

BioPharmaceutical Technology Center Institute
5th Annual Wisconsin Stem Cell Symposium:
The Road to Stem Cell Applications: Bioprocessing, Safety and Preclinical Evaluation

RULES AND REGULATIONS FOR EXHIBITORS

General Conduct of Exhibitors

The following practices are prohibited:

- Noisy electrical or other mechanical apparatus interfering with other exhibitors.
- Canvassing or distributing any material outside an exhibitor's space.
- The use of billboard advertisements and/or display of signs outside the exhibit area.
- Publicizing and/or conducting any activities, including inducements, meetings, hospitality events, demonstrations, or displays away from the exhibit area before, during or after the Symposium.
- Entry into another exhibitor's booth/table area without permission.
- Photographing, videotaping, or examining another exhibitor's equipment or booth/table without permission.

Aisles must be kept clear for traffic. Exhibitor activities, personnel and equipment must be confined within the booth/table space. Adequate audience space for demonstrations must be available within the booth/table space.

The BioPharmaceutical Technology Center Institute (BTC Institute) reserves the right to refuse any applicant for exhibit space as well as to curtail exhibits or promotional activities which detract from the character of the meeting. In the event that such action is taken, the BTC Institute is not liable for any refunds for space, furniture/service rental or other exhibition expenses.

Location Relative to Other Exhibits

Exhibitors may use the Exhibitor's Agreement to designate their preference for being located near other companies or their wish not to be located adjacent to or opposite designated companies.

Space Assignments

Exhibit Space will be assigned once payment has been received. Coordinators will make every attempt to honor requests for distance or proximity to other vendors as indicated on the Exhibitor's Agreement, but cannot guarantee placement.

Use of the Coordinating Organization's Names, Logos, or Symposium Graphic

The use of the coordinating organization's names, logos or the Symposium graphic are not permitted on signs inside or outside the exhibit area, promotional materials or literature.

Distribution of Giveaways

Exhibitors will be permitted to distribute promotional material and approved related items from the exhibit booth/table only. In keeping with the educational purposes of the exhibit program, all giveaways and raffle items must conform to acceptable and professional standards. Exhibitors are prohibited from offering inducements to participants to promote their products or company.

Exhibit Space and Rental

Three levels of sponsorship are offered:

Silver (\$1000): One complimentary registration and provision of a table for literature distribution in the BioBistro.

Gold (\$2500): Two complimentary registrations and provision of two tables (i.e. an area large enough for a standard 8' x 10' trade show booth, including equipment demonstration). Prominent BioBistro location: **4 sponsorships are available at this level on a first-paid, first-reserved basis.**

Platinum (\$5000): Four complimentary registrations, provision of two tables, (i.e. an area large enough for a standard 8' x 10' trade show booth, including equipment demonstration). Prominent Atrium location: **4 sponsorships are available at this level on a first-paid, first-reserved basis.**

Cancellation or Reduction of Booth Space

Notification of an exhibitor's decision to cancel must be submitted in writing. The effective date of space cancellation or reduction will be the date on which written notice is received by the BTC Institute. If the space is cancelled or reduced on or before April 1, 2010, a full refund of the deposit will be made. If the space is cancelled or reduced after April 1, 2010, no refund of deposit will be made.

Sub-Leasing/Shared Space

Sub-leasing of exhibit space is not permitted. Two companies may not share the same leased space.

Registration of Exhibitor Personnel

One or more registrations are included with each sponsorship, as detailed above. Additional attendees are required to register and remit standard conference registration fees (\$90 per person). **There are no discounted registration fees for those who intend to only work the exhibit floor.** It is the responsibility of the authorized individual signing the application for space to identify by name their designees to the exhibition and to register them for the Symposium. It is the responsibility of the authorized individual to inform all attending company personnel of the rules and regulations contained herein. Exhibitor badges will be supplied for pre-designated sponsor representatives.

Installation of Exhibits and Security of Exhibit Area

The BioPharmaceutical Technology Center exhibit areas will be available for set-up from 4:00 p.m. to 7:00 p.m. on April 20, 2010 and beginning at 7:00 a.m. the day of the event, on April 21, 2010. BTC Institute staff will be present to assist you during set-up times. The Center's doors are locked from 6:00 p.m. until 7:30 a.m. each day, and the Promega Corporation campus is staffed by a security guard during those hours. Individual booth/table security and protection of special valuable items may require additional security at the exhibitor's own expense.

Hanging Signs

Hanging signs are permitted as long as the signs are suspended from the booth structure. Signs may not be suspended from the ceiling.

Exhibit Hours

As a courtesy to Symposium attendees and fellow exhibitors, the BTCI Institute requests your cooperation in opening your exhibit on time on April 21st and staffing it throughout the day until the scheduled closing hour.

Dismantling of Exhibits/Posters

Booth/table and equipment dismantle must be completed by 7:00 p.m. on Wednesday, April 21st.

Fire Code Regulations

The following are the minimum fire safety requirements, which are applicable to all exhibitors.

Basic Fire Code Regulations: All drapes, curtains, table coverings, carpet or materials used in the exhibits must be flame retardant. Fire hose cabinets, fire extinguishers, sprinklers, fire exit doors, route of egress and any other fire safety devices or facility must not be hidden, obstructed or otherwise disturbed. Crates, packing material, wooden boxes and other highly flammable and combustible materials may not be stored in exhibit halls, meeting rooms or fire exit areas.

Assumption of Responsibility and Waiver of Claims or Demands

The exhibitor assumes all responsibility for any and all loss, theft or damage to exhibitor's displays, equipment and other property while on the premises, and hereby waives any claim or demand it may have against the trade show coordinator (BTC Institute) or the owner of the premises (Promega Corporation) arising from such loss, theft or damage.

Agreement to Abide by Rules and Regulations and Enforcement

Exhibitor agrees to abide by the BTC Institute's Rules and Regulations for Exhibitors and all other obligations contained in the Exhibitor's Agreement for the 5th Annual Wisconsin Stem Cell Symposium: *The Road to Stem Cell Applications: Bioprocessing, Safety and Preclinical Evaluation*.

Each exhibitor is granted nothing more than a terminable license to exhibit, subject to all the rules herein and the general control of the BTC Institute. If the BTC Institute at its sole discretion determines that any exhibitor has failed to comply with any rule or regulation herein or any directive issued to the exhibitor, the license may be terminated at will and the exhibit closed without notice. In all interpretations of the Rules and Regulations, the BTC Institute's decision is final and immediate.

Exhibits Manager

For clarification of any Rules and Regulations, please contact:

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