

# MSACL 2017 EU - Exhibitor Application and Contract

Exhibits: September 12, 13 & 14 (Tue Wed Thu)

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

<b>Booths are 2,5 x 3 meters (depth x width)</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.  <b>Does NOT include: Full Conference with Exhibits Registration*.</b>                  *Please note that Conference &amp; Exhibits registration is required to present an abstract from the podium or as a poster.                  **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) <a href="#">View Currently Available Booths</a>	
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>  <b>Add \$500 per booth After</b>  <b>May 11, 2017</b></p> <p><input type="checkbox"/> 1 : \$4,150 (2.5x3m)  <input type="checkbox"/> 2 : \$8,300 (2.5x6m)  <input type="checkbox"/> 3 : \$12,450 (2.5x9m)  <input type="checkbox"/> Sponsor Discount to                  \$ _____</p>	<p style="text-align: center;"><b>Cancellation Refund Policy</b></p> <p>Before July 15, 2017 : 75%                  After July 14, 2017: 50%                  After Aug 1, 2017 : 25%                  After Aug 15, 2017 : 0%</p>
Payment is by <b>Check</b> or <b>Credit Card (CC)</b> or <b>Bank Transfer</b> .  <input type="checkbox"/> If paying by <b>CC</b> complete Authorization below.  <input type="checkbox"/> If paying by <b>Check</b> , make payable to "MSACL".  <input type="checkbox"/> If paying by <b>Wire Transfer</b> Bank information will be on invoice you receive after submission of this application.	Exhibitor Agrees to the following as part of this contract:  (1) 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.  (2) EXHIBITOR shall NOT organize on-site or off-site activities that significantly conflict with attendee presence at the MSACL program.  (3) EXHIBITOR shall NOT place any items outside of booth borders.  <p style="text-align: center;"><b>Signature: REQUIRED TO SIGN HERE</b>  <i>[email submission constitutes signing]</i></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

# Exhibitor Logistics

[View Exhibit Hall Map and Currently Available Booths](#)

## Booth Placement

Based on sponsorship level > date of application > previous participation. **First-time companies are in RED.** If you are a previous participant, or a sponsor, you may request any spot a first-time company occupies up until May 11, 2017, after which placement will be fixed.

All booths are 2,5 x 3,0 meters. The maximum height that your exhibit is allowed to extend is 2,5m.

Placement of vendor-related material anywhere outside of your booth is not acceptable -- it 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 on [Corporate Sponsorship Opportunities page](#)).**

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.

\* 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 Schedule<sup>1</sup>

Set-Up:	September 11 from 0800 to 1600 <i>for custom booth builds or multiple booth set-up</i>
Set-Up:	September 12 from 0800 to 1600 <i>for single booth set-up</i>
SHOW:	September 12 Exhibitor Reception starts at 1600
SHOW	September 13
SHOW	September 14
Break down:	September 15 from 1400 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 2,5 x 3 meters (depth x width).
- ✓ Wall panel increments along the back (width) will be 1m + 1m + 1m (usable space 0,95m + 0,95m + 0,95m), and the side (depth) will be 1m + 1m + 0,5m (usable space 0,95m + 0,95m + 0,455m). The usable space is that in between the aluminum wall panel supports. If you intend to place posters, their width should not be greater than 0,95m unless you want them to go over the wall panel support (minor bump).
- ✓ The height of the wall panels will be 2,5m. This is the **MAXIMUM** height your exhibit is allowed to extend.
- ✓ There will be internal side walls (between booths only) and back walls.
- ✓ Corner booths will not have abbreviated or no end wall panels.
- ✓ High Rails in the front of the booths from which to hang lights or signage are not provided.
- ✓ 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. **Command Tabs from 3M are recommended.**

- ✓ MSACL will be providing black CARPETING.
- ✓ The Exhibit Hall has hardwood floors.
- ✓ MSACL will be providing one (1) **TABLE** (0,70x0,70m OR 1,80x0,70 m), by reservation on booth application.
- ✓ MSACL will be providing up to three (3) **CHAIRS**, by reservation on booth application.
- ✓ 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 4 - 8**, using the following address:

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

- Your material will be placed at your booth on **Tuesday, September 12** for set-up.

### Booth Set-Up

- Booth Set-Up is on Tuesday September 12 from 8:00 – 16:00.
- **Custom Booth Build** is on Monday September 11 from 8:00 – 17:00.
- Regular Booths may also start set-up on Monday, if desired.
  - *Note that Exhibition does not open until Sept 12 at 16:00.*

### Are You Doing a Custom Booth Build?

- The custom booth must fit within the 2,5m x 3,0 meter area.
- The custom booth must not exceed 2,5 meters in height.
- The booth design **MUST be APPROVED** by MSACL by July 15, 2017.
- You can build your booth on Monday September 11 and/or Tuesday September 12.

### Booth Break-Down

- Booth Break-Down is on Thursday, September 14 from 14:00 - 19:00.
- PLEASE SCHEDULE PICK-UPS **AFTER 15:30.**

## Shipping Your Materials After the Congress

You will need to arrange pick-up with your carrier.

### What if I Cannot Arrange Pick-Up Until Friday (day after close)?

1. Pack your materials for shipment with the appropriate shipping labels for your carrier.
2. Be sure your carrier knows **exactly what is being picked up**.
3. Label your shipments with your company name so that they are easily identifiable.
4. Leave your packages at your booth.
5. Salzburg Congress will move your materials into storage at the Congress Center for pick-up the following day.
6. Your carrier may contact Robert Hild at +43 (662) 88987-610 to pick-up the packages, but **HE IS NOT THE CO-SIGNEE**.

### Return Shipment Support Option

If you need a company to manage your return shipment, Lagermax (contact info below) is an option. They are not affiliated with MSACL and are not based at the Salzburg Congress Center. **If you select them for shipment PLEASE contact them BEFORE** the start of the congress to make preparations for shipment.

Harald Wagmeister  
Lagermax Lagerhaus und Speditions 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.