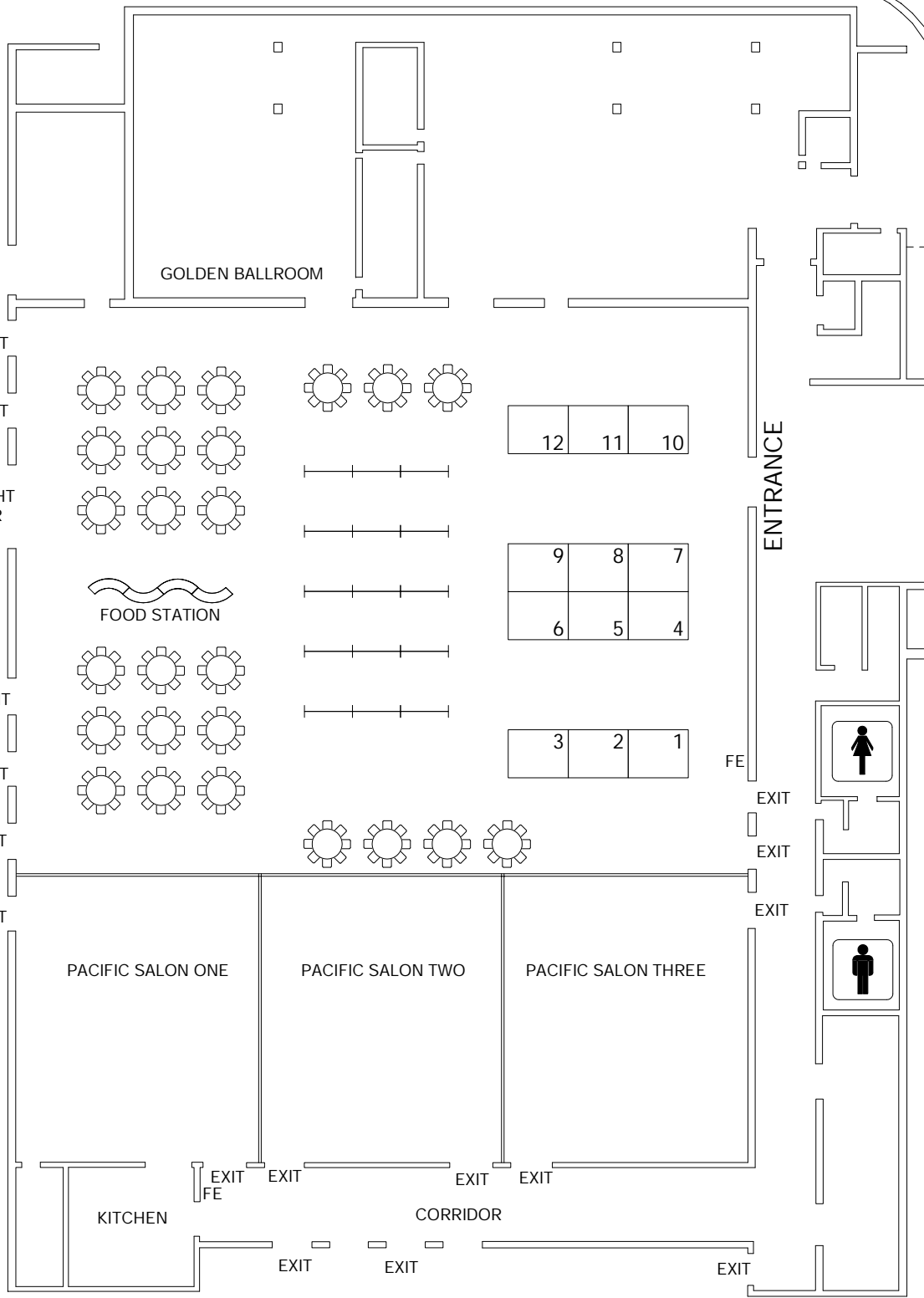
**1. Security.** APHL will provide guard service and will take reasonable precautions to safeguard exhibitor's property. However, the provision of this service shall not be construed as an assumption of obligations or duty with respect to the protections of the exhibitor's property. Exhibitor shall not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

**2. Inability to Perform.** Should any contingency prevent holding of the Conference of Exhibition, the APHL shall

not be held liable for any expenses incurred by the exhibitor.

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

**E. Acceptance of Terms and Conditions** Exhibitor, if invited to participate in the 5<sup>th</sup> National Conference on Laboratory Aspects of Tuberculosis, August 11-13, 2008, and as evidenced by the authorized signature on the contract opposite, agrees to abide by all terms and conditions contained in these policies and procedures.



**LEGEND**

DF = DRINKING FOUNTAIN  
 FA = FIRE ALARM  
 FE = FIRE EXTINGUISHER  
 FH = FIRE HOSE



— = 15 - 4'X8' DOUBLE SIDED POSTER BOARDS

⊗ = 25 - 60" - ROUND TABLES, SEATING FOR 200.

**GOLDEN PACIFIC BALLROOM**

**F R E E M A N**

DISCLAIMER

EVERY EFFORT HAS BEEN MADE TO ENSURE THE ACCURACY OF ALL INFORMATION CONTAINED ON THIS FLOORPLAN. HOWEVER NO WARRANTIES, EITHER EXPRESSED OR IMPLIED ARE MADE WITH RESPECT TO THIS FLOORPLAN. IF THE LOCATION OF BUILDING COLUMNS, UTILITIES OR OTHER ARCHITECTURAL COMPONENTS OF THE FACILITY IS A CONSIDERATION IN THE CONSTRUCTION OR USAGE OF AN EXHIBIT, IT IS THE SOLE RESPONSIBILITY OF THE EXHIBITOR TO PHYSICALLY INSPECT THE FACILITY TO VERIFY ALL DIMENSIONS AND LOCATIONS.

© COPYRIGHT 2000, FREEMAN DECORATING CO. ALL RIGHTS RESERVED.

**APHL 5TH ANNUAL NATIONAL TB CONFERENCE**

**AUGUST 11 - 13, 2008**

**TOWN & COUNTRY HOTEL  
 San Diego, California**

Inventory as of 04/01/2008

Dimension	Size	Qty	SqFt
8'x10'	80	12	960
Totals:		12	960

NOTE: - ALL AISLES ARE 10' UNLESS OTHERWISE SPECIFIED.  
 - FLOOR PLAN IS SUBJECT TO CHANGE.  
 - FLOOR PLAN IS SUBJECT TO FIRE MARSHAL APPROVAL.

DRAWING AS OF: 04/01/08 kb

