

*Exhibitor/Sponsorship Prospectus: Advantage Business Media Science Group's 2<sup>nd</sup> Annual*

## Strategic Lab Management Conference Balancing HR Demands and Business Imperatives October 17-18, 2007 \* Navy Pier \* Chicago, Illinois



### **Make Your Mark at An Important Meeting of Potential Clients. *Reserve Your Space Now.***

The modern laboratory manager has to meet the strategic goals of his or her enterprise, while responding to the demands of various clients, employees and regulators. ABM Science Groups's *Strategic Lab Management Conference*—designed for technical executives, laboratory directors and managers, R&D directors and managers, technical directors, scientists, chemists, and engineers—provides an incisive, business-oriented perspective on current and looming issues in the laboratory environment.

*This is an unequalled opportunity to showcase your company to a receptive, responsive and eager audience. A unique focus on the changing dynamics of laboratory management will make this a "must-attend" event for key decision makers who are planning for the purchase of capital equipment, IT resources, chemicals, and other supplies.*

Lab managers face constant human resource pressures—attracting and retaining quality staff is a major challenge. They must understand a vast array of quality systems requirements, necessitating intricate documentation and workflow management. They must respond to changing health, safety and environmental regulation, where information sources are difficult to come by and lack of knowledge about

#### **In Conjunction with the R&D 100**

This year's conference is held in conjunction with the prestigious R&D 100 awards ceremony, providing an additional incentive for attendees and an larger audience for exhibitors.

regulatory changes is no excuse. And the majority of labs are scheduled to undergo a major expansion, retrofit or replacement.

The Strategic Laboratory Management Conference will address these key issues and more. Reserve your space now to meet with these strategic decision makers.

#### **Produced by Industry Leaders**

The Strategic Lab Management Conference is produced by industry leading publications *Laboratory Equipment*, *Bioscience Technology*, *Drug Discovery & Development* and *R&D*. Conference content is delivered with the same editorial quality and informational integrity that readers have come to expect from these publications, guaranteeing you the largest possible audience.

#### **An Audience of Key Decision Makers**

Previous attendees included: *Lab Managers \* Research & Development Managers/Directors \* Technical Directors \* General Administrators \* Scientists \* Chemists \* Engineers \* Quality Control Managers/Directors \* Lab Managers/Directors \* Senior Scientists \* Core Facility Managers/Directors \* Group/Project/Section Head or Leaders*

#### **An Incisive Conference Agenda**

Conference content is based on feedback from previous attendees, surveys and interviews with key decision makers. Response to these topics has been very strong. Five hours of dedicated exhibit time and an easy two-day in-and-out exhibit schedule makes this an extremely efficient marketing opportunity.

## Exhibit Opportunities Are Limited— Reserve Your Space Today

### Exhibit Fee: \$3,000

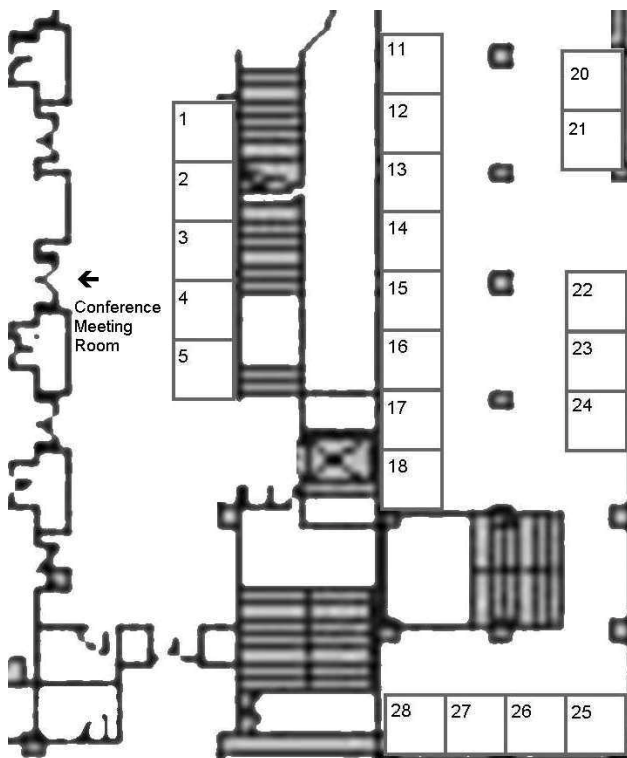
Your Exhibit Reservation Includes:

- 8' x 8' booth space with table and chairs
- Full Access Conference Pass (\$825 value)
- Admission to lunch, reception and networking opportunities
- Access to conference attendee list before and after the conference
- Inclusion on all marketing collateral—with over 760,000 marketing impressions
- Unlimited discount email conference passes for distribution to your customers
- 7" x 40" company ID sign
- The opportunity to insert your marketing materials in conference welcome packets

### Call for more information, or to reserve:

Abby Gray, National Sales Manager  
 Advantage Business Media  
 100 Enterprise Drive, Suite 600, Box 912  
 Rockaway, NJ 078966-0912  
 Email: abigail.gray@advantagemedia.com  
 Phone: +1 617-337-5182 Fax: +1 973-920-7542

### Exhibit Floor Plan



## Additional Sponsorship Opportunities Help You Make a Stronger Impression

### Partnering Sponsorships

Take your conference profile to the next level with a limited Partnering Sponsorships:

**PLATINUM SPONSORSHIP** exclusively guarantees that the sponsor's logo will appear above the conference title on all promotional materials—delivering over 780,000 marketing impressions. Plus a double booth space, and the opportunity to make a welcoming statement at the opening of the conference luncheon.

Sponsorship Fee ..... \$9,000  
 Deadline ..... June 12

**GOLD SPONSORSHIP** is limited to three and guarantees that the sponsor's logo will appear below the conference title on all promotional materials—delivering over 780,000 marketing impressions.

Sponsorship Fee ..... \$6,000  
 Deadline ..... June 12

### Hospitality Sponsorships

Make a deeper impression on attendees. *Please note that these prices are not inclusive of exhibit fees.*

#### NETWORKING RECEPTION SPONSOR

Signage and a welcoming announcement highlight your sponsorship, plus additional promotion. *Call for complete details.*

Sponsorship Fee ..... \$5,000  
 Deadline ..... June 30

#### REFRESHMENT BREAK SPONSOR

Signage, announcements and coffee cups highlight your sponsorship. Includes additional promotion. *Call for complete details.*

Sponsorship Fee ..... \$2,500  
 Deadline ..... June 30

#### CONFERENCE TOTE BAG SPONSOR

Every attendee receives a tote bag with your logo and promo materials. Includes additional promotion. *Call for complete details.*

Sponsorship Fee ..... \$1,800  
 Deadline ..... June 30

# APPLICATION and CONTRACT

## Strategic Lab Management Conference

October 17-18, 2007 \* Navy Pier \* Chicago, Illinois

Please reserve exhibit space in THE STRATEGIC LAB MANAGEMENT CONFERENCE to be held OCTOBER 17-18, 2007. We request the booth listed below. If our space choice has been allocated, we request that show management assign what is considered to be the best available. **(Please direct any questions to Abby Gray at +1 617-337-5182)**

### SPACE PREFERENCES

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_

### BOOTH/SPONSORSHIP COSTS

\_\_\_\_\_ standard exhibit booth at \$3,000 = \$ \_\_\_\_\_  
Other Sponsorship: = \$ \_\_\_\_\_  
**Total Cost for Exhibiting** = \$ \_\_\_\_\_  
Payment Terms: 50% of total due with contract = \$ \_\_\_\_\_  
Addl. 50% (100% of total) due by July 24, 2007 = \$ \_\_\_\_\_  
Amount Enclosed with this Application = \$ \_\_\_\_\_

Booth Number Assigned

### CANCELLATION

If written notice of cancellation is given after:

The cancellation fee is:

March 31, 2007..... 50% of Total Cost for Exhibiting  
July 24, 2007..... 100% of Total Cost for Exhibiting

### EXHIBITOR INFORMATION

Company Name (as you want it published) \_\_\_\_\_

Address (No P.O. Boxes) \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Company Email Address \_\_\_\_\_

Company Web Address \_\_\_\_\_

### CONTACT INFORMATION

Primary Contact \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_

Secondary Contact \_\_\_\_\_ Phone \_\_\_\_\_

Marketing Contact \_\_\_\_\_ Phone \_\_\_\_\_

We understand this application becomes a binding contract when accepted by Advantage Business Media Inc. We agree to abide by the terms and conditions published on the reverse side of this contract.

AgABM to \_\_\_\_\_ Date \_\_\_\_\_  
(Signature of Official Company Representative)

AgABM to \_\_\_\_\_ Date \_\_\_\_\_  
(Signature of Advantage Business Media Representative)

**Please return original contract (no copies) Please Make Checks Payable to:** Advantage Business Media

**Fax or Mail To:** Abby Gray, Advantage Business Media, 100 Enterprise Drive, Suite 600, Box 912, Rockaway, NJ 07896-0912 Fax: +1 646-349-5745

## Terms & Conditions

### THE STRATEGIC LAB MANAGEMENT CONFERENCE

#### Defined Terms

The term "Event" means THE STRATEGIC LAB MANAGEMENT CONFERENCE, currently scheduled to be held on OCTOBER 17-18, 2007 (the "Event Dates"). The event is produced and managed by Advantage Business Media, Inc. (ABM). As used hereinafter, the term "Organizers" means ABM, Inc., and their respective officers, directors, shareholders, agents, affiliates, representatives, employees and assigns, unless the context requires otherwise. The term "Exhibitor" means the company or person or any of its officers, directors, shareholders, employees, contractors, agents or representatives that applied for exhibit space rental and agreed to enter into this contract upon acceptance by ABM in the manner stated below.

#### Contract Acceptance

The contract shall become effective only when it has been signed by Exhibitor and counter-signed on the facing page by a duly authorized representative of ABM.

**Assumption of Risks:** Releases Exhibitor expressly assumes all risks associated with, resulting from or arising in connection with Exhibitor's participation or presence at the Event, including, without limitation, all risks of theft, loss, harm or injury to the person (including, death), property, business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God or otherwise. Exhibitor has sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtesy storage areas), including any subrogation claims by its insurer. Neither ABM nor the Exhibit Facility accepts responsibility, nor is a bailment created, for property delivered by or to Exhibitor. Neither the Organizers nor the Exhibit Facility, nor any of their respective officers, directors, shareholders, agents, employees, representatives or assigns, shall be liable for, and Exhibitor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, damages and liabilities described in this paragraph.

#### Indemnification

Exhibitor shall indemnify, defend (with legal counsel satisfactory to ABM), and hold the Organizers and the Exhibit Facility harmless on a current basis from, any and all claims, demands suits, liability, damages, losses, costs, reasonable attorneys' fees and expenses which result from or arise in connection with: (a) Exhibitor's participation or presence at the Event, including (b) any breach by Exhibitor of any of agreements, covenants, promises or other obligations under this contract; (c) any matter for which Exhibitor is otherwise responsible under the terms of this contract; (d) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right; (e) any libel, slander, defamation or similar claims resulting from the actions of Exhibitor; (f) harm or injury (including death) to Exhibitor; and (g) loss of or damage to property or the business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance or otherwise.

#### Limitation of Liability

Under no circumstances shall the Organizers or the Exhibit Facility be liable for any lost profits or any incidental, special, indirect, punitive or consequential damages whatsoever for any of their acts or omissions or any act or omission of any of their respective contractors, agents, employees or representatives, whether or not apprised of the possibility of any such lost profits or damages. In no event shall the Organizers' maximum liability under any circumstance exceed the amount actually paid to them by Exhibitor for exhibit space rental. The Organizers make no representations or warranties, express or implied, regarding the number of persons who will attend the Event or regarding any other matters.

#### Qualifications of Exhibitor

ABM, in its sole discretion, determines whether a prospective exhibitor is eligible to participate in the Event. Eligibility is generally limited to persons or firms who supply products and services to the electronics industry. Applicants who have not previously exhibited at the Event may be required to submit a description of the nature of their business and the items to be exhibited. ABM reserves the right to restrict or remove any exhibit which ABM, in its sole discretion, believes is objectionable or inappropriate.

#### Cancellation by ABM

If Exhibitor fails to make a required payment as described in this contract, ABM may terminate Exhibitor's participation in the Event without further notice and without obligation to refund moneys previously paid. ABM reserves the right to refuse Exhibitor permission to move in and set up an exhibit under this contract if the Exhibitor is in arrears of any payment due to ABM. ABM is expressly authorized (but has no obligation) to occupy or dispose of any space vacated or made available by reason of action taken under this paragraph in such manner as it may deem best, and without releasing the Exhibitor from any liability hereunder. ABM may also terminate this contract effective upon written notice of termination if Exhibitor breaches any of its obligations under this contract, without any obligation on ABM's part to refund any payments previously made and without releasing Exhibitor from any liability arising as result of or in connection with such breach. If ABM removes or restricts an exhibit which is considered objectionable or inappropriate, no refund will be due to the Exhibitor.

#### Cancellation of the Event

If Organizers cancel the Event due to circumstances beyond the reasonable control of Organizers (such as acts of God, acts of war, governmental emergency, labor strike or unavailability of the Exhibit Facility), ABM shall refund to each Exhibitor its exhibit space rental payment previously paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities of ABM to Exhibitor. Organizers reserve the right to cancel, re-name or locate the Event or change the dates on which it is held. If Organizers change the name of the Event, re-locates the Event to another event facility within the same city, or change the dates for the Event to dates that are not more than 30 days earlier or 30 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to the Exhibitor, but ABM shall assign to the Exhibitor, in lieu of the original space, such other space as ABM deems appropriate and the Exhibitor agrees to use such space under the terms of this contract. If Organizers elect to cancel the Event other than for a reason previously described in this paragraph, ABM shall refund to each Exhibitor its entire exhibit space rental payment previously paid, in full satisfaction of all liabilities of ABM to Exhibitor.

#### Exhibit Space Occupancy

Hours and dates for installing, occupying and dismantling exhibits shall be those specified by ABM. If Exhibitor fails to install its display in its assigned space or leave its space unattended during the Exhibit hours, ABM shall have the right to take possession of the space and no refund will be due to the Exhibitor. All exhibits must be open for business during the Event hours. Exhibitor may not dismantle the display until the Event is officially closed by the Organizers.

#### Listings and Promotional Materials

By exhibiting at the Event, Exhibitor grants ABM a fully-paid, perpetual non-exclusive license to use, display and reproduce the name, trade names and product names of Exhibitor in any directory listing the exhibiting companies at the Event and to use such names in ABM promotional materials. ABM shall not be liable for any errors in any listing or descriptions or for omitting any Exhibitor from the directory or other lists or materials.

#### Care of Exhibit Facility

Exhibitor shall promptly pay for any and all damages to the Exhibit Facility or associated facilities, booth equipment or the property of others caused by the Exhibitor or any of its employees, agents, contractors or representatives.

#### Taxes and Licenses

Exhibitor shall be solely responsible for obtaining any licenses, permits or approvals under federal, state or local law applicable to its activities at the Event. Exhibitor shall be solely responsible for obtaining any necessary tax identification numbers and permits and for paying all taxes, license fees, use fees, or other fees, charges or penalties that become due to any governmental authority in connection with its activities at the Event.

#### Insurance

Exhibitor shall at its own expense secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of Exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with Exhibitor's obligations under this paragraph.

(A) Worker's Compensation insurance; (B) Employers' Liability insurance with limits not less than \$1,000,000 each accident; (C) Comprehensive General Liability insurance with limits not less than \$1,000,000 each occurrence combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable); (D) Automobile Liability insurance with limits not less than \$500,000 each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned and hired vehicles, including loading and unloading operators.

Comprehensive General Liability and Automobile Liability insurance policies shall name as additional insureds ABM, Inc. and each of its subsidiaries. Copies of additional insured endorsements and primary coverage endorsements and, if requested, complete copies of policies, satisfactory to ABM, shall be furnished to ABM sixty (60) days before the first day of the event. Certified copies of the Certificates of Insurance or policies shall provide that they may not be canceled without 30 days advance written notice to ABM.

#### Copyrighted Materials

Exhibitors shall not play or permit the playing or performance of, or distribution of any copyrighted material at the Event unless it has obtained all necessary rights and paid all required royalties, fees or other payments.

#### Observance of Laws

Exhibitor shall abide by and observe all federal, state and local laws, codes, ordinances, rules and regulations, and all rules and regulation of the Exhibit Facility (including any union labor work rules). Without limiting the foregoing, Exhibitor shall construct its exhibits to comply with the Americans with Disabilities Act.

#### Additional Terms and Conditions

Organizers have sole control over attendance policies. Except as provided to the contrary in this contract, all moneys paid by Exhibitor shall be deemed fully earned and non-refundable at the time of payment. Exhibitor and each of its employees, agents and

representatives shall conduct themselves at all times in accordance with normal standards of decorum and good taste. In addition to its right to close an exhibit and withdraw acceptance of the contract, ABM in its sole judgment may refuse to consider for participation in future Events an Exhibitor who violates or fails to abide by the contract and any of the accompanying rules and regulations. This contract and the accompanying rules and regulations represents the entire agreement between the Exhibitor and ABM with respect to the Event. Any amendment to this contract must be in writing and signed by an authorized representative of ABM. Exhibitor may not assign this contract or any right hereunder nor may Exhibitor sublet or license all or any portion of assigned exhibit.

#### Contractor Services

In the interest of making available the best qualified craftsmen in numbers sufficient to handle all of the services necessary for the operation of the Event, ABM has contracted on an exclusive basis official contractors to provide certain services. Service companies other than the official contractors will not be allowed to perform any of these exclusive services. Non-exclusive services may be performed by exhibitor-appointed contractors (EAC) within certain guidelines. A complete listing of exclusive services and EAC guidelines will be provided in the Exhibitor Service Manual.

#### Character of Displays; Use of Aisles and Common Areas

Distribution of samples and printed matter of any kind, and any promotional material, is restricted to the exhibit booth. Each Exhibitor agrees to exhibit only products which it manufactures, represents or distributes. All exhibits shall display products or services in a tasteful manner. The aisles, passageways, and overhead spaces remain strictly under control of ABM and no signs, decorations, banners, advertising material or special exhibits will be permitted in the aisles except by written permission of ABM. Uninformed attendants, models and other employees must remain within the booths occupied by their employers. Any and all advertising distribution must be made from the Exhibitor's booth space. Samples, souvenirs and advertising material may be distributed by the Exhibitor only from within his or her booth. Balloons and stickers are prohibited in the exhibit area. (Handouts with gummed backing that adhere or cause adhesion are considered stickers.) Equipment must be arranged so that show visitors do not stand in the aisle while examining equipment or watching demonstrations. Strolling entertainment or moving advertisements outside of an Exhibitor's exhibit space is prohibited.

#### Sound Devices

The use of devices for mechanical reproduction of sound or music is permitted, but must be controlled. Sound of any kind must not be projected outside of the exhibit booth. Exhibitors are specifically prohibited from employing any carnival-type attraction, animal or human, or from operating such noise-creating devices as bells, horns or megaphones.

#### Fire and Safety Laws

Federal, State and City Laws must be strictly observed. A full listing of these fire and safety regulations will be found in the exhibitor service manual.

#### Outside Exhibits/Hospitality Suites

Exhibitors are prohibited, without express written approval from ABM, from displaying products/services and/or other advertising material in areas outside their booth space such as, but not limited to, parking lots, hotel lobbies, lounges, corridors, sleeping rooms, etc., as well as unauthorized facility tours. Exhibitors also agree not to operate hospitality suites during hours in which the Event is open or when any Organizer-sponsored activities are being held. Exhibitors hosting hospitality functions are prohibited from holding those activities during official Event hours. Only Exhibitors paying the Event participation fee are permitted to host a hospitality function, in an official Event hotel. All requests for a hospitality suite or public function space must be made through the Organizers. If an Exhibitor cancels or fails to occupy the exhibit space during official Event hours, the Organizers reserve the right to notify the hotel to cancel any hospitality space and/or hotel guest rooms under that Exhibitor's name. Exhibitor shall remain liable for the payments made to the hotel.

#### Exhibitor Service Manual

Approximately three (3) months from the Event, ABM will send an Exhibitor Service Manual to the "Primary Contact" listed on the front of this agreement. The Exhibitor Service Manual will include information integral to your company's participation at the Event, including but not limited to: additional exhibitor rules and regulations, official contractor order forms, registration, shipping and drayage, utilities and building services, decorator, audio/visual, exhibitor display rules, and move-in/move-out schedules.

#### Incorporation of Rules and Regulations

Any and all matters pertaining to the Event and not specifically covered by the terms and conditions of this contract shall be subject to determination by ABM in its sole discretion. ABM may adopt rules or regulations from time to time governing such matters and may amend or revoke them at any time, upon reasonable notice to Exhibitor. Any such rules and regulations (whether or not included in an Exhibitor Service Manual or similar document) are an integral part of this contract and are incorporated herein by reference. Exhibitor shall observe and abide by additional regulations made by ABM as soon as these additional rules or regulations are communicated to Exhibitor.