

## MSACL 2016 EU - Exhibitor Application and Contract

Exhibits: September 13, 14 & 15 (Tue Wed Thu)

View specific show hours at [msacl.org](http://msacl.org) under "For Vendors > Exhibits"

<b>Booths are 3m x 2.5m, except #5 is 4m x 2.5m</b>		
<p><b>Exhibit Booth Includes:</b> (a) booth walls, (b) carpet, (c) electrical, (d) table and up to 3 chairs, (e) Four Exhibits Only registrations – not valid for exchange or upgrade, (f) basic WiFi, (g) free Lead Collection via BadgerScan app for Apple and Android devices.</p> <p><b>Does NOT include: Conference &amp; Exhibits Registration*.</b></p> <p>*Please note that Conference &amp; Exhibits registration is required to present an abstract from the podium or as a poster.</p> <p>**ALL persons on Exhibit Floor must be registered and have a badge in their own name. Badges, once picked up, are not transferable.</p>		
Company [EXHIBITOR]:	Contact Name:	
Email:	Phone:	
Location Preference: # _____ # _____ # _____ (NOT GUARANTEED)		
List any exhibitor(s) you wish to be near:		
List any exhibitor(s) you <b>do not</b> wish to be near:		
<b>Power Strip:</b> <input type="checkbox"/> 230V 16A (a standard power strip like at home) <input type="checkbox"/> 380V 16A <input type="checkbox"/> 380V 32A		
<b>Furniture</b> (Provided free of charge): <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Chair(s) <input type="checkbox"/> 0.7 x 0.7m <input type="checkbox"/> 0.7 x 1.8m <b>Table</b>		
<p style="text-align: center;"><b>Exhibit Booths</b></p> <p style="text-align: center;"><b>Add \$400 per booth After May 11, 2016</b></p> <p style="text-align: center;"><b>inline, but 4 may be island</b></p> <p><input type="checkbox"/> 1 : \$3,950 (2.5x3m)</p> <p><input type="checkbox"/> 2 : \$8,700 (2.5x6m)</p> <p><input type="checkbox"/> 3 : \$13,600 (2.5x9m)</p> <p><input type="checkbox"/> 4 : \$18,900 (2.5x12m)</p> <p><input type="checkbox"/> Sponsor Discount to \$ _____</p>	<p style="text-align: center;"><b>Cancellation Refund Policy</b></p> <p>Before July 15, 2016 : 75%</p> <p>After July 14, 2016: 50%</p> <p>After Aug 1, 2016 : 25%</p> <p>After Aug 15, 2016 : 0%</p>	<p>Exhibitor Agrees to the following as part of this contract:</p> <p>EXHIBITOR shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth, in an amount not less than €1,000,000 Combined Single Limit for personal injury and property damage. MSACL and the Salzburg Congress Center shall be included in such policies as additional named insureds. In addition, EXHIBITOR acknowledges that MSACL does not maintain insurance covering exhibitor's property and that it is the sole responsibility of EXHIBITOR to obtain business interruption and property damage insurance insuring any losses by EXHIBITOR.</p>
<p>Payment is by <b>Check</b> or <b>Credit Card (CC)</b> or <b>Bank Transfer</b>.</p> <p><input type="checkbox"/> If paying by <b>CC</b> complete Authorization below.</p> <p><input type="checkbox"/> If paying by <b>Check</b>, make payable to "MSACL".</p> <p><input type="checkbox"/> If paying by <b>Wire Transfer</b></p> <p>Bank information will be on invoice you receive after submission of this application.</p>	<p>Exhibitor may not organize on-site or off-site activities that significantly conflict with attendee presence at the MSACL program.</p> <p><b>** A \$4,000 fee will be paid by Exhibitor if Exhibit booth is abandoned or dismantled prior to the close of the Exhibition at 2:30pm on Sept 15.</b></p> <p><b>Signature: REQUIRED TO SIGN HERE</b> [email submission constitutes signing]</p>	
Amount Authorized: \$ _____ Name on CC: _____		
Email: _____ Phone: _____		
I authorize MSACL to charge the credit card listed for the amount listed. <b>Signature: SIGN HERE FOR CC Purchase</b>		
<b>CC Authorization:</b> <input type="checkbox"/> MC <input type="checkbox"/> VISA <input type="checkbox"/> AMEX Credit Card #: _____ Exp Date: _____		

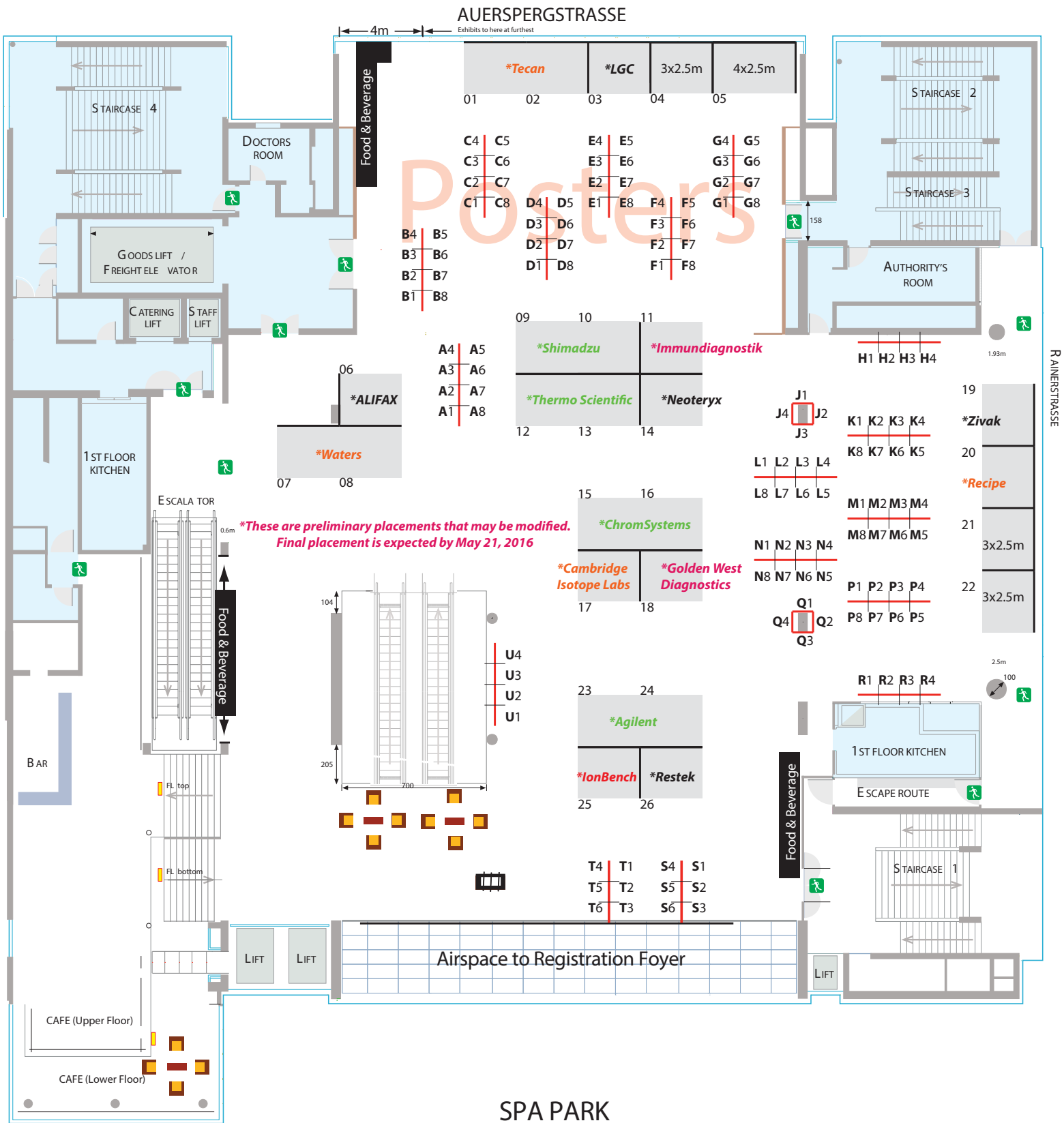
Questions: 858-922-5813  
 Fax to: 858-876-1873  
 Email to: [chris.herold@msacl.org](mailto:chris.herold@msacl.org)

Mail to: MSACL  
 205 12<sup>th</sup> St  
 Del Mar, CA 92014

## Exhibit Booth Placement is NOT YET final.

\*Priority is: **Sponsor** > **previous occupant** > **previous exhibitor** > **new exhibitor**,  
before May 11, 2016.

# Exhibit Hall / 1<sup>st</sup> Floor



## Exhibitor Logistics

All booths are 3.0m x 2.5m, *except Booth #5 is 4.0m x 2.5m*. The maximum height that your exhibit will be allowed to extend is 2.5m. The maximum distance your exhibit is allowed to extend towards the walkway is 2.5 m. Placement of vendor-related material in the walkway, or anywhere outside of your booth, is not acceptable -- and will be removed. **Corporate Sponsors do have the option to place one or more banners up to 1m x 2.2m (width x height) in approved locations throughout the Exhibit Hall (see details in Corporate Sponsorship Opportunities form)**. Exhibit space rental includes 2.5m high wall panels, black carpeting, a table and chairs (select in Exhibitor Application), basic electricity (select in Exhibitor Application), basic Wifi, basic trash clean-up, and four (4) Exhibits Only registrations – not valid for exchange or upgrade\*.

\*If you are a previous exhibitor, you may notice, the Exhibit booth price is discounted from previous prices. This is achieved with the removal of the Conference & Exhibits discount codes from the booth package, which provides a more affordable opportunity for those who do not wish to attend the Scientific Sessions (where a Conference & Exhibits registration is required).

\* Please note that abstract presenters are required to purchase a full Conference & Exhibits registration to present.

\*\* ALL persons on Exhibit Floor must be registered and have a badge in their own name.

\*\*\* Registrations, once issued, are not transferable. Registrations may be transferred before badge pick-up.

### Exhibitor Time Schedule<sup>1</sup>

Set-Up: September 12 from 0800 to 1700 *for custom booth builds or multiple booth set-up*

Set-Up: September 13 from 0800 to 1700 *for single booth set-up*

SHOW: September 13 Exhibitor Reception starts at 1700

SHOW September 14

SHOW September 15

Break down: September 15 from 1430 to 1900

<sup>1</sup>See the MSACL website for more detailed timing.

### Booth Details

- ✓ MSACL will be providing a basic exhibit booth set-up with gray wall panels.
- ✓ Booths will be 2.5m x 3m (depth x width).
- ✓ The height of the wall panels will be 2.5m. This is the MAXIMUM height your exhibit is allowed to extend.
- ✓ There will be side walls (between booths only) and back walls.
- ✓ Corner booths will not have end wall panels.
- ✓ There will be no high rails in the front of the booths from which to hang lights or signage.
- ✓ The wall panels are a hard plastic. They will be a light gray. Tape may be used to adhere posters. Push pins will not work.
- ✓ MSACL will be providing black CARPETING.
- ✓ The Exhibit Hall has hardwood floors.
- ✓ MSACL will be providing One table (0,70 x 0,70 m OR 1,80 x 0,70 m), by reservation.
- ✓ MSACL will be providing up to three chairs, by reservation.
- ✓ MSACL will be providing a basic electrical outlet for each booth.
- ✓ MSACL will be providing One Wastebasket with daily trash pick-up for each booth.
- ✓ MSACL will be providing basic Wireless internet connectivity.

### Additional Booth Furniture Rental:

- ✓ You may also rent furniture from our exhibit booth provider, S-line, via the [S-Line Rental Catalog](#).

- ✓ **Deadline for orders is July 15.** Payment for rental items should be made directly to S-Line.

### Exhibit Shipping Details

- Please ship your exhibit booth materials to the Salzburg Congress Center, **for arrival between September 5 - 12**, using the following address:

Salzburg Congress  
c/o MSACL Congress Booth #[Your Booth Number]  
Mr. Robert Hild  
Auerspergstraße 6  
5020 Salzburg AUSTRIA  
Tel: +43 (662) 88987-610

- Your material will be placed at your booth on **Tuesday, September 13** for set-up, *unless you are doing a Custom Booth Build (see below).*

### Booth Set-Up

- Booth Set-Up is on Tuesday September 13 from 8:00 – 17:00.
- **Custom Booth Build** is on Monday September 12 from 8:00 – 17:00.
  - This is only if you are **BUILDING YOUR OWN BOOTH or you have multiple booths.**

### Are You Doing a Custom Booth Build?

- The custom booth must fit within the 2.5m x 3m area.
- It **MUST** be approved by MSACL prior to the show date.
- You can build your booth either on Monday September 12 or Tuesday September 13 from 8:00 – 17:00.

### Booth Break-Down

- Booth Break-Down is on Thursday September 15 from 14:30 - 19:00.
- **PLEASE DO NOT SCHEDULE PICKUPS BEFORE 17:30**, the congress will still be in session until 17:15.

### Return Shipment Contact

Harald Wagmeister  
Lagermax Lagerhaus und Speditionen AG  
Radingerstraße 16  
5020 Salzburg/Austria

Tel: +43/662/4090-2299

Harald.wagmeister@lagermax.com

### **Exhibit Email Promotion**

Exhibitors will be permitted to send two email notifications to the opt-in registrants, TOTAL, not per booth purchased. MSACL will either send you a spreadsheet of the emails to which you may send the announcements, or you will be requested to submit your text copy to MSACL to then be sent to the current opt-in registrants directly from MSACL.

### **Distribution of Literature**

No distribution of literature or other promotional items anywhere in the conference center, except for your booth, or as stipulated for Corporate Sponsors, is permitted.

### **Promotional Items and Activities**

Companies wishing to conduct contests, lotteries or distribute promotional items should send a request via email to Chris Herold at [chris.herold@msacl.org](mailto:chris.herold@msacl.org). Exhibiting companies are permitted to distribute promotional materials that **do not** relate to food and/or drink, or the handling of such, at their Exhibit Booth location only. ***Under no circumstances should any items be provided to any employee of the hotel or MSACL for distribution to the attendee base.*** All items distributed must be made available to all meeting attendees as long as supplies last. No soliciting of registrants is permitted in the aisles or in other exhibitor's booths, or in any other area of the hotel. No distribution of literature or other promotional items at hotel guestrooms, or in any other public or private area of the hotel is permitted.

### **Subletting Exhibit Space**

Subletting any part of the exhibit space by an exhibitor is prohibited.

### **Sale of Goods**

The sale of goods or services of any kind in the exhibit area in connection with the Annual Meeting is prohibited. Order taking is permitted.