TO OUR EXHIBITORS & SPONSORS:

It is with great pleasure that the American Society for Histocompatibility and Immunogenetics (ASHI) and the Banff Foundation for Allograft Pathology invite you to exhibit and sponsor the ASHI/Banff Joint Scientific Meeting. This year’s meeting is special as it is a collaboration with the Banff Foundation in a city that is home to one of the most outstanding transplantation centers in the United States, Pittsburgh, PA. The 2019 Joint Meeting will be held at the David L. Lawrence Convention Center in Pittsburgh, PA. We have procured this remarkable meeting facility situated along the Allegheny River in downtown Pittsburgh.

This event will gather over 1,200 professionals in the HLA and transplant field. You are guaranteed to gain direct access to a diverse audience full of key decisionmakers through focused, face-to-face interaction. The ASHI/Banff Joint Scientific Meeting is the meeting to attend to gain company and product visibility with a competitive edge.

Please review the exhibitor and sponsorship prospectus thoroughly and complete the online contract to reserve a booth and secure sponsorship today. Be certain to review the rules and regulations in their entirety as they become legally binding once the contract is accepted by management.

We look forward to your participation, see you in Pittsburgh!

Sincerely,
2019 Program Planning Committee
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<th>Page</th>
</tr>
</thead>
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<td>User Group Meeting Opportunities</td>
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<td>Exhibit Fees</td>
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<td>Exhibit Hall Floor Plan</td>
<td>14</td>
</tr>
<tr>
<td>Terms of Agreement</td>
<td>15</td>
</tr>
</tbody>
</table>
WHY EXHIBIT?

- More face-to-face time with key decision makers.
- Four attendees to each exhibitor.
- Attend ASHI and exhibitors can expect to gain direct access to a diverse audience full of key decisionmakers. Here’s your chance to grab the attention of your target audience, build real relationships and grow your company brand and business.
ALL SPONSORSHIP LEVELS INCLUDE: Company Logo on ASHI Website, [ashi-hla.org](http://ashi-hla.org), signage, and walk-in slides at all ASHI Meetings & Events, and acknowledgement in *ASHI Quarterly.*

<table>
<thead>
<tr>
<th><strong>DIAMOND</strong> $30,000+</th>
<th><strong>PLATINUM</strong> $25,000</th>
<th><strong>GOLD</strong> $20,000</th>
<th><strong>SILVER</strong> $10,000</th>
<th><strong>BRONZE</strong> $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Booth Space at the Annual Meeting</td>
<td>Two (2) Complimentary 10’ x 10’ Exhibit Booth expansions</td>
<td>One (1) Complimentary 10’ x 10’ Exhibit Booth expansion</td>
<td>15% Discount</td>
<td>10% Discount</td>
</tr>
<tr>
<td>A la carte Annual Meeting Sponsorship Item <em>(See the Annual Meeting Sponsorship Prospectus for details)</em></td>
<td>20% Discount</td>
<td>15% Discount</td>
<td>15% Discount</td>
<td></td>
</tr>
<tr>
<td>Free Push Notification(s) on ASHI Annual Meeting Mobile App, sent to all meeting attendees who download the app</td>
<td>Two (2)</td>
<td>One (1)</td>
<td>One (1)</td>
<td></td>
</tr>
<tr>
<td>Room to hold a User Group Luncheon at the Annual Meeting (One Day/2-Hour Session)</td>
<td>Complimentary Room</td>
<td>Complimentary Room</td>
<td>15% Discount on a room</td>
<td></td>
</tr>
<tr>
<td>Tabletop exhibit space at both Regional Education Workshops</td>
<td>At both Regional Education Workshops</td>
<td>At both Regional Education Workshops</td>
<td>At both Regional Education Workshops</td>
<td>At both Regional Education Workshops</td>
</tr>
<tr>
<td>Innovative Technology Talk <em>(15-minute product presentation)</em></td>
<td>At both Regional Education Workshops</td>
<td>At both Regional Education Workshops</td>
<td>At both Regional Education Workshops</td>
<td>At one Regional Education Workshop</td>
</tr>
<tr>
<td>Complimentary Registrations to each Regional Education Workshop</td>
<td>Two (2)</td>
<td>Two (2)</td>
<td>One (1)</td>
<td>One (1)</td>
</tr>
<tr>
<td>4-color advertisement in the ASHI Quarterly</td>
<td>One (1) full page</td>
<td>One (1) half page</td>
<td>One (1) quarter page</td>
<td></td>
</tr>
</tbody>
</table>

*See full descriptions in each Benefits of Sponsorship category for details on what is included here.*
Take your marketing presence far beyond the Exhibit Hall and make an even stronger impression on attendees. Drive traffic and increase engagement by layering your marketing approach through one or more a la carte sponsorships. You can complement your investment on the Exhibit Hall floor with marketing tactics that drive qualified decision-makers to your booth. ASHI offers exclusive sponsorships through advertising, special events, technology, and branding.

Have another idea that’s not listed here? We can work with you!
Contact Caroline to discuss: ccanino@ashi-hla.org

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**ADVERTISING**
Open the door to new prospects through targeted advertising exposure to attendees at the Meeting. These advertising opportunities will allow you to create awareness and provide information by communicating directly to your buyers.

<table>
<thead>
<tr>
<th>ITEM</th>
<th>SPONSORSHIP AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Registration Mailing List</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Get in front of attendees before the meeting begins by sending a mailing piece or an email blast. Attendees will know exactly where to find you when they enter the exhibit hall. <strong>One-time use agreement must be signed in order to receive the list</strong></td>
<td></td>
</tr>
<tr>
<td>Post-Show Mailing List</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Leave a lasting impression and send a follow-up to attendees after the meeting ends. <em>One-time use agreement must be signed to receive the list.</em></td>
<td></td>
</tr>
</tbody>
</table>

**BRANDING SPACE**
Receive the recognition your company deserves through these elite branding opportunities. Take your presence at ASHI into the entire meeting through branding that is sure to leave a lasting impression on meeting attendees and drive traffic to your booth.

**INNOVATIVE**
Attendees use the latest technologies to connect at the annual meeting. Choose an opportunity that puts your brand directly into attendees’ hands; through sponsorships such as WiFi and our Mobile App.

**SPECIAL EVENTS**
Showcase your brand at these exclusive Meeting events that attract all attendees. Stand out amongst your competition and drive traffic to your booth during receptions and breaks during the meeting or present your latest products/services in a high-profile product theater format.

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ASHI/BANFF 2019 JOINT SCIENTIFIC MEETING
EXHIBITOR AND SPONSORSHIP PROSPECTUS
**BRANDING SPACE**
Please review pictures and locations of each available sponsorship item here.

<table>
<thead>
<tr>
<th>ITEM</th>
<th>SPONSORSHIP AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elevators Westin Entrance (Level Two)</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Elevators General Session (Level Three)</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Monitors throughout the Space</td>
<td>Price Varies</td>
</tr>
<tr>
<td>North Escalators A</td>
<td>$8,500.00</td>
</tr>
<tr>
<td>Glass Elevator</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>General Session Glass Panels Back</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Visitors Corridor (Per Wall)</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Columns (Options: Wraps and 45-Degree Angle Columns)</td>
<td>Price Varies</td>
</tr>
</tbody>
</table>

Contact Caroline Canino
## Innovative

<table>
<thead>
<tr>
<th>Item</th>
<th>Sponsorship Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Application</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Strategically place your corporate logo on our mobile application, downloaded and used by over 80% of meeting attendees! Your company logo or advertisement will appear as an initial splash page when attendees open the app, and your company will be listed at the top of the exhibitor section on the app. This sponsor will also be listed on our web page and signage at the meeting.</td>
<td></td>
</tr>
<tr>
<td>Mobile Application Banner Ads</td>
<td>$750.00</td>
</tr>
<tr>
<td>Highlight your company and build brand awareness on our meeting mobile application, with a sponsored banner that rotates throughout the app. You may choose multiple ads for multiple locations.</td>
<td></td>
</tr>
<tr>
<td>Mobile Application Notification</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Send a personalized message to meeting attendees through the notification feature of our app, inviting them to your booth or promoting your product.</td>
<td></td>
</tr>
<tr>
<td>Charging Stations</td>
<td>$5,000.00 Per Station</td>
</tr>
<tr>
<td>Mobile device charging stations are some of the most exciting services in the event industry today. A station that charges mobile devices quickly and will conveniently be available to meeting attendees from a high-traffic area in the meeting space.</td>
<td></td>
</tr>
<tr>
<td>Meeting Space WiFi</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Every time an attendee accesses the WiFi within the meeting space your logo will appear on the splash page.</td>
<td></td>
</tr>
<tr>
<td>Virtual Meeting Bag</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>The online attendee meeting bag will provide your company access to attendees before, during, and after the meeting. Just like a physical meeting bag, the virtual bag will contain save-the-dates, sponsor related messages, and promotional materials that attendees can access weeks before the meeting, and for a month following. As a sponsor of this web-based platform, you’ll be able to brand the background and include one-two inserts of your choice. Download data will be provided after the meeting.</td>
<td></td>
</tr>
<tr>
<td>Virtual Meeting Bag Insert</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>A virtual meeting bag insert allows all attendees access to sponsor-related messaging weeks prior to, and up to one month after, the meeting. Promote your company brand, exhibit booth, or information on educational offerings. Reports on how many attendees clicked on your insert will be provided once the bag is closed.</td>
<td></td>
</tr>
</tbody>
</table>
## SPECIAL EVENTS

<table>
<thead>
<tr>
<th>ITEM</th>
<th>SPONSORSHIP AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Coffee and Snack Breaks</strong></td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Morning and afternoon breaks will be scheduled throughout the exhibit hall and registration area will include light refreshments. Signage will be provided.</td>
<td>Multiple Sponsors</td>
</tr>
<tr>
<td><strong>Opening Reception</strong></td>
<td>$7,500.00</td>
</tr>
<tr>
<td>The Opening Reception is held on Monday, September 23 to officially open the ASHI/Banff Joint Scientific Meeting. Attendees can enjoy beverages and light snacks while perusing the exhibit hall and scientific posters. Signage will be placed outside the hall and near food and beverage stations. At your company’s expense, you may provide plates, cups and napkins with your company name, booth number and logo only. ASHI must approve artwork prior to production.</td>
<td>Multiple Sponsors</td>
</tr>
<tr>
<td><strong>Poster Reception</strong></td>
<td>$7,500.00</td>
</tr>
<tr>
<td>The two-hour Poster Reception takes place on Tuesday, September 24. Attendees will enjoy beverages and light snacks while perusing the exhibits and scientific posters. Signage will be placed outside the hall and near food and beverage stations. At your company’s expense, you may provide plates, cups and napkins with your company name, booth number and logo only. ASHI must approve artwork prior to production and locations during the event.</td>
<td>Multiple Sponsors</td>
</tr>
<tr>
<td><strong>First Time Attendee Reception</strong></td>
<td>$5,500.00</td>
</tr>
<tr>
<td>This invitation-only, one-hour reception is a chance for new ASHI members and first-time meeting attendees to mingle with prominent ASHI members. Attendees will enjoy beverages and light snacks while perusing the exhibits and scientific posters. Signage will be placed outside the hall and near food and beverage stations. At your company’s expense, you may provide plates, cups and napkins with your company name, booth number and logo only. ASHI must approve artwork prior to production.</td>
<td></td>
</tr>
<tr>
<td><strong>Networking Reception</strong></td>
<td>$7,500.00</td>
</tr>
<tr>
<td>Support the biggest networking party of the year! A social event for all attendees is held Thursday, September 26 and features music, dessert drinks and dancing. Both exclusive and partial support options and pricing are available. Recognition includes Final Program advertising, app and signage.</td>
<td></td>
</tr>
</tbody>
</table>
The American Society for Histocompatibility and Immunogenetics prohibits user group meetings from being held in the David L. Lawrence Convention Center by any company who is not an exhibitor of ASHI. Only those events may be publicized and/or promoted in the meeting program or outside the exhibit booth. User group meetings have specific rules and regulations. ASHI does not guarantee attendance. Attendance depends on date, time, topic and the marketing efforts of the sponsoring company.

LUNCHEON SYMPOSIUM: 12:30 PM – 2:20 PM

TUESDAY, SEPTEMBER 24; WEDNESDAY, SEPTEMBER 25; THURSDAY, SEPTEMBER 26

All User Group Meetings Include:

- Theater style seating (cannot be changed)
- A riser with a podium and head table for two (2)
- Standard AV set (screen, projector, computer, one (1) table top microphone and one (1) aisle microphone)
- Listing on ASHI Website and Mobile App
- One-time complimentary pre-registration mailing list (one-time use agreement must be signed to receive the list)

Additional AV will also be at your expense.

OPTIONS & FEES

Luncheon Symposium Enhanced  $10,000.00
Coordinate your User Group Meeting with registration and staff support from ASHI. ASHI will assist with collecting registration. You will receive the following:

- Onsite Promotional Signage ASHI will produce one (1) sign that lists all User Group Meetings who select Option 1 to be set in the hotel. Your session title and company logo will appear on the sign.
- Registration Support
- NEW ADDITION: Box Lunch for all User Group registered attendees

To facilitate a more seamless process, ASHI will coordinate registration for your User Group Meeting. Attendees will select if they plan to attend your session during the online ASHI meeting registration.

Luncheon Symposium Basic  $7,000.00
(No Registration, Box Lunch or ASHI Staff Support)

This option requires you to coordinate all registration on your own. You will be responsible for all aspects of your session. If you choose to coordinate your own registration for the session, your session will not appear during ASHI’s registration process, and ASHI cannot assist with estimates on attendees for your session. All estimates for food and beverage are your responsibility. ASHI cannot help guarantee that you will have accurate counts for food and beverage.

HOW TO APPLY

You must be an official exhibitor of the meeting to hold a User Group Meeting. Applications must be submitted online. A credit card will be requested at the time of purchase. Space will not be confirmed until payment is received.

ASHI assigns space on a first-come, first-served basis. Space assignments will begin in early June 2019.

All User Group Meetings are expected to comply with the official rules and regulations, available online at 2019.ashi-hla.org/user-group-meeting

Questions?
Contact Caroline Canino, ccanino@ashi-hla.org or (856) 380–6844.
Events planned independently of ASHI are categorized as affiliate events. These activities provide opportunities for colleagues to gather and/or network with others within the field.

ASHI understands the value of having many specialists in one place and we offer the opportunity for universities, government agencies, non-profit and corporate/industry groups to organize non-educational events over the course of the meeting. There is a non-refundable administrative fee for each approved application. All events involving ASHI attendees require ASHI approval.

APPROVED TIMES
The schedule of the meeting is developed to maximize attendees’ participation in ASHI’s program and exhibits. Therefore, the availability and timing of affiliate events is limited. Affiliate events may be held during the unrestricted times listed below. All restricted times are reserved for ASHI programs, meetings and functions.

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, September 22, 2019</td>
<td>8:00 AM – 4:30 PM</td>
</tr>
<tr>
<td>Monday, September 23, 2019</td>
<td>8:00 AM – 4:30 PM</td>
</tr>
<tr>
<td>Tuesday, September 24, 2019</td>
<td>6:30 AM – 8:00 AM</td>
</tr>
<tr>
<td></td>
<td>12:30 PM – 2:20 PM</td>
</tr>
<tr>
<td>Wednesday, September 25, 2019</td>
<td>6:30 AM – 8:30 AM</td>
</tr>
<tr>
<td></td>
<td>12:30 PM – 2:20 PM</td>
</tr>
<tr>
<td>Thursday, September 26, 2019</td>
<td>6:30 AM – 8:00 AM</td>
</tr>
<tr>
<td></td>
<td>12:30 PM – 2:20 PM</td>
</tr>
</tbody>
</table>

LOCATIONS
Space for each affiliate event will be assigned by ASHI staff. All affiliate rooms are less than 1,500 square feet. Affiliate events are for up to 50 people only. Space is released on a first come, first-served basis. There is no guarantee that we will have availability for your request. Please submit your request early to ensure the best possible chance of securing your space.

FEES
ASHI offers a discount to those who submit requests prior to Monday, September 2, 2019. After Monday, September 2, 2019, the fees for affiliate space increase. No exceptions will be made.

<table>
<thead>
<tr>
<th>PRE- EVENT REQUEST Valid Until September 1</th>
<th>UP TO 4 HOURS</th>
<th>UP TO 8 HOURS</th>
<th>24 HOURS RENTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500</td>
<td>$700</td>
<td>$1,000</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SITE EVENT REQUEST After September 1</th>
<th>UP TO 4 HOURS</th>
<th>UP TO 8 HOURS</th>
<th>24 HOURS RENTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,200</td>
<td>$1,400</td>
<td>$2,000</td>
<td></td>
</tr>
</tbody>
</table>

Credit card information will be taken at time of purchase. Please review the description of affiliates and complete the online application, located at 2019.ashi-hla.org/affiliate-meetings.

Questions? Contact Caroline Canino, ccanino@ashi-hla.org or (856) 380–6844.
MEETING DATES
September 23–27, 2019
Location: David L. Lawrence Convention Center

EXHIBIT DATES & HOURS
Monday, September 23
Dedicated Time
Welcome Reception with Exhibits and Posters 7:30 pm – 9:00 pm

Tuesday, September 24
9:00 am – 5:00 pm
Dedicated Time
Coffee Break 10:00 am – 10:30 am
Coffee Break 4:30 pm – 5:00 pm
Poster Reception with Exhibits 6:30 pm – 8:15 pm

Wednesday, September 25
9:00 am – 6:00 pm
Dedicated Time
Coffee Break 11:00 am – 11:30 am
Coffee Break 4:00 pm – 4:30 pm

Thursday, September 26
9:00 am – 2:30 pm
Dedicated Time
Coffee Break 11:00 am – 11:30 am

INSTALLATION
Sunday, September 22
12:00 pm – 5:00 pm*
Monday, September 23
8:00 am – 5:00 pm
*Large exhibits

DISMANTLING**
Thursday, September 26
2:30 pm – 5:00 pm
**Booth dismantling may not begin before 2:30 pm on Thursday, September 26, 2019.
(Times are subject to change)

IMPORTANT DATES & DEADLINES
February 2019
• Official housing opens, book now!

April 2019
• User Group Meeting Form

May 2019
• Registration opens to exhibitors

Wednesday, May 22, 2019
• Priority Points Deadline

Wednesday, May 29, 2019
• Exhibit Booth spaces assigned
• Booth space assignments sent by email

Wednesday, June 5, 2019
Forms due to show management:
• Notification of use of independent contractor’s form
• Decorator certificates of insurance
• Request for Novelty/Giveaway Approval Form

Wednesday, June 12, 2019
• Scale drawings for 20’ x 20’ booths or larger due to show management

Friday, June 14, 2019
• Deadline for cancellation of exhibit space

Friday, June 21, 2019
• Exhibitor Services Manual sent to exhibiting companies

Monday, July 22, 2019
• Decorator accepting advance shipments

Friday, August 30, 2019
• Deadline for Decorator accepting advance shipments

EXHIBIT FEES, TERMS & CONDITIONS

EXHIBIT ELIGIBILITY
The exhibits at ASHI are designed for the display and demonstration of products and/or services directly related for use by immunologists, geneticists, molecular biologists, transplant physicians, surgeons, pathologists and technologists involved in the field of histocompatibility and immunogenetics. All products and services exhibited must be germane to the study and practice of histocompatibility and immunogenetics and have appropriate governmental and agency approval, if applicable. ASHI retains the sole authority to determine the eligibility of any company and/ or its product. ASHI reserves the right to refuse applications of organizations not meeting standard requirements or expectations.

ASHI reserves the right to curtail or to close exhibits, wholly or in part, the reflect unfavorably on the character and the purpose of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.
EXHIBitor fees

Exhibit Personnel Registration and Badges

In our commitment to bring you the latest and most convenient methods available for registering your booth personnel, we would like to invite you to register utilizing our online exhibitor registration system. Registering your booth personnel online allows you the flexibility to register your staff at your convenience, and make edits and changes as needed. You will receive further information on this system from the ASHI Team.

All participants affiliated with exhibits must register. Each person registered as an exhibitor must be employed by the exhibiting company or has a direct business affiliation. The exhibit badge allows access to the exhibit hall only. If an exhibitor plans to attend any of the scientific sessions, they must register separately using the ASHI registration brochure or online at the ASHI website: 2019.ashi-hla.org.

Each exhibiting company receives one complimentary full registration per paid booth which allows access to scientific sessions and social events (excluding ticketed events) and two complimentary registrations for each 10x10 purchased. Additional exhibitor badges are $75.00 per person. Badges will not be mailed in advance and must be picked up onsite at the exhibitor registration counter.

Exhibitor badges must always be worn in the exhibit area. Representatives without a badge will not be admitted to the exhibit hall. Badges may not be supplemented with business cards, ribbons (other than those supplied by ASHI), or company logos.

Booth Prices (Per 10' x 10')

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Line Booth</td>
<td>$3,650.00</td>
</tr>
<tr>
<td>Additional 10' x 10' Booth</td>
<td>$2,415.00</td>
</tr>
<tr>
<td>Corner Booth</td>
<td>$3,780.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Island Booth</td>
<td>$36.75 per square foot</td>
</tr>
<tr>
<td>Non-Profit*/Lifestyle</td>
<td>$630.00</td>
</tr>
</tbody>
</table>

Terms of Payment

All applications must be submitted online at 2019.ashi-hla.org/exhibitors-sponsors. Payment may be made by check or credit card on the online Exhibitor Portal. If paying by check, you will receive an invoice during the application process.

Space will not be confirmed without the completed application and full payment. Checks should be made payable to ASHI and forwarded with the completed exhibit application.

Assignment of Space

ASHI has instituted a priority point system for space assignment. Booth location will be determined based on the following criteria: one point assigned for every booth purchased in the last three years (2016, 2017, 2018); one point assigned for each full-page advertisement purchased in the ASHI Quarterly in 2018 and one to three points per 2018 sponsorship contribution level, if applicable. Management reserves the right to make any revisions necessary to the floor plan at any time. ASHI reserves the right to relocate an exhibitor at any time with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor cannot participate in ASHI, the deposit and/or full payment for exhibitor space will be fully refunded. Exhibitors wishing to avoid assignment of space adjacent to that of a particular competitor should note that on their application. Careful consideration will be given to all such requests but cannot be absolutely guaranteed.

Designated Tax Exempt/Non-Profit Area

Exhibitors, who are defined as tax-exempt/non-profit companies, are eligible to receive the reduced booth price of $630.00 for a maximum of one 10' x 10' booth. Proof of tax-exempt/non-profit status must accompany the completed application. Tax-exempt/non-profit exhibits will be assigned after priority points assignments are complete. Tax-exempt/non-profit rental rates include rental of one 10' x 10' booth space, side and back drape, and one I.D. sign. Subsequent booths requested are charged the regular booth price. Tax-exempt/non-profit exhibitors are required to provide carpeting (if necessary) and accessories for their space. If space is unavailable in the tax-exempt/non-profit area, space will not be available elsewhere unless the tax-exempt/non-profit company is willing to pay the full booth price listed above.

Cancellation or Downsizing of Booth Space

Cancellations or requests to downsize must be submitted to the ASHI Meeting Manager in writing. The date of receipt of exhibitor’s written notice of cancellation in the ASHI Headquarters office will be the official cancellation date. If space is canceled on or before Friday, May 31, 2019, ASHI will retain 25% of the total booth cost. Any exhibitor who cancels space after Friday, May 31, 2019, will be responsible for the total booth cost. Refunds for cancellations are not available after Friday, May 31, 2019. If written notification of downsizing booth space is received on or before Friday, May 31, 2019, the exhibitor is responsible for 25% of the original exhibit space contract, plus the cost of the redefined exhibit space. No decreases in booth size or configuration will be made after Friday, May 31, 2019.
ASHI show management shall have full power in the interpretation and enforcement of all rules and regulations governing exhibitors. All matters and questions not covered by the regulations shall be subject to the final judgment and decision of ASHI. These rules and regulations may be amended at any time by ASHI and the amendments so made shall be binding upon the exhibitor equally with these rules and regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing, before or during the meeting, and may be given to any authorized agent or representatives of the exhibitor.

AMERICANS WITH DISABILITIES ACT
In compliance with the Americans with Disabilities Act of 1990, ASHI will make all reasonable efforts to accommodate persons with disabilities. Please contact the Meeting Manager to make arrangements. Each exhibitor is responsible for compliance within their assigned space ensuring access to their booth.

BOOTH CONDUCT
ASHI reserves the right to approve all exhibits and related activities. ASHI may require that an exhibit be curtailed if it does not meet the standards required or expected, if it reflects against the character of ASHI, or if it exceeds the bounds of good taste as interpreted by ASHI. An exhibitor of a questionable exhibit or related activity must submit a description of the exhibit or activity with the exhibit application for ASHI approval. The exhibit hall will be inspected during installation hours. Every effort will be made to advise exhibitors of any deviation from exhibit rules at that time. Exhibitors must make all corrections requested by ASHI at their own expense or risk removal from the exhibition without notice and without obligation on the part of ASHI for any refund. ASHI reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the meeting.

Exhibit personnel may not enter another exhibitor’s booth without obtaining permission. Lingering in the aisles surrounding another exhibitor’s booth for the purpose of obtaining product information or distracting other booth personnel is strictly prohibited. ASHI does not in any manner endorse any of the products or services related to the exhibits that have been accepted for display during the meeting.

CELEBRITIES
Celebrities (nationally known figures in the arts, sports, politics, etc.), including full-time employees and/or company spokespeople, are prohibited from staffing an exhibitor’s booth and/or appearing at the exhibitor’s affiliate event(s) or industry-supported symposia.

CHARACTER OF EXHIBITS
All exhibits must conform to the standards set by the Health Convention and Exhibitors Association, which include the following:

- Canvassing or distributing advertising materials outside the exhibitor’s own booth is not permitted. Solicitation of business, except by exhibiting firms is prohibited.
- Contests, lotteries, raffles, and games of chance are strictly prohibited as such activities reflect unfavorably on the character of the meeting. Exhibitors may not register attendees for contests, lotteries, raffles and games of chance that might be conducted during or after the meeting.
- Character of the exhibits is subject to the approval of the ASHI Exhibit Management. The right is reserved to refuse applications of concern not meeting standards required or expected, as well as the right to curtail exhibits or parts thereof which reflect unfavorably on the character of the meeting. Non-professional products or services are not permitted to be displayed. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.
CHILDREN’S ADMISSION TO THE EXHIBIT HALL
Children under the age of 17 will not be permitted in the exhibit hall. In the event of such restrictions or eviction, exhibit management is not liable for any refund of any amount paid hereunder.

CONTRACTUAL OBLIGATION
By submitting the official Exhibit Space Application, the exhibiting company agrees to abide by all rules and regulations outlined in this prospectus. The exhibiting company will be held responsible for the activities of its company representatives, international affiliates, co-marketing partners, third-party contractors, contracted public relations and marketing firms and/or any agency appointed on its behalf. It is the responsibility of the exhibiting company to disseminate the rules and regulations contained within this prospectus among its staff and affiliates.

DELIVERY AND SHIPMENT OF MATERIALS
Exhibitors agree to ship and store their material at their own risk and expenses. Arrangements have been made with Arata Expositions to receive and store all shipments for ASHI up to 30 days prior to exhibitor move-in and to deliver all shipments to the appropriate booths on set-up days.

All shipments must be labeled and consigned, including company name and booth number. Shipments must have all transportation charge PREPAID (shipments sent collect will not be accepted). Complete shipping information will be available in the Exhibitor Services Online Manual.

EXHIBIT HALL ACCESS
Exhibitor personnel will be permitted on the exhibit floor one hour prior to the opening may remain one half hour after closing.

FIRE REGULATIONS
All materials used in the exhibit area must be flameproof and fire resistant in order to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Crepe paper, corrugated paper, flameproof or otherwise, is not permitted. Display racks, signs, spotlights, and special equipment must be approved before use, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibits or parts thereof found not to be fireproof may be ordered to be dismantled. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed. Enclosed areas in a booth need to be equipped with a UL approved battery-operated smoke detector and a 2A10BC Fire Extinguisher.

FOOD AND DRUG ADMINISTRATIVE (FDA) MARKET CLEARANCE
All products exhibited must have fulfilled all applicable FDA regulations. Products that are not FDA approved for a particular use in humans or are not commercially available in the United States will be permitted to be displayed only when accompanied by appropriate signs that indicate FDA clearance status. The signs must be clearly and easily visible and placed near the product and on any graphics depicting the product. Display of investigational products is to remain within the expectations and limitations of the Food and Drug Administration’s Guidelines on Notices of Availability. Any investigational product graphically depicted on a commercial exhibit should:

- Contain only objective statements about the product.
- Contain no claims of safety, effectiveness, or reliability.
- Contain no comparative claims to other marketed products.
- Exist solely for the purpose of obtaining investigators.
- Be accompanied by directions for becoming an investigator and list of investigator responsibilities.
- Contain a statement on signage: “Caution-Investigational Product-Limited to Investigational Use” (or similar statement) in prominent size and placement.

It is the exhibitor’s responsibility to contact the FDA to ensure compliance with the current FDA guidelines. Contact the FDA Office of Compliance regarding your responsibilities under the Federal Food Drug & Cosmetic Act.

FOOD AND BEVERAGE PRODUCTS
With prior approval from the ASHI Meeting Manager, food and beverage services are permitted at the exhibitor’s booth except during official sponsored food functions in the exhibit hall. All food service must be coordinated through the hotel and or convention center. Food preparation and cooking are prohibited in the exhibit hall.
HANDOUTS AND GIVEAWAYS

All giveaway items must comply with all guidelines and codes regarding the relationship between the pharmaceutical and medical device/equipment industry healthcare professionals. All items to be distributed must be useful to the participants at the meeting and/or in the professional activities of the booth visitor. Distribution of descriptive product literature is permitted.

Food and beverages may be distributed but must be purchased through the host venue or additional fees will apply. Other items may be distributed from the booth with written approval by the ASHI Meeting Manager.

All requests must be submitted to ASHI for review and approval will be confirmed in advance of the meeting.

No unapproved items may be distributed. Any exhibitor found distributing materials that have not been officially accepted will be required to cease distribution immediately. Giveaways Approval Forms found here by the date indicated on the form.

INDEPENDENT CONTRACTORS

Exhibitors who plan to use service contractors other than those appointed by show management must notify ASHI in writing on or before Wednesday, June 5, 2019 using the Exhibitor Appointed Contractor Form in the Exhibitor Services Online Manual. Independent contractors must abide by the following:

- Perform all services in a timely and professional manner, in accordance with ASHI established deadlines.
- Not engage in solicitation of business on the exhibit floor for present and/or future conventions.
- Provide a Certificate of Insurance to ASHI no later than Wednesday, June 5, 2019.
- Register all employees and temporary help at the Exhibitor Registration Desk.

INSURANCE

Each exhibiting company is responsible for obtaining insurance (Liability and Fire/Theft) in such amounts deemed appropriate to comply with its obligations hereunder and for its own protection. Certificates of liability insurance must be submitted to the Meeting Manager by Wednesday, June 5, 2019. Exhibitors wishing to insure their exhibit materials, goods and/or ware of exhibits against theft, damage by fire, accident or loss of any kind, must do so at their own expenses.

LIABILITY

Each exhibitor agrees to protect, save and keep ASHI Show Management, ASHI Board of Directors, Arata Expositions, David L. Lawrence Convention Center forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, his employees or agents as well as to strictly comply with the application terms and conditions as contained in the agreements between the ASHI Show Management, ASHI Board of Directors, Arata Expositions and the David L. Lawrence Convention Center regarding the exhibition premises; and further, the exhibitor shall at all times protect, indemnify, save and keep harmless the ASHI Show Management, ASHI Board of Directors, Arata Expositions, and the David L. Lawrence Convention Center against and from any and all loss, cost, damage, liability, or expense that arises out of or from, or by any reason of any act of omission of the exhibitor, his employees or agents.

MARKET RESEARCH

Market research cannot be conducted under the manufacturer’s name for any product that is pending governmental approval; however, it may be conducted under the auspices of a market research firm. Market research companies are welcome to exhibit provided they submit a letter of authorization from the sponsoring company which must also be an exhibitor at ASHI. The name of the sponsoring company will be kept confidential. ASHI retains the right to determine the relevance of and deny exhibiting privileges to market research companies. The sponsoring company is responsible for the conduct of the market research firm. Research must be conducted within the confines of the booth assigned and activities must conform to all the procedures, rules and regulations published in this prospectus.

MUSIC LICENSING

Neither ASHI nor Meeting Management has obtained a music license authorizing the performance of either live or recorded music on the meeting’s premises. As a condition of exhibit management’s acceptance of the exhibitor’s application, exhibitor hereby warrants and presents that no copyrighted music will be performed, either live or recorded, at the direction of the exhibitor floor or in company leased rooms during the meeting dates unless the exhibitor has obtained written permission from the copyright owner for such use.

All copyright fees applicable to music or entertainment used as part of an exhibit are the full responsibility of the exhibitor. The exhibitor must make payment of the fees directly to
the applicable copyright agency. Should the exhibitor violate the provision, the exhibitor agrees to indemnify, save, hold harmless, defend and bear all expenses as they are incurred by ASHI and its respective directors, officers, agents, employees, and each of them, from and against any and all claims, costs and expenses (including legal fees and expenses), demands, actions, and liabilities of every kind and character whatsoever with respect to the unauthorized use of copyrighted music.

PHOTOGRAPHY
There are to be NO pictures taken in the Exhibit Hall at any time. Only the official photographer may take photographs in the Exhibit Hall. Details about the official photographer will be included in the Exhibitor Services Online Manual.

PURPOSE OF EXHIBITS
The purpose of exhibits at ASHI are to display and demonstration of products and/or services directly related for use by immunologists, geneticists, molecular biologists, transplant physicians, surgeons, pathologists and technologists involved in the field of histocompatibility and immunogenetics. Each exhibitor is responsible for making sure that all attending personnel are aware of these provisions.

SALES AND/OR SOLICITATION OF ORDERS
ASHI is designed specifically to educate registrants at the meeting. The exhibits are an integral part of the educational program. Therefore, the sole purpose of contracting exhibit space is to display and/or demonstrate products and/or services. In accordance with Internal Revenue Service regulations, the selling of any products or services during the meeting is strictly prohibited. Order taking is acceptable provided there is no financial transaction.

USER GROUP MEETINGS
ASHI prohibits any company who is not an official exhibitor of ASHI to host a User Group Meeting. More information is listed in the ASHI 2019 Exhibitor Prospectus.

SECURITY
The venue provides standard security and will be furnished during the hours as deemed necessary by ASHI, but the safekeeping of the exhibitor’s property shall remain the responsibility of the exhibitor. The furnishing of such service is in no case to be understood or interpreted by exhibitors as a guarantee to them against loss or theft of any kind.

SIGNS OR PROMOTION FOR EXHIBITOR-RELATED EVENTS
Signs, banners, posters, or flyers advertising a booth may not be posted or displayed at any location inside or outside the host venue other than the exhibitor’s booth. Exhibitors sponsoring a non-approved event are limited to the use of signage to their exhibit space for any purpose. No signs will be permitted to advertise affiliated events in any public space in the host venue outside their booths. This includes signs and/or exhibitor staff holding signage or directing attendees to transportation. Such signage will be removed and destroyed. Additionally, door drops or other on-site promotion of any event is strictly prohibited.

SMOKING
No smoking is permitted within the exhibit hall or host venue at any time, including installation, exhibit hours and dismantling.

SOUND RESTRICTION
Exhibitors may not use audible electronic, mechanical apparatus or open audio systems that may be heard outside the exhibitor’s assigned space or may interfere or prove objectionable to attendees or other exhibitors. The Meeting Manager reserves the right to require exhibitors to discontinue any activity that causes the annoyance or interference of others.

STAFFING OF EXHIBITS
Exhibits must always be staffed during exhibit hours. The ASHI show management requests strict adherence to the opening and closing exhibit hours. It is imperative that no exhibitor begins dismantling, packing or teardown of their space until Thursday, September 26 at 2:30 pm. This could result in denial of next year’s exhibit application for the exhibitor.

SUBLETTING OF SPACE
The subletting, assignment, or apportionment of the whole or any part of space by any exhibitor is prohibited. No exhibitors may permit any other party to exhibit in their space any goods other than those manufactured or handled by the contracting exhibitor or permit the solicitation of business by others within their space.

UNOCCUPIED SPACE
Space not claimed and occupied, or for which no special arrangements have been made in writing to ASHI prior to 5:00 pm on Monday, September 23, shall revert to ASHI to be occupied in any manner and for such purposes as ASHI may see fit. Space is forfeited without refund to the exhibitor. If an exhibit has not begun to be set up by 5:00 pm on Monday,
September 23, ASHI Show Management may, but shall not be obligated to, order the exhibit erected at the expense of the exhibitor. Neither ASHI Show Management nor Arata Expositions shall be responsible for any injury to person or damage to property incurred.

USE OF ASHI NAME, LOGO, AND/OR ACRONYM
The name, logo and acronym of the American Society for Histocompatibility and Immunogenetics (ASHI) is a proprietary mark. Use of the name in any fashion, by an entity, for any purpose, is expressly prohibited without the written permission of ASHI.

USE OF ASHI SCIENTIFIC PROGRAM CONTENT
Information presented during the meeting is the property of ASHI and the presenter. Information may not be recorded, photographed, copied, photocopied, transferred to electronic format, reproduced or distributed without the written permission of ASHI and the presenter. Any use of the program content which includes, but is not limited to oral presentations, audiovisual materials used by speakers and program handouts without the written consent of ASHI is prohibited.

UTILITIES
Complete information on utilities will be available in the Exhibitor Services Online Manual.

VIOLATIONS
Violation of any of these rules, regulations and guidelines on the part of the exhibitor, his employees or agents, shall cancel the right to occupy space and will forfeit to ASHI all money that may have been paid. Upon evidence of violation, management may reenter and take possession of the space occupied by the exhibitor and may remove all persons and goods at the expense of the exhibitor. The exhibitor shall pay all expenses and damages that ASHI may incur thereby. In the event of a violation, ASHI reserves the right to refuse exhibit privileges for the following year. Exhibiting companies participating in the meeting are responsible for communicating the rules, regulations and guidelines of ASHI to their agents, employees, contractors, and anyone connected with or authorized by the exhibiting company.

FAILURE TO OCCUPY SPACE
Booth space not occupied by the exhibitor 5:00 pm on Monday, September 23, 2019 is forfeited without refund to the exhibitor, and the space may be resold or used by ASHI.

CANCELLATION OF EXPOSITION
It is mutually agreed that in the event of cancellation of the meeting due to fire, strikes, governmental regulations, war, acts of God, terrorism or causes which would prevent its scheduled opening or continuance, then and thereupon this agreement will be terminated and the American Society for Histocompatibility and Immunogenetics Board of Directors shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of previous expenditures and commitments.

The “Official Service Contractor” for the ASHI/Banff Joint Scientific Meeting is **Arata Expositions**.

EXHIBITOR SERVICES ONLINE MANUAL
A link to access the Exhibitor Services Online Manual containing complete show information and order forms, will be sent to each exhibiting company on or about **Friday, June 21, 2019**. Exhibitors are encouraged to place orders no later than two weeks before the opening of the meeting to take advantage of discounts and minimize delays during set-up. Be sure to consult each form for deadlines, as they may vary depending on the supplier. Special electrical requirements must be arranged directly with the hotel. Forms will be included for the following services: labor, material handling, electricity, furniture rental, signs, rental displays, photography, utilities, audiovisual, computer, telephone, florist, cleaning and lead retrieval.

SHIPPING INFORMATION
Collect shipments will not be accepted.

Advance Shipments
Shipments can arrive between Monday, July 22, 2019 – Friday, August 30, 2019.

All advance shipments should be labeled as follows:
(Company Name & Booth #)
ASHI 2019
c/o Arata Expositions, Inc.
C/o YRC Freight
1243 Thompson Avenue
McKees Rocks, PA 15136
Show Site Shipments
Freight should be labeled as follows:
(Exhibitor Name & Booth #)
For: ASHI 2019
C/O Arata Expositions, Inc.
C/O David L Lawrence Convention Center
Hall B
1000 Fort Duquesne Blvd
Pittsburg, PA 15222

Shipments to show site will not be accepted prior to Sunday,
September 22, 2019 at 12:00 Noon.

OUTBOUND SHIPMENTS
Arata Expositions will gladly prepare your outbound Material
Handling Agreement and Labels in advance. Complete the
Outbound Shipping Form and your paperwork will be available
at the show site. Be sure your carrier knows the company name
and booth number when making arrangements for shipping
your exhibit at the close of the show.

MATERIAL HANDLING
Please refer to the material handling rate sheet for charges.

BOOTH CONSTRUCTION
Every exhibit space should allow for the visibility of other
spaces. The following rules for booth construction ensure
that every exhibitor has reasonable site lines to the aisle. All
exhibits must conform to the standards set by the Health
Convention and Exhibitors Association, which are as follows:
No obstructions in the front half of the booth above a height of
48-inches are permitted. The booth height of 8-feet, inclusive of
company name and logo, may be maintained up to 50% of the
distance from the back wall toward the front of the space.

Ceiling heights in the David L. Lawrence Convention Center are
between 16’ and 125’. Please confirm the ceiling height above
your confirmed booth location with Arata Expositions prior to
construction.

Hanging signs can be suspended from the ceiling of the exhibit
hall if they adhere to the height restrictions of individual booth
construction as outlined in this prospectus. Please confirm
that there are rigging points above your booth with in-house
AV before submitting booth plans for approval. In-house AV is
responsible for hanging all suspended signs; additional charges
may apply. All suspended signs from the ceiling must be
confirmed and approved by ASHI Meeting Management.

Electrical or other mechanical apparatus must be muffled so
noise does not interfere with other exhibitors. The reverse side
of any wing panel extending from the back wall of a display must
be draped to avoid raw exposure to a neighboring booth or aisle.

To remedy instances of noncompliance, ASHI Meeting Management
will have exposed areas draped at the exhibitor’s expense.

No part of any equipment, or signs relating thereto, shall be
posted, nailed or otherwise attached to columns, walls, floors,
or other parts of the building or its furniture, in any way to
deface same; damage arising by failure to observe these rules
shall be payable by the exhibitor.

INLINE BOOTH
An inline booth is 10-feet wide, 10-feet deep, and 8-feet high.

CORNER BOOTH
A corner booth is 10-feet wide, 10-feet deep, and 8 feet high
and is at the end of a row of inline booths with access to two
through aisles.

ISLAND BOOTH
An island booth is 20-feet wide and 20-feet deep or larger. The
island exhibitor receives the benefits:

a) waiver of the 8-foot height restriction
b) waiver of sidewall restrictions
c) increased visibility from all areas of the exhibit hall

Island booths MUST allow at least 40% show visibility on each
side. Island height is restricted to 20 feet unless approved
by ASHI Meeting Management. Scale drawings for 20’ x
20’ booths or larger are due to Meeting Management by
Wednesday, June 12, 2019. Drawings not in compliance with
the 40% site rule will be rejected.

BOOTH FURNISHINGS
ASHI provides the pipe and drape, 8-foot high backdrop,
36-inch side rails, and a 2-line name sign. Booth carpeting is
not mandatory. Additional signs for display purposes may be
ordered from the official decorator. Order forms for the rental
or furniture and other special materials will be included in the
Exhibitor Services Online Manual.
LABOR: CARPENTERS, EXPO WORKERS, AND EXHIBITOR APPOINTED CONTRACTORS

The official contractor will have available a staff of carpenters, decorators, and laborers during the periods of installation and dismantling. Please note that union regulations require that carpentry and labor involved in the installation and dismantling of exhibits must be done by accredited union labor. While every effort is made to minimize the exhibitor’s cost to install and exhibit on the show floor at the David L. Lawrence Convention Center, the practices of the nation’s building trades will be followed. This means that union labor must be used where applicable. To avoid any misunderstandings in advance or at the show on this specific point, contact show management by letter for additional clarification. Exhibitors shall employ only union labor, as made available by official contractors in the installation or dismantling of their exhibit and in its operation when required by union agreements. An exhibitor using an outside contractor for the above work must employ only union display companies and must notify Meeting Management no later than 30 days prior to the meeting identifying the contractor(s), listing the supervisory personnel, and supplying evidence of adequate liability insurance coverage by original copy. Further details and regulations will be included in the Exhibitor Services Online Manual.

STORAGE OF CRATES AND BOXES

Storage of crates and boxes can be arranged with Arata Expositions, as outlined in the Exhibitor Services Online Manual. All cartons, crates, containers, packing materials, etc., that are necessary for re-packing, must be labeled with “empty” stickers, and they will be removed from the floor by Arata Expositions. Crates and boxes cannot be stored behind booth displays. Proper identification tags will be available at the Arata Expositions Service Desk.