



15th Annual Wisconsin Stem Cell Symposium
The Single Cell Revolution in Stem Cells: Function from Heterogeneity
April 22, 2020

RULES AND REGULATIONS FOR EXHIBITORS

General Conduct of Exhibitors

Practicing a “good neighbor policy,” exhibitors must be respectful of others’ exhibits.

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 reserved once payment of a 50% deposit has been received. It is the symposium’s management’s intent to ensure good traffic flow and to accommodate exhibitors

in a manner that will enable each to exhibit its products under the most favorable conditions. Exhibit Space will be assigned once payment of a 50% deposit has been received. Coordinators will make every attempt to honor requests for distance or proximity to other vendors as, indicated in 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:

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. Logo featured in the event flyer. Two invitations to a private dinner with presenters and invited guests following the event reception.

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.

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

NOTE: All levels of sponsorship include recognition on the website and in several related promotional materials. Complimentary registrations must be assigned to individuals and may not be shared. Additional discounted registrations are available for sponsors (see Registration of Exhibitor Personnel below).

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, 2020, a full refund of the deposit will be made. If the space is cancelled after April 1 but before or on April 15th, 50% of the cost will be refunded. If the space is cancelled or reduced after April 15, 2020, no refund will be

made. If the event is cancelled by the organizers, received funds will be returned to exhibitors in their entirety.

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 is/are included with each sponsorship, as detailed above. A 20% discount will be applied to fees for additional representatives of the sponsoring organization. Those who intend to only work the exhibit floor must also remit this fee. 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 provided 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 21, 2020 and beginning at 6:30 a.m. the day of the event, on April 22, 2020. BTC Institute staff will be present to assist you during set-up times. The Center's doors are locked from 4:30 p.m. until 8:00 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 BTC Institute requests your cooperation in opening your exhibit on time on April 22nd and staffing it throughout the day through conclusion of the afternoon break. Remaining set up and staffing during the closing reception is optional.

Dismantling of Exhibits/Posters

Booth/table and equipment dismantle must be completed by 7:00 p.m. on Wednesday, April 22nd.

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 areas, meeting rooms or fire exit areas.

Liability Insurance

Exhibitors are required to carry general liability insurance of at least \$1 million per occurrence.

Assumption of Responsibility and Waiver of Claims or Demands

Exhibitors assume 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.

Indemnification

Neither the BTC Institute, Promega Corporation nor their officers, directors, employees and agents (the "Indemnified Parties") shall in any manner or for any cause be liable or responsible to any exhibitor or its employees or agents or any other person for any injury or damage to any person, business or property in any way related to or arising in connection with the exhibition; and any and all claims for such injuries or damages are hereby waived and each exhibitor agrees to indemnify and hold harmless the Indemnified Parties against any and all claims, liabilities, losses and expenses, including reasonable attorney's fee, imposed on, incurred by or asserted against the Indemnified Parties caused by any act or omission of that exhibitor, or occurring within the exhibit space leased by that exhibitor or arising in connection with the activities conducted by that exhibitor in connection with the exhibition.

Force Majeure

Neither the BTC Institute nor Promega Corporation will be responsible for any loss, damage, delay, or limitation related to acts of God, transportation stoppages, labor disputes, government restrictions, civil unrest, warfare, and acts of terrorism, unavoidable casualty or any other similar causes beyond their control. Exhibitor hereby releases and discharges the BTC Institute and Promega Corporation and their officers, directors, employees and agents from liability for any such loss, damage, delay or limitation. Should any contingency prevent the holding of the exhibition, the BTC Institute will refund any fees collected for exhibit space.

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 15th Annual Wisconsin Stem Cell Symposium, *The Single Cell Revolution in Stem Cells: Function from Heterogeneity*. 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:

Karin Borgh, Executive Director
BioPharmaceutical Technology Center Institute
5445 East Cheryl Parkway
Fitchburg, WI 53711
Phone: 608-277-2508
E-mail: karin.borgh@btci.org