

MSACL 2022 : Vendor Prospectus

Monterey Conference Center : Exhibition : April 5 - 7

Early Bird Deadline : December 15, 2021

Greetings, Vendors!

Welcome to the MSACL 2022 Vendor Prospectus. You will find within this document all application forms and information for your participation at the MSACL 2022 Conference & Exhibition.

Instructions: Fill out selected [Applications](#) and submit with Summary & Contract (p 19).

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**ALL persons at Event must be registered* and have a badge in their name.
 Badges, once picked up, are not transferable.**

*Registration Types and Classes: *There will only be one registration type for this conference (Full).
 There are four registration classes (Industry, Academic/Govt/NP, Student, and Accompanying Individual).*

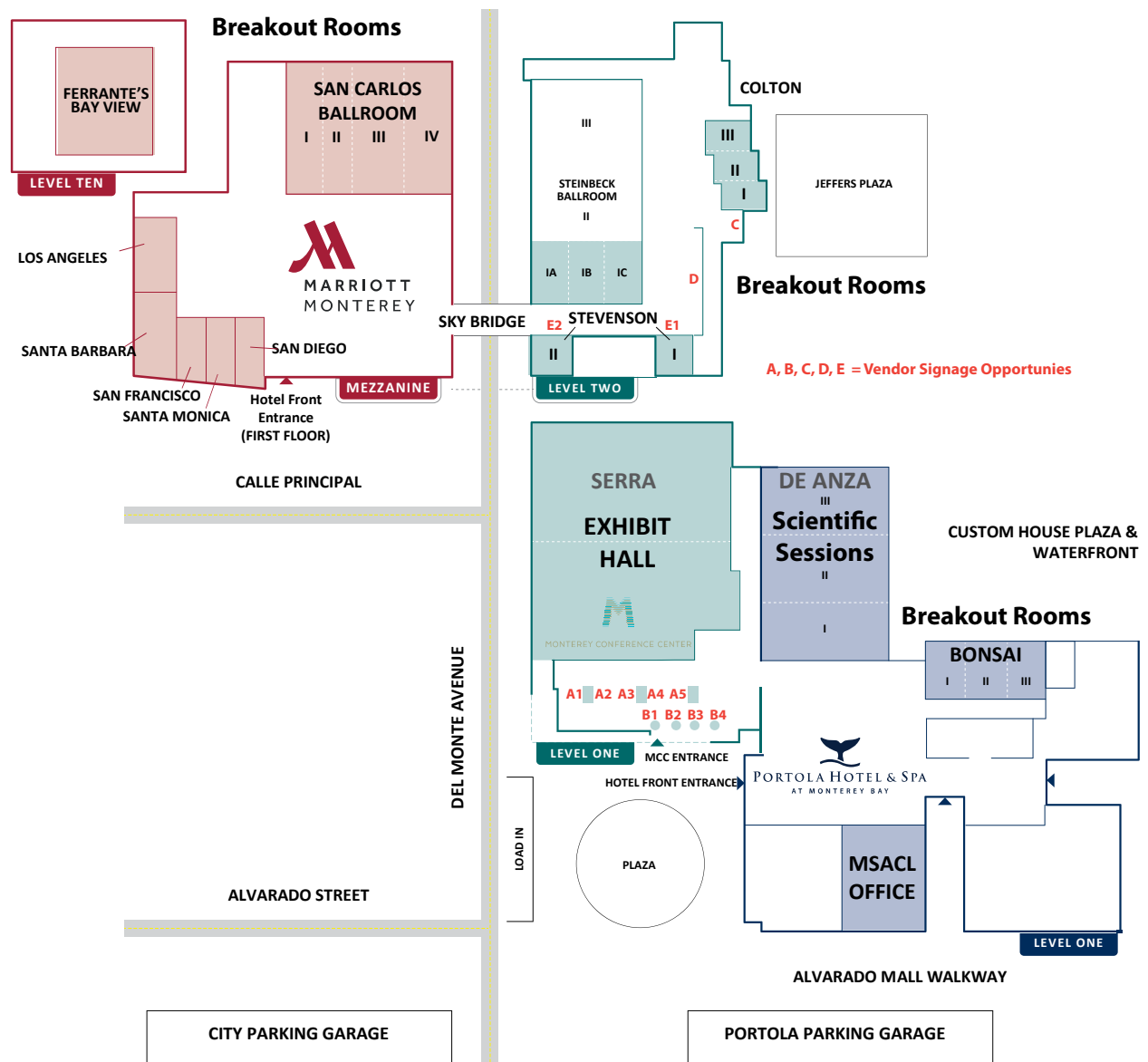


Conference Venues

Marriott Hotel : Breakout Rooms

Monterey Conference Center (MCC) : Exhibit Hall & Breakout Rooms

Portola Hotel : Plenary Session Room & Breakout Rooms



Overview

The Monterey Conference Center (MCC) is flanked by two hotels, the Marriott, and the Portola. Each has meeting space and a restaurant. The food is of unusually high quality, thanks to Monterey's location in the heart of an agricultural region; local sourcing is a priority. Portola also has a brewpub (Peter B's).

The Monterey Conference Center's Serra Ballroom will serve as the MSACL Exhibit Hall (19,150 square feet). There will be space for at least 40 booths, interspersed with approximately 176 posters. Per usual, we are planning to serve food and beverage in the Exhibit Hall to retain attendees and enhance engagement. The opening night Massive Exhibits Reception on Tuesday is expected to be a highlight.

While we generally welcome 800-900 attendees in a normal year, this is our first in-person event since the pandemic cancellation of MSACL 2020 US. We are targeting to welcome ~ 500 attendees for 2022, although, if needed, we have the capacity to welcome at least 1000.

There will only be one pass type for 2022 – the FULL pass. There will **NOT** be **Exhibits Only** or **1-Day** passes. Each booth will receive 2 Full registrations, versus 1 in previous years. Each Mini-Table will receive 1 Full registration versus an Exhibits Only pass in previous years.

Access from Airports

Monterey is easily accessed by the Monterey Airbus shuttle from San Jose and San Francisco airports within 1.5 – 2.5 hrs, depending on airport and time of day. The shuttle runs approximately 8 times daily.

Or you can fly directly into Monterey and catch a quick 5- 10 minute ride to the Conference Center.

Monterey	San Jose	San Francisco
4 miles	76 miles	106 miles
5-10m	1h30m – 1h40m	2h00m – 2h40m

*Shuttle Info : <https://www.montereyairbus.com/schedules>

Prices range from \$42 - \$60 each way.

What's Around

The MCC is within 2 blocks of the ocean. Looking away from the ocean, within 1-2 blocks, Alvarado St hosts a plethora of restaurants and coffee shops. Trader Joe's is within 0.4 miles. Towards the ocean there are two wharfs, one is the touristy Old Fisherman's Wharf with a number of touristy restaurants, and the second is the commercial wharf, which has the Sandbar Grill, with a smaller, more local, feel. There are two British Pubs, one next to the commercial wharf, London Bridge Pub, and one on Calle Principal, The Crown and Anchor. The Dustbowl Brewing Company and the Alvarado Brewing company are standout restaurant breweries. There are also at least two Acai bowl-type food shops nearby, Terra Superfoods on Munras St and Perfectly Pressed on Alvarado St. There are many other restaurants and cafes within walking distance.

Physical Activity

Options abound, but the most easily accessible is the Monterey Bay Coastal Trail (for bikes, running and walking) that continues for 18 miles along the coast. It is a 1-2 minute walk from the Portola Hotel, and a 2-3 minute walk from the Marriott.

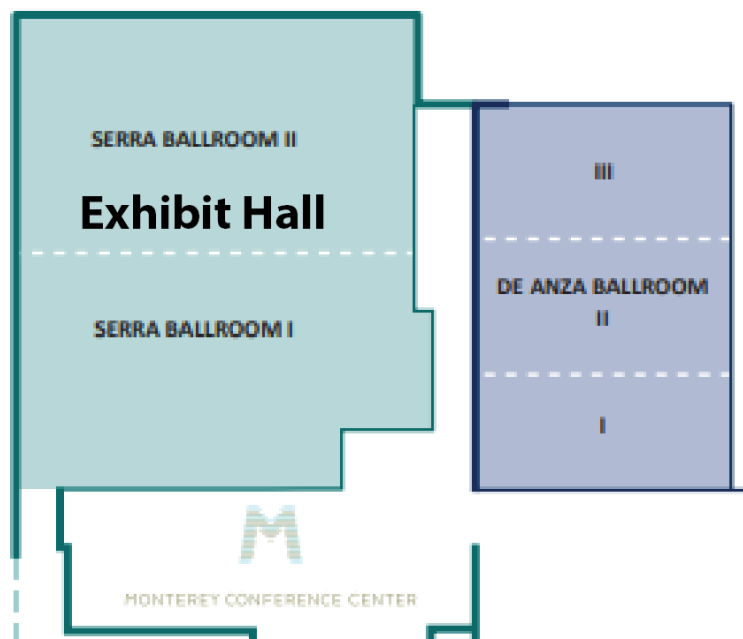
Monterey Bay Aquarium

One of the most famous in the world.
<https://www.montereybayaquarium.org/>

Plenary and Scientific Session Rooms

The Plenary and Scientific Sessions will be held in the **De Anza Ballroom**, which is part of the Portola hotel.

This Ballroom is immediately adjacent to the Exhibit Hall in the MCC (see schematic below). We are very excited about this arrangement as it will make it easy for the attendees to transit between the scientific sessions and the exhibition.



Industry Workshops

The De Anza Ballroom will also be the location for Industry Workshops.

The Ballroom will be split into three sections:

- I: 3275 sqft (seats 75-150)
- II: 3275 sqft (seats 75-150)
- III: 4115 sqft (seats 110-220)

Industry Workshops will be held on Wednesday and Thursday. Up to three (3) lunch workshops will be held per day. Industry Workshop hosts will be **required** to cater lunch for workshop pre-registrants. MSACL will work with workshop hosts to drive pre-registration to collect accurate counts for catering.

Catering

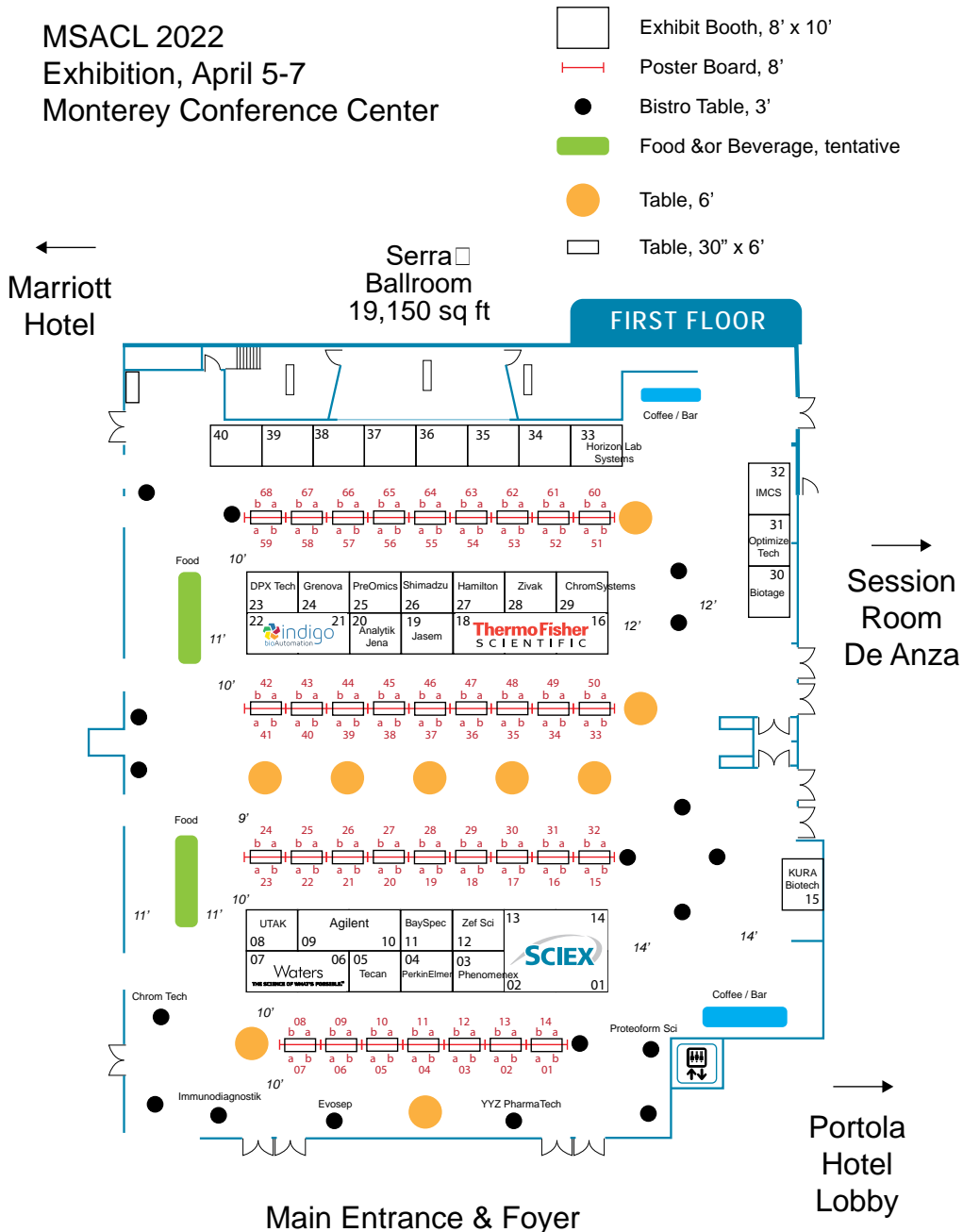
Boxed Lunches (\$57.50, **including** tax and service) include a bag of chips, signature pasta salad, whole seasonal fruit, house-made cookie, and choice of sandwich:

1. **MIGHTY CAESAR WRAP:** Hearts of Romaine with Grilled Chicken Breast, Herb Croutons, Caesar Dressing and Reggiano Parmesan wrapped in a Flour Tortilla
2. **WHOLE GRAIN & GREENS WRAP:** Organic Baby Kale, Red Quinoa, Farro and Wheat Berries, Pepitas and Ricotta Salad
3. **DIESTEL TURKEY & BRIE SANDWICH:** Roasted Turkey, Cranberry Aioli, Pickled Onions and Crisp Lettuce on a Fresh Ciabatta Roll
4. **ITALIAN HOAGIE:** Molinari Salami, Ham, Roasted Turkey, Provolone and Tapenade on a Fresh Ciabatta Roll
5. **ROAST BEEF & SMOKED CHEDDAR SANDWICH:** On a Brioche Roll with Red Onion Marmalade, Arugula and Dijonnaise



Exhibit Hall

The Exhibit Hall will be 19,150 square feet. Booths will be 8x10'. Mini-Tables are also offered. A schematic as of Jan 21, 2022 is below.





Historical Attendance & Demographics

Given the pandemic, the estimated attendance for MSACL 2022 is uncertain. We are planning for 500 attendees, but expect that the range could be from 350-900. The information below is for pre-pandemic historical reference only.

Taken from [MSACL 2019 US statistics](#)

by Registration type	
ACAD / GOVT	n=231 (28.3%)
INDUSTRY	n=407 (49.8%)
STUDENT / Post-Doc	n=32 (3.9%)
Lab Director Grantee	n=27 (3.3%)
Young Investigator	n=77 (9.4%)
Trainee Grantee	n=28 (3.4%)
MSACL Staff	n=7 (0.9%)
Accomp Ind	n=8 (1%)
PhD Attendees	n=411 (50.3%)
MD Attendees	n=81 (9.9%)
Working in Clinical Lab	n=374 (45.8%)
First Time Attendees	n=308 (37.7%)
Exhibitor Attendees	n=256 (31.3%)
Non-Exhibitor Attendees	n=561 (68.7%)

Self-Reported Clin MS Expertise Level			
None	27		3%
Low	149		18%
Med	323		40%
High	318		39%

Platinum Sponsor Signage Booster Opportunities

Option #1

Location : Conference Center Entrance



\$5,000

Single-sided full color printed mesh banner. Attached to existing stainless steel mesh structure.

12.4 x 18 feet

Option #2

Location : Exhibit Hall Foyer



\$8,000

Single-sided full color printed fabric banner installed onto large wall facing front entrance doors of Conference Center. At main entrance to Exhibit Hall.

37.5 x 6.5 feet



Exhibit Booth Application

Set-Up: April 5 (8:00-16:00)

Show Days: April 5-7 (Tue Wed Thu)

Breakdown: April 7 (14:30 – 20:00)

Placement prioritization is effective through **Dec 15, 2021** and is determined by:

Sponsorship Level > Previous Exhibitor > Application Submission Date

ADD \$250 per booth after Dec 15, 2021 ADD \$750 per booth after Feb 15, 2021
ADD \$500 per booth after Jan 15, 2021 ADD \$1000 per booth after Mar 15, 2021

Exhibit Booth(s)		
<p style="text-align: center;">\$4950 x <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 = _____ Sponsor Discount to \$ _____</p> <p>Preferred Positions: # _____ # _____ # _____ # _____ # _____</p> <p><i>* Please note that due to the uncertainty of participation, final exhibit hall layout and placement may be adjusted.*</i></p>		
Booths include :		
<p>(a) basic 500 watt Electrical Power Strip, (b) Waste Basket, (c) 6-foot draped table and 2 chairs, (d) 2 Full Registrations per booth, (e) free Lead Collection via BadgerScan app (does not require wi-fi). Wi-Fi will NOT be available in the Exhibit Hall, although it can be ordered separately if a dedicated connection is needed.</p>		
Exhibitor Add-On : Industry Brief		
<p>Presentations to take place within the Plenary Sessions on Wed, Thu and Fri. Industry Briefs are limited to 10 minutes per session. Hence, on each day there can be up to two vendor presenters (5m each), or one if a vendor selects a 10 min block.</p>		
<p>WEDNESDAY</p> <p><input type="checkbox"/> \$2100 -- 5 min</p> <p><input type="checkbox"/> \$4200 -- 10 min</p>	<p>THURSDAY</p> <p><input type="checkbox"/> \$2100 -- 5 min</p> <p><input type="checkbox"/> \$4200 -- 10 min</p>	<p>FRIDAY</p> <p><input type="checkbox"/> \$1400 -- 5 min</p> <p><input type="checkbox"/> \$2800 -- 10 min</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 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>Signature/Date: SIGN HERE <i>[submission via email constitutes signing]</i></p>		

EXHIBITS TOTAL : \$ _____



Mini-Table Application

Set-Up: April 5 (8:00-16:00)

Show Days: April 5-7 (Tue Wed Thu)

Breakdown: April 7 (14:30 – 20:00)

Each Mini-Table includes:

(a) 1 - stool, (b) 1 - 24" diameter bistro table, (c) 1 - **Full** registration (value of \$1,395) (d) option to place your own 1 - 24"(w) x 81"(h)(max) standing banner adjacent to bistro table, (e) free Lead Collection via BadgerScan app (does not require wi-fi). Wi-Fi will not be available in the Exhibit Hall.

!! Vendor materials may ONLY be placed on Mini-Table. !!

ADD \$150 after Dec 15, 2021 ADD \$450 after Feb 15, 2021
ADD \$300 after Jan 15, 2021 ADD \$600 after Mar 15, 2021

<p>Mini-Table</p> <p><input type="checkbox"/> 1: \$2,300</p> <p>Position to be assigned by MSACL 1 month prior to show.</p> <p>Exhibitor may not place any material on floor around Mini-Table,</p> <p>except allowed 24"(w) x 81"(h)(max) standing banner.</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 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>Signature/Date: SIGN HERE [submission via email constitutes signing]</p>

MINI-TABLE TOTAL : \$ _____



Industry Workshop Application

WEDNESDAY & THURSDAY (April 6 & 7)

Microphone, projector and screen are included for industry workshops.

Host is **required** to **provide box lunch** (see below) up to the number of people the room holds.

ADD \$200 after Dec 15, 2021 ADD \$600 after Feb 15, 2021
ADD \$400 after Jan 15, 2021 ADD \$800 after Mar 15, 2021

LUNCH Workshops

*Please confirm that your selection has not yet been selected by viewing the current status of workshop assignments at this [LINK](#).

*Note that prior to Dec 15, priority is given base on Sponsorship Level and previous participation.

WEDNESDAY

Rm 1 (seats 75-150) Wed (\$3,000) **12:00 60 min**
 Rm 2 (seats 75-150) Wed (\$3,000) to **13:00**
 Rm 3 (seats 110-220) Wed (\$3,000)

THURSDAY

Rm 1 (seats 75-150) Wed (\$3,000) **12:00 60 min**
 Rm 2 (seats 75-150) Wed (\$3,000) to **13:00**
 Rm 3 (seats 110-220) Wed (\$3,000)

*Host is **required** to **provide box lunch** (see below) up to the number of people the room holds. MSACL will work with host to drive pre-registration to collect accurate counts for catering.

Sponsor discounts are not applicable to catering.

Boxed Lunch (\$57.50, including tax and service)

All Boxed Lunches include a Bag of Chips, Signature Pasta Salad, Whole Seasonal Fruit, House Made Cookie, and choice of

6. **MIGHTY CAESAR WRAP:** Hearts of Romaine with Grilled Chicken Breast, Herb Croutons, Caesar Dressing and Reggiano Parmesan wrapped in a Flour Tortilla
7. **WHOLE GRAIN & GREENS WRAP:** Organic Baby Kale, Red Quinoa, Farro and Wheat Berries, Pepitas and Ricotta Salad
8. **DIESTEL TURKEY & BRIE SANDWICH:** Roasted Turkey, Cranberry Aioli, Pickled Onions and Crisp Lettuce on a Fresh Ciabatta Roll
9. **ITALIAN HOAGIE:** Molinari Salami, Ham, Roasted Turkey, Provolone and Tapenade on a Fresh Ciabatta Roll
10. **ROAST BEEF & SMOKED CHEDDAR SANDWICH:** On a Brioche Roll with Red Onion Marmalade, Arugula and Dijonnaise

WORKSHOP TOTAL* \$ _____

***Catering costs to be invoiced separately.**



Print Ads

Print Ads

To be placed in the Printed Conference Program Digest that will be provided at no cost to attendees.

Conference Digest Page Number : ~ 30-45

Expected Distribution : ~ 350-900 copies

	Opportunity	Cost per	Avail.	Benefit
<input type="checkbox"/>	Print Ad in Digest - Color	\$3,100	3	• Full page color ad in Conference Digest freely available to all attendees
<input type="checkbox"/>	Print Ad in Digest - BW	\$2,100	3	• Full page BW ad in Conference Digest freely available to all attendees



Educational Grants

Educational Grants

MSACL has provided Educational Grants since its inception. Historically, the average number of grants provided has been **150 PER YEAR!!** Grants are provided not only to those early in their career, but also to lab directors and MDs who may be interested in learning more about how advanced technology can improve clinical analyses.

MSACL has been investing **\$50,000-70,000 per year** to drive the growth and education of the clinical analysis community.




You can support this initiative by contributing to the Educational Grants program.

	Opportunity	\$	Benefit
<input type="checkbox"/>	Tier 1 <i>supports up to 7 grants</i>	\$2,000	Logo^ placed at top of all event web pages.
<input type="checkbox"/>	Tier 2 <i>supports up to 18 grants</i>	\$5,000	Tier 1 benefits PLUS - "Thank You" Social Media Blast - Placement in Printed Program Digest
<input type="checkbox"/>	Tier 3 <i>supports up to 35 grants</i>	\$10,000	Tier 2 benefits PLUS - Thank you during Welcome Plenary Podium - Additional Signage



^ Logos proportionally-sized to contribution level.

Educational Grant TOTAL : \$ _____

Signage Opportunities

Signage Opportunities				
Increase your brand exposure with signage opportunities in the Monterey Conference Center during MSACL 2022.				
Option	Opportunity	\$	Avail.	Details
A		\$950	6	<p>Full Color printed adhesive vinyl fabric graphic applied to interior partition in Foyer Entrance to Exhibit Hall.</p> <p>60" wide x 48" high</p>
B		\$950	4	<p>Full Color printed adhesive vinyl fabric graphic applied to interior column in Foyer Entrance to Exhibit Hall.</p> <p>30" wide x 60" high</p>
C		\$350	1	<p>Single-sided or double-sided full color printed window graphics. To be printed on adhesive fabric. Placed at window on Level Two overlooking Jeffers Plaza.</p> <p>Priced per side.</p> <p>42" wide x 67" high</p>



D			\$2,750	1	<p>Single-sided or double-sided full color graphics. To be printed on adhesive fabric. Location is window at Level Two overlooking Mezzanine Level. Priced per side.</p> <p>252" wide x 41" high</p>
E			\$295	2	<p>Full color fabric installed on interior columns at Level Two next to Stevenson 1 or 2.</p> <p>16" wide x 60" high</p>

**Sponsor to provide design to MSACL for production and placement.*

View Signage locations on page 2 map.

Option _____ Price _____ x Quantity _____ = SubTotal _____

Option _____ Price _____ x Quantity _____ = SubTotal _____

Option _____ Price _____ x Quantity _____ = SubTotal _____

Option _____ Price _____ x Quantity _____ = SubTotal _____

Signage TOTAL : \$ _____



MSACL 2022 APPLICATION SUMMARY & CONTRACT

FAX to: 858-876-1873 or Email to: chris.herold@MSACL.org

Company:	
Contact Name:	
Billing Address:	
Email:	

MSACL 2022 Vendor Participation Summary Worksheet	
Sponsorship TOTAL	\$
Exhibit Booth TOTAL	\$
Mini-Table TOTAL	\$
Workshop TOTAL	\$
Educational Grant TOTAL	\$
Print Ad TOTAL	\$
Signage TOTAL	\$
TOTAL	\$

Payment by CC or Bank Transfer:

You will receive a link to pay directly online.

Payment by Check:

Make payable to "MSACL". Mail to: MSACL, 205 12th St., Del Mar, CA, 92014, USA

Payment by Wire Transfer:

Bank info will be on invoice you receive following submission.

All fees from sending bank should be paid by sender.

Cancellation Refund Policy

By Dec 15: 90%, Jan 15: 75%, Feb 15: 50%, Mar 15: 25% or after Mar 15: 0%.

If event is cancelled, full refunds/credit will only be provided to those who have not already cancelled their participation.