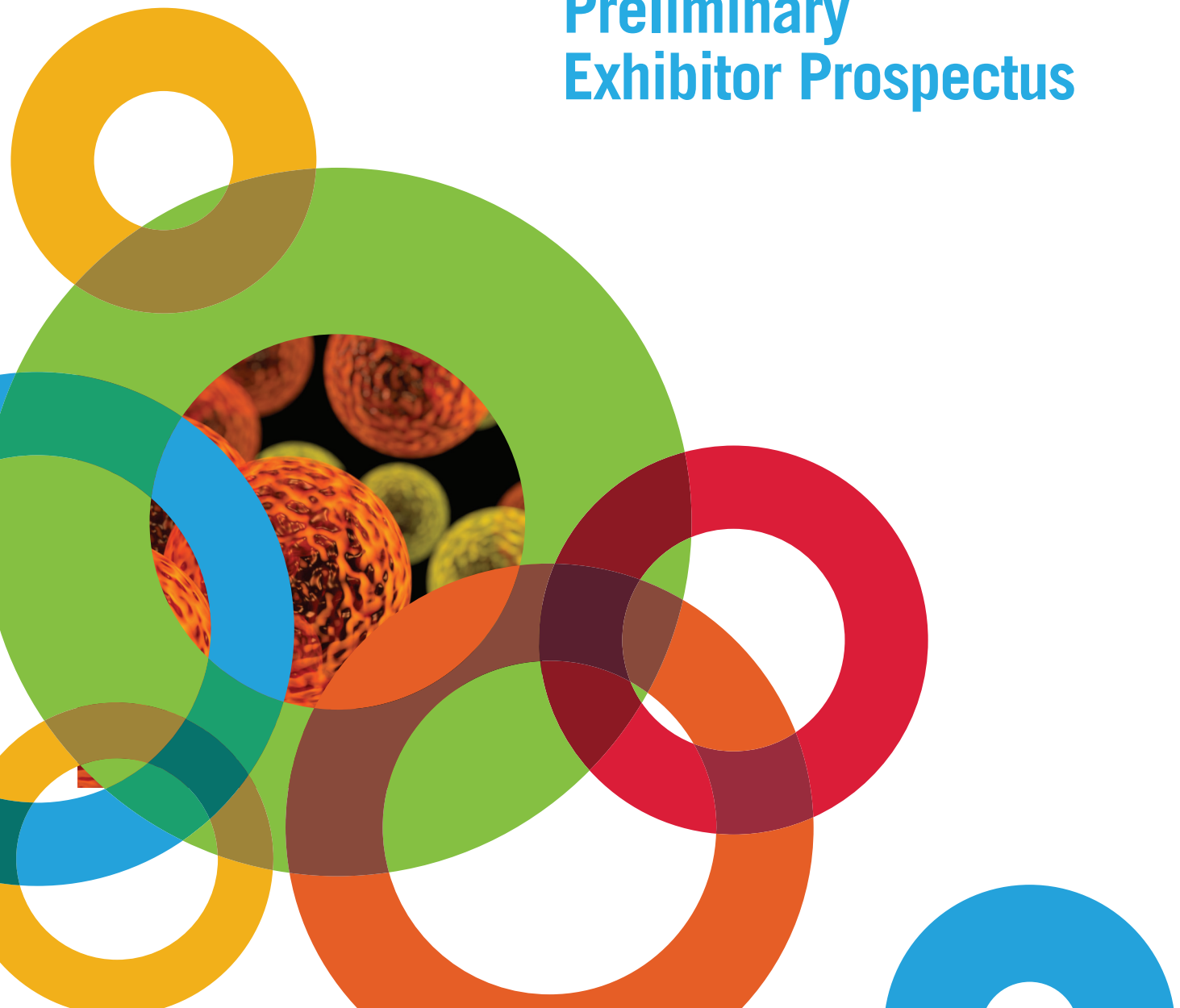




asm microbe 2018

JUNE 7–11 • ATLANTA

**Preliminary
Exhibitor Prospectus**



Exhibitor Essentials

Exhibition Dates and Times

subject to change

Friday, June 8 • 10:30 a.m. – 5:00 p.m.
Saturday, June 9 • 10:30 a.m. – 5:00 p.m.
Sunday, June 10 • 10:00 a.m. – 4:00 p.m.

Location

Georgia World Congress Center
285 Andrew Young International Blvd NW
Atlanta, GA 30313
www.gwcca.org

Exhibit Hall & Poster Locations

Exhibit Hall and Posters: Halls B1 – B5

Exhibits Management

American Society for Microbiology
1752 N Street NW | Washington, DC 20036-2904
www.asm.org

IMPORTANT: To secure exhibit space for ASM Microbe 2018, a completed Exhibit Application must be submitted using the online Exhibit Portal and must be submitted along with 50% booth payment. ASM does not accept fax or phone payments. Company checks, money orders, and credit cards (Master Card, Visa and American Express) will be accepted for payment of exhibit space. All checks/money orders must be in U.S. Funds, made payable to "ASM." Any payment submitted by bank wire transfer must include an additional bank processing fee of \$30 added to the booth fee total. All credit card payments must be completed online through the exhibitor portal.

ASM Staff

Exhibit and Advertising Sales

Gregg McGrath
Senior Manager, Strategic Alliances
Phone: (202) 942-9379 | gmcgrath@asmusa.org

Exhibit and Advertising Operations

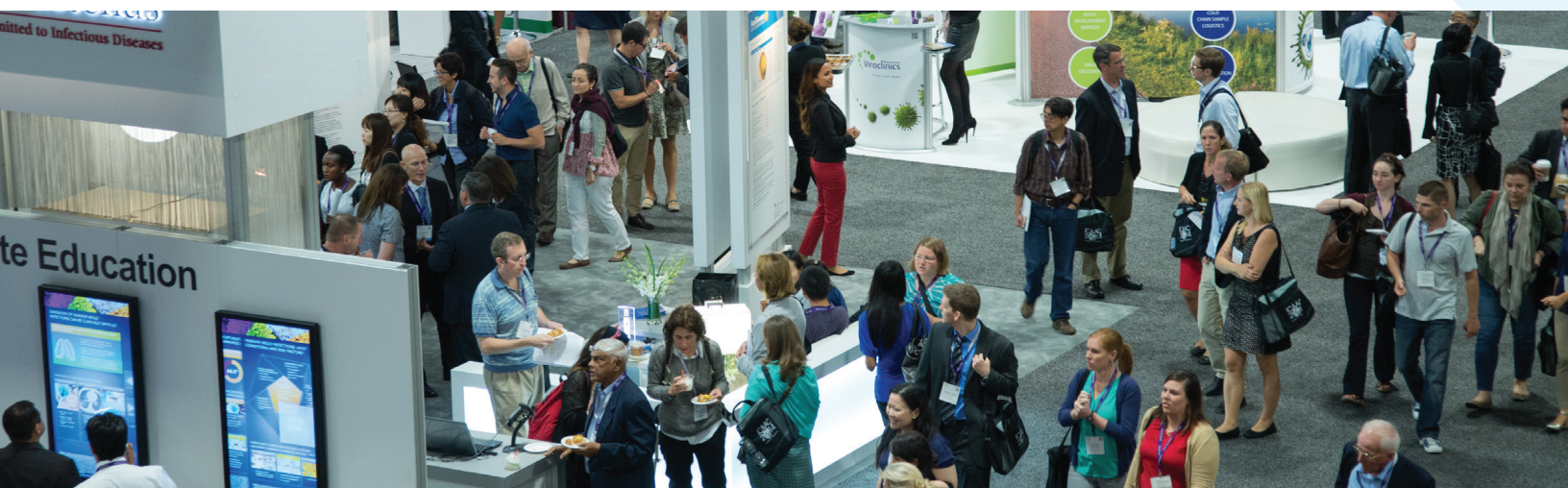
Fernanda Swan
Operations Manager, Strategic Alliances
Phone: (202) 942-9240 | fswan@asmusa.org

General Service Contractor

Freeman Expositions, Inc.
Phone: +1 (404) 253-6494
FreemanAtlantaES@freemanco.com | www.freeman.com

Cost for Exhibit Space

The standard exhibit size available is 10'x10'
Inline: \$32.00 per square foot
Corner: \$35.00 per square foot
Island: \$38.00 per square foot





Attendee Statistics

8,464

Total Attendees

6,863

Scientific Attendees

Highest degree recieved

PhD (Doctor of Philosophy)	43%
Bachelors (BA, AB, BS)	18%
Masters (MA or MS)	14%
MD (Doctor of Medicine)	10%
PharmD	3%
Other	3%
Associate (ABA, AA, AS)	1%
ScD (Doctor of Science)	1%
Did not respond	7%



1,820

International Attendees



2,796

Posters Presented

96



Countries Represented

259



Exhibiting Companies

Role in the decision-making process for their organization

I am part of the decision-making process to purchase products or services.	36%
I am not involved in the process to purchase products or services	27%
I make the final decision on purchasing products or services	16%
I gather information and report to those who make the decision to purchase	15%
Did not respond	6%

Primary job related activity

Research	53%
Clinical Practice	8%
Teaching	7%
Diagnosis and Testing	6%
Other	5%
Administration	5%
Product Development/Quality Control	3%
Patient Care	2%
Sales and Marketing	2%
Consulting	2%
Infection Control (public health)	1%
Infection Control (hospital)	1%
Infection Control (research)	1%
Did not respond	4%



Attendee Statistics

Primary Track



39%

Antimicrobial
Agents and
Infectious Diseases



17%

Clinical and
Public Health
Microbiology



13%

Host-Microbe
Biology



10%

Applied and
Environmental
Science



8%

Molecular Biology
and Physiology



5%

Profession of
Microbiology



3%

Ecological and
Evolutionary
Science

5%

Did Not Respond

Registration Type

Full Registrant	55%
Student	20%
Exhibitor	7%
Postdoc	7%
Speaker	5%
One Day Only	3%
Other	2%
Workshop Only	1%

Category of Employer

Graduate College or University	24%
Undergraduate College or University	10%
Other	10%
Professional School (Medical/Dental/Veterinary)	8%
Hospital/Clinical	8%
Pharmaceuticals/Chemicals	8%
Hospital Diagnostic Laboratory	8%
Federal	7%
Biotechnology	5%
Medical/Diagnostics	4%
Non-Profit Research	3%
Reference Laboratory	2%
State	1%
Private Diagnostic Laboratory	1%
Agriculture/Veterinary	1%

56% of ASM Microbe 2017 scientific attendees selected either the Clinical and Public Health Microbiology or the Antimicrobial Agents and Infectious Diseases as their primary track, a 26% increase from last year.



Rules and Regulations

Eligibility to Exhibit

The ASM Microbe 2018 exhibits are an integral part of the Scientific Program. Products and services to be exhibited must be directly related to the conduct of science or medicine. ASM reserves the right to accept or reject at its sole discretion any application to exhibit and to determine the eligibility of any proposed exhibit.

Agreement to Terms, Conditions, and Rules

The exhibitor agrees to observe and abide by the Terms, Conditions and Rules set forth hereafter and by such additional Terms, Conditions and Rules made by the American Society for Microbiology (ASM) for the efficient or safe operation of ASM Microbe 2018 Exhibition (Show), including, but not limited to, those contained in the printed and online Exhibitor Prospectus (Prospectus), the Exhibitor Service Manual, and any correspondence from ASM or its agent(s). The exhibiting company will be held responsible for the activities of its employees and any agents appointed on its behalf. It is the responsibility of the exhibiting company to disseminate the rules and regulations among its staff and affiliates. Each exhibitor shall be responsible for compliance with the "Americans with Disabilities Act" with regard to their booth space. If an exhibitor does not abide by the Rules and Regulations established by ASM Exhibits Management, the Exhibitor shall forfeit the amount paid for exhibit space and will be excluded from participation on the exhibit floor.

Indemnification

The exhibitor agrees to indemnify, defend and hold harmless ASM, its officers, directors, agents, employees, and members, and the Georgia World Congress Center (both referred to as "INDEMNIFIED PARTIES") from and against any and all claims, demands, suits, liability, damages, loss, costs, attorneys' fees and expenses of whatever kind or nature, which result from, arise out of, or are connected with any acts, or failures to act, or negligence of the Exhibitor, or any of its officers, agents, employees, invitees or other representatives, including, but not limited to, claims of damage or loss resulting from the breach of these Terms, Conditions and Rules, or damage of any kind or nature arising out of or in connection with the exhibitor's use and /or occupancy of exhibit space, and claims of damage or loss to any third party resulting from any infringement of a copyright or patent or the unauthorized use of a registered trademark. The exhibitor further agrees that INDEMNIFIED PARTIES shall not be held liable for, and are released from liability for, any damage, loss, theft, harm or injury to the person or property of the exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause including a claim that exhibitor violated any provision of the CAN-SPAM act in the use of ASM's attendee list. The exhibitor is responsible and accountable for the actions of its staff and any appointed contractor or vendor.

Exhibitor Conduct

The exhibitor and its representatives shall not congregate or solicit trade in the aisles of the Exhibit Halls, other exhibitor's exhibit space or in any other areas of the show building. The exhibitor shall not engage in any action or campaign that will distract attendees from attendance at the show or scientific sessions. The exhibitor shall not enter into another exhibitor's exhibit space without invitation or when unattended. Neither the exhibitor nor any of its representatives shall conduct itself in a manner offensive to standards of decency or good taste. Representatives, models, employees, contractors,

and agents of exhibitors must be attired in an appropriate business or business casual fashion to maintain the professional atmosphere of the Show. ASM reserves the right to retract or evict exhibitors for poor conduct, as stated above. Any dispute between exhibitors, or any issue with respect to interpretation of these Terms, Conditions and Rules for Exhibitor Conduct or any subsequent ASM rules or policies established governing exhibiting at the Show, shall be brought promptly to the attention of the Floor Manager, ASM Exhibits Manager, or authorized ASM official, whose decision regarding the dispute shall be final and binding on all parties.

Interpretation and Amendment of Rules

ASM, in determining whether to accept an Exhibit Application and Contract for exhibit space in any subsequent year, may consider breaches or infractions of these terms, rules and regulations by an exhibitor in any year. In addition, infractions of the spirit of the rules by exhibitors or potential exhibitors at any time may be considered in determining whether to accept an application from such person or company seeking to exhibit at a future ASM meeting.

ASM Exhibits Management shall have full power to interpret or amend these rules and its decision is final. The exhibitor agrees to abide by any rules or regulations that may hereafter be adopted by Exhibits Management. ASM Exhibits Management promises its full cooperation for a successful show and will be pleased to work with the exhibitors toward this end.

Arrangement of Exhibits

Standard 10'x10' booths with back wall drape and side rails, decorated with curtains and uniform two-line signs are provided without charge. Booth back wall drapes are 8 feet in height. Exhibitor is expected to comply with booth construction regulations outlined in the Exhibitor Service Manual. It is Exhibitor's responsibility to provide these regulations to its Exhibitor-Designated Contractor (EDC). Island booths cannot exceed 20' in height including but not limited to fixtures, components, trusses, and identification signs. ASM Exhibits Management requires all island booths to submit complete booth diagrams for review and approval. Complete booth diagrams include: heights and widths on all structures, overview of booth, and isometric views of booth.

Cancellation Policy

Organizations participating in the exhibition may cancel the lease of exhibit space or reduce the exhibit space reserved at any time with written notice to ASM Exhibits Management via postal mail, email, or fax. The following schedule will be used when acknowledging booth cancellations:

- Booth cancellation requests received by September 22, 2017, will receive a refund of fees paid less a 10% processing fee of total exhibit space reserved.
- Booth cancellation requests received after September 22, 2017 and before January 31, 2018 will receive a refund of 50% of the total exhibit space reserved.
- No refunds will be made for cancellations received after January 31, 2018.
- If an exhibitor cancels their exhibit space after January 31, 2018, they will be responsible for paying any unpaid balance, if one exists. ASM reserves the right to resell any canceled exhibit space without any notification to the canceling party, or without refunding any fee paid by the exhibitor.



Rules and Regulations

Reduction Policy

Organizations participating in the exhibition may reduce the lease of exhibit at any time with written notice to ASM Exhibits Management via postal mail or email. The following schedule will be used when acknowledging booth reductions:

- Booth reduction requests received by October 27, 2017, will require a penalty payment of 10% of the total exhibit space reserved.
- Booth reduction requests received after October 27, 2017 and on or before March 2, 2018, will require a penalty payment of 50% of the total exhibit space reserved.
- No refunds will be made for reduction requests received after March 2, 2018.

ASM reserves the right to resell any canceled exhibit space without any notification to the canceling party, or without refunding any fee paid by the exhibitor. If exhibitor fails to close out the balance of their reduced or cancelled space, they will be asked to close this out prior to exhibiting any of the following years.

FDA Regulations and Restrictions

All medical devices or pharmaceutical products either exhibited or described in exhibitor literature must satisfy U. S. Food and Drug Administration (FDA) requirements—full compliance with applicable FDA approvals as well as with its guidelines regarding display, promotion and marketing of medical products. If an exhibited product remains under clinical investigation or investigational new drug application (INDA) procedures, that fact must be prominently disclosed. (Information regarding FDA regulations and approvals may be secured from the Agency.)

Additional constraints may apply pending further FDA guidelines and ASM imposed regulations, and the Exhibitor agrees to comply with all then-applicable restrictions. ASM reserves the right to terminate this agreement, close the exhibit and remove the Exhibitor's property should ASM Exhibits Management determine, at its sole discretion that the exhibitor has violated these restrictions or is otherwise ineligible to participate in the show. The Exhibitor agrees to indemnify, hold harmless and defend ASM should any of its products or literature violate these rules, or transgress FDA requirements.

Fire Protection

Exhibitors must comply with all local fire regulations. Booth decorations must be flame-proofed, and all hangings must clear the floor. Electrical wiring must conform to all federal, state, and municipal government requirements. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, ASM reserves the right to cancel all or such part of the exhibit as may be irregular.

Insurance

It is the responsibility of each exhibitor to maintain insurance against injury, property damage, theft, fire, and any other forms of property loss. Exhibitor shall maintain at a minimum the following insurance: Workers' Compensation insurance—statutory requirements; Employer's Liability insurance—\$100,000 each accident, \$500,000 policy limits, and \$100,000 each employee; Commercial General Liability insurance—\$1,000,000 each occurrence; Personal Injury Liability insurance—\$1,000,000 each occurrence; Business Automobile Liability—\$1,000,000 each accident; Umbrella Liability—limit of not less than \$1,000,000. If requested by

ASM, Exhibitor shall provide ASM with certificates evidencing the required coverage before the conference. The exhibitor will, at its sole cost and expense, procure and maintain throughout the term of this contract worker's compensation and occupational disease insurance in full compliance with all federal and state laws governing all of the exhibitor's employees engaged in the performance of any work for the Exhibitor.

Mergers

In the event that an exhibiting company merges with, is acquired by, or purchases another exhibiting company, the seniority accumulated by either company (which is higher) will be used. ASM must be notified in writing of such changes, including a public announcement of the transaction.

Observance of Laws and Rules

The exhibitor must comply with all laws, rules, regulations and ordinances of federal, state and local government authorities, and all rules of the show building, the Georgia World Congress Center. Exhibitors will not display or bring into the exhibit any animal, bird, fish, or other non-human creature without written permission of ASM Exhibits Management and the Georgia World Congress Center.

Booth Activities, Promotions and Giveaways

Prior written consent of ASM is required for any giveaway or contest, for the employment or use of live model, demonstration or solicitor, and for any device for the mechanical reproduction or capture of sound or images. In all cases, all exhibitor activities must be confined to the exhibit space allotted by ASM Exhibits Management. ASM, at its sole discretion, may withdraw its consent for booth demonstrations and activities at any time, in which event the exhibitor shall terminate such activity immediately. Distribution of pamphlets, brochures or any advertising matter must be confined to the exhibit space unless expressly approved by ASM Exhibits Management.

Exhibitor-Designated Contractors

Exhibitor-Designated Contractors (EDCs) registered by the contracted exhibitor by March 2, 2018, deadline may provide installation and dismantling services for the exhibitor. The EDC must honor ASM's policies.

By April 27, 2018, any appointed Exhibitor-Designated Contractor must mail an original (facsimiles are not accepted) insurance certificate to ASM in the amount of \$1,000,000 liability to include General Liability and Property Liability damage, and showing full coverage for installation and dismantling days. This insurance certificate must be accompanied by a list of the clients you will be servicing at ASM Microbe 2018.

Inability to Hold Show

If, because of war, fire, strike, terrorist acts, exhibit facility construction or renovation project, government regulation, public catastrophe, act of God or the public enemy or other cause beyond the control of ASM, the Show or any part thereof is prevented from being held, is canceled by ASM, or the exhibit space becomes unavailable, ASM, in its sole discretion, shall determine and refund to the exhibitor its proportionate share of the balance of the aggregate exhibit fees received which remains after deducting expenses incurred by the ASM and reasonable compensation to the ASM, but in no case shall the amount of the refund to exhibitor exceed the amount of the exhibit fee paid.



Rules and Regulations

Subletting of Exhibit Space

Subletting or sharing of exhibit space is not permitted. There may only be one approved exhibitor/company represented in an assigned standard exhibit booth. A participating exhibitor may not assist a non-participating representative in gaining access to the Exhibit Hall. This includes public relations firms and other third party vendors. All signs, advertisements, publications, materials, products, and representatives' badges must reflect the name of the contracted exhibiting company. Refer to additional guidelines on the website.

Photography/Video Policy

Photographing or videotaping any exhibit booth is strictly prohibited. If a picture or video of your booth is desired, please contact the official ASM photographer. ASM Exhibits Management or security will confiscate the film or tape of any exhibitor who violates this rule. Attendance at, or participation in (as an exhibitor), ASM meetings and other activities constitutes an agreement by the exhibitor to ASM's use and distribution (at any time) the exhibitor's image or voice in photographs, videotapes, electronic reproductions, and audio tapes of such events and activities.

An exhibit booth and/or product(s) may be photographed or videotaped only with the expressed permission of the contracted exhibitor of that booth.

Security/Loss Prevention

ASM will provide 24-hour security beginning with the first day of move in and continuing until the Exhibit Hall is vacated. ASM and the Georgia World Congress Center are not responsible for any loss of or damage to exhibitor property. Service forms for additional security personnel will be included in the Exhibitor Service Manual. Exhibitors are responsible for their equipment and property. All property of the exhibitor is understood to remain under his/her custody and control in transit to, within, and in transit from the confines of the Exhibit Hall. Security guards will patrol the aisles and perimeters of the exhibit area, but ASM, its agents and contractors, and the Georgia World Congress Center do not guarantee or protect the exhibitor against loss of any kind. Each party agrees to be responsible for its own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by fire and extended coverage policy.

Selling of Products or Services

To assist companies with maximizing their exhibiting opportunity, exhibitors will be allowed to sell their products/services in the Exhibit Hall. Selling and processing of products/services are permitted if the products/services are the exhibitors' own unaltered, marketed products; the products and services are directly related to the conduct of science or medicine by ASM attendees; and all transactions are conducted in a manner consistent with the professional nature of the meeting. The exchange of checks and credit cards for a product or service is allowed. Every transaction must be accompanied by a receipt for the purchaser. For security reasons, cash transactions are discouraged. It is the responsibility of the exhibitor to have all licenses, permits, and/or registrations required by the conference venue, city, municipality, and/or state.

The exhibitor is responsible for compliance with all applicable tax laws. For application and information contact <https://dor.georgia.gov/sales-use-taxes-fees-excise-taxes> or 877-423-6711.

Sound Restrictions

At no time should music, videos, or any electrical or other mechanical apparatus be played at a level that interferes with a neighboring exhibitor's booth activities. Computers and television screens using audio/visual may be placed in booths provided that screens and receivers are placed in the rear of inline booths and the center of island booths to eliminate noise and congestion in the aisles and provided that the sound is held at a low level. Speakers and other sound devices must be positioned so sound is directed into the booth rather than into an aisle. ASM Exhibits Management reserves the right to determine what is appropriate regarding music, music volume, and video noise. ASM reserves the right to determine at what point sound constitutes interference with others and whether it must be discontinued.

Storage, Packing Crates, and Boxes

The exhibitor will not be permitted to store packing crates and boxes in the booth or the exhibit areas during the exhibit show hours. If there are unsightly boxes and/or storage behind booths, ASM Exhibits Management will instruct Freeman Expositions, Inc., to erect an end cap on corner booths at the exhibitor's expense. It is the exhibitor's responsibility to mark and identify all crates and boxes. Crates not properly marked or identified may be destroyed. No trunks, cases, or packing material shall be brought into or out of exhibit spaces during exhibit hours.

Union Labor

The exhibitor must comply with all union regulations applicable to installation, display and dismantling of its exhibit space, and all labor contracts and labor regulations in effect in the convention facility for the show. Full union guidelines will be included in the Exhibitor Service Manual.

Use of ASM's Name/Logo

The names, insignias, logos, and acronyms of ASM are proprietary and use of these items is prohibited without the written permission of ASM.

Violation of Rules and Regulations

As a condition for exhibiting, each exhibitor shall agree to observe all policies on and off the show floor. The action taken against an exhibitor for violation of rules and regulations will be determined on the basis of the particular circumstances of each case. Some infractions will be communicated in a warning notice that may not result in a violation penalty assessed, if in the sole discretion of the ASM Exhibits Manager it is deemed that corrective measures were completed within a timely fashion and no other parties were negatively impacted. Prior years' warnings and penalties may be taken into account in assessing penalties. ASM reserves the right to levy a more severe penalty, including refusal of or termination of the exhibit, at its sole discretion without progressing through each of the following successive steps. In the event of such restriction or eviction, ASM will not be liable for any refunds on rentals or other exhibit expenses.

For most violations, the following penalties will be enforced: First violation—loss of 50% of priority points; second violation—loss of 100% of priority points; third violation—one year suspension of exhibit privileges; subsequent violations—company will not be eligible to exhibit at future ASM meetings. All sanctions also apply to non-exhibiting companies with an ASM exhibiting history.