



# Exhibit Booth Application and Contract

## *Sheraton Charlotte*



Two days of exhibits will be held in up to 44 booths located in the Symphony Ballrooms I-IV (see attached floorplan) along with Refreshments and Poster Sessions. An Exhibition kickoff will start at 5:00 PM on Wednesday November 8, 2017. Heavy hors d'oeuvres and refreshments with a SciMix Poster session before the 7:00 PM Plenary talk will encourage high attendee participation at the Exhibition.

Expect to make contact with over 2000 scientists representing more than 300 institutions covering the ACS southeastern region. Exposition times: Wednesday 11/8 5PM – 8PM, Thursday 11/9 8:20AM – 7PM, and Friday 11/10 8:30AM – 1PM. Box lunches for exhibitors and a break area will be available during the Thursday Expo session Exhibitor Seminars! 16 1-h slots available over the 2-day Exposition. Possible workshop opportunities are available.

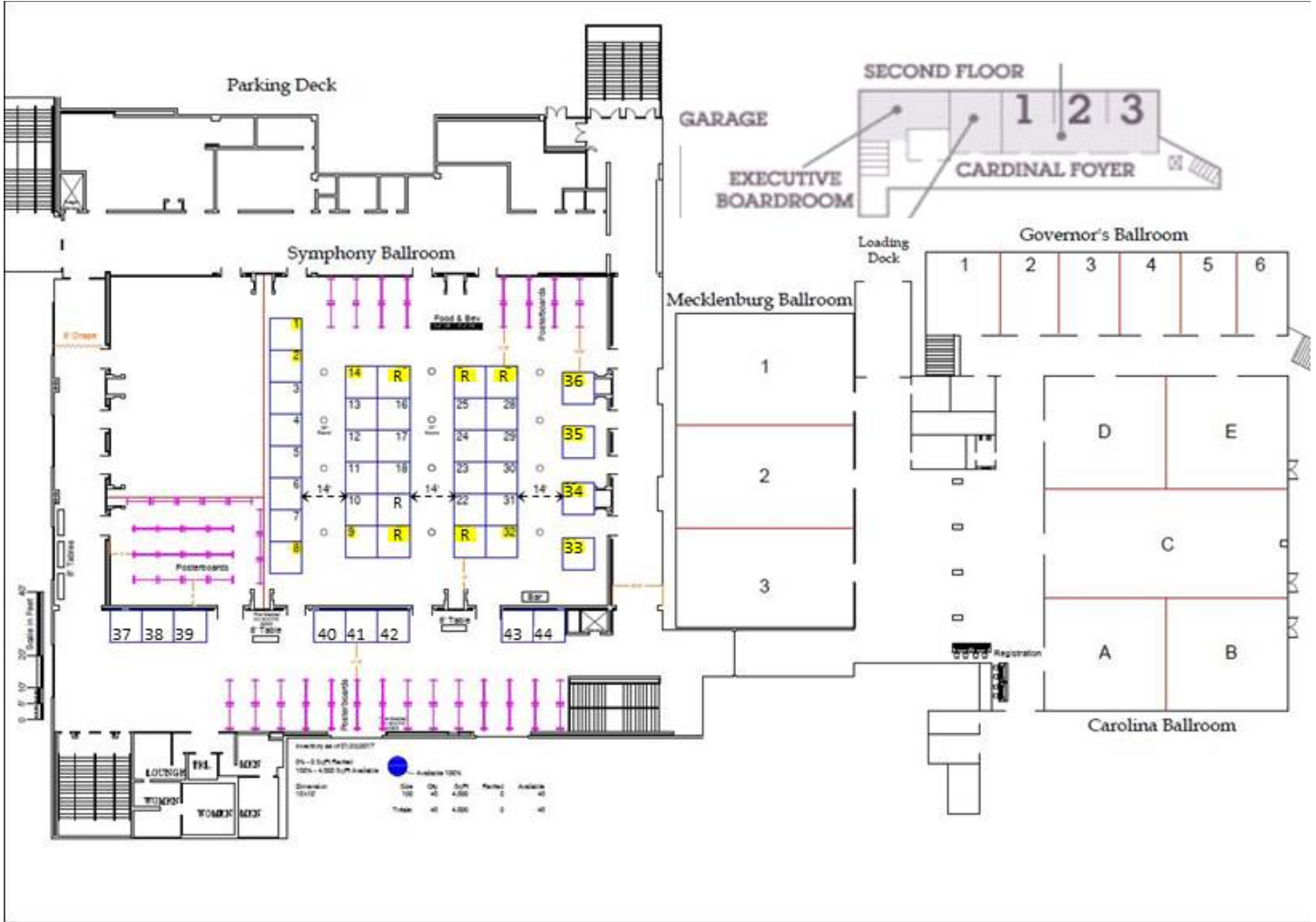
### **Exhibitor Scavenger Hunt (\$100 participation fee)**

Up to ten (10) exhibitors will be able to participate in the exhibitor scavenger hunt. The scavenger hunt card/app will have the names and logos of the participating exhibitors, a description of the rules, and the prize(s) offered. Attendees will have to acquire stamps from all participating exhibitors to be eligible for the prize drawing, which will be held at the close of the exhibition on Friday. The prize will be valued at \$300 or more. Contact the Exposition Chair, Jordan Poler ([jcpoler@uncc.edu](mailto:jcpoler@uncc.edu)), prior to including the \$100 participation fee in your payment to confirm that there is still space available.

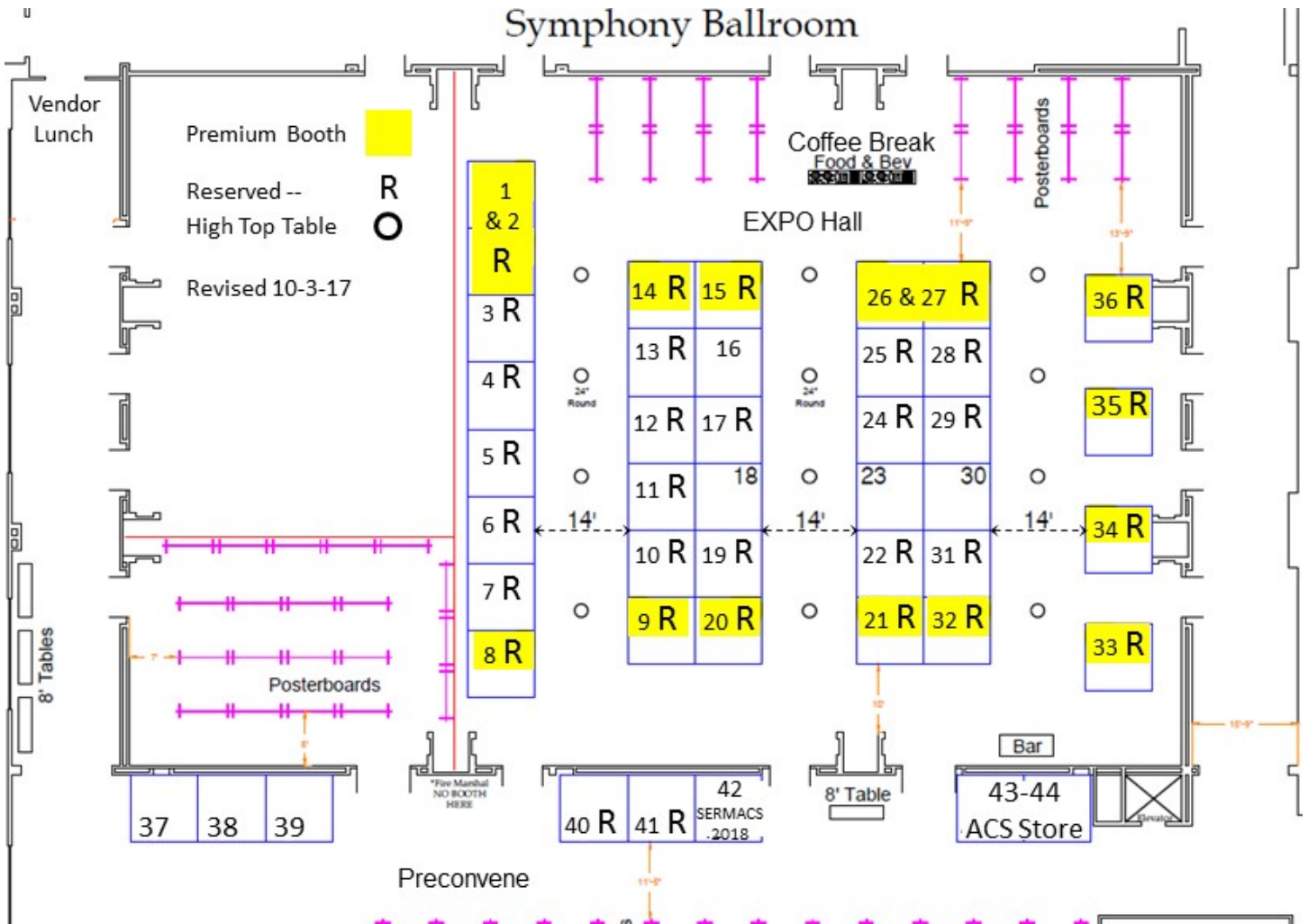
### **Refreshment Break Sponsorships (\$1000 each)**

Sponsorship of refreshment breaks are available for \$1000. Each \$1000 refreshment break sponsorship will feature the placement of a 28" × 44" sign with the exhibitor's company name, logo and tagline (short text) below the wording "Refreshment Break generously sponsored by..." in the immediate vicinity of the refreshment table or beverage area for the duration of the break (~60 minutes). Up to six (6) refreshment break sponsorships are available. Contact the Exposition Chair to confirm that there is still space available. Choice of day & time for sponsorship placement will be on a first come, first serve basis and must be arranged with the Exposition Chair at the time of payment.

# Conference Layout



Exposition Layout: Revised 10-3-17



## **BOOTH EXPOSITION RULES AND REGULATIONS**

1. **CONTRACT FOR SPACE.** The receipt by SERMACS 2017 of your signed application/contract, accompanied by payment of the reservation fee, will constitute a contract for the right to use the allocated space. To be honored, applications must be on the official form (copy allowed) accompanied by payment for the full amount. Cancellations cannot be accepted after September 7, 2017 unless SERMACS 2017 is able to resell the space. In the event of fire, strike or other uncontrollable circumstance rendering the exhibition unfit or unavailable for use, this contract will not be binding. If such an event occurs prior to the start of the exhibition, the reservation fee will be refunded.
  
2. **SPACE ASSIGNMENT.** Spaces will be assigned on a first-come, first-serve basis with the receipt of the signed application/contract and fee, using the date of the postmark/Fax timestamp to establish the order. SERMACS 2017 will endeavor to honor the choice of space as noted on the contract, in order of stated preference. In the event that the preferred spaces have been assigned previously, SERMACS 2017 will attempt to contact the Exhibitor to establish an alternate choice. Otherwise SERMACS 2017 reserves the right to assign space as equitably as possible.
  
3. **SPACE RENTAL.** All single\* booths are 10' wide x 10' deep and include:
  - Two (2) Exhibitor badges (Recipients **MUST** be listed on application)
  - Booth Identification Sign (7" x 44")
  - 8' High backwall drape, 3' high sidewall drapes
  - 8' Skirted table
  - Two (2) chairs
  - Wastebasket
  
  - 120 Volt Outlet 15 AMP with Extension Cord and Power Strip  
(contact Exhibitor Chair for non-standard electricity requests, additional costs may apply)
  - Free WiFi access
  - General overhead illumination
  - General Security provided by Sheraton Charlotte
  - Options:  
Other booth options provided by Fern Expo and the Sheraton Charlotte (additional costs may apply)

\*Double booths include four (4) exhibitor badges and twice the other items listed above.
  
4. **ADDITIONAL FURNISHINGS AND SHIPPING.** Additional furnishings, storage, drayage, setup, and take-down labor will be available from Southern Exhibition Services (SES). An Exhibitor Service Kit outlining services and rates will be sent to you along with a confirmation of booth assignment. Exhibitors have the prerogative to bring their own material into the Sheraton Charlotte exhibit area. Sheraton Charlotte staff will have control of all traffic into and out of the Sheraton Charlotte in order to keep aisles clear and provide efficient and orderly access to the exhibit area. Sheraton Charlotte staff cannot accept shipments.
  
5. **INSTALLATION OF EXHIBITS.** Installation may begin at 8AM, Wednesday, November 8, 2017 and all exhibit setup must be completed before the Exhibit Opening at 5PM. Unclaimed space will be reassigned without refund of reservation fee.

6. **DISMANTLING EXHIBITS.** Exhibitors may not begin dismantling activities until after 1pm Friday, November 10, 2017. All packing must be completed by 2PM, Friday, November 10, 2017.
7. **SPACE RESTRICTIONS.** All demonstrations, discussion and other activities, such as the distribution of descriptive literature of any kind, must be confined to the exhibitor's own booth or otherwise approved area. No exhibitor shall assign, sublet, or share the whole or any part of his assigned space without approval of SERMACS 2017. Booth displays should not be placed in such a manner as to interfere with other exhibitors. No tall sidewall panel shall project farther than 48 inches from the main back wall, and no equipment of abnormal height (greater than 8 feet) shall be allowed along the side rails. There shall be no obstruction of the aisles.
8. **FIRE PRECAUTIONS.** Exhibitors are expected to use good sense in the choice of and implementation of display materials. All packing containers and similar materials are to be removed from sight upon completion of the booth arrangement. All electrical work and wiring must be approved and installed in accordance with the Underwriters Code.
9. **LIABILITY.** The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Sheraton Charlotte premises and will indemnify, defend and hold harmless the Sheraton Charlotte, its agents, servants and employees from any and all such losses, damages and claims. The Sheraton Charlotte will not be responsible or liable for any loss, damage or claims arising out of exhibitor's activities on the Sheraton Charlotte premises except for any claims, loss, or damages arising directly from its negligence.
10. **EXHIBITORS' BADGES.** Each exhibitor will receive two (2) SERMACS 2017 registration badges with the booth reservation (per booth). Such badges entitle an exhibitor representative to full access to meeting events such as papers, symposia, and all other SERMACS 2017 sponsored functions. **Exhibitors must provide a list of booth representatives needing badges prior to the Exhibition. Additional Exhibitor Meeting Registrations may be purchased for \$100 each.**
11. **ADMISSION TO EXHIBIT AREA.** Admission to the exhibit area will be by badge only. All SERMACS 2017 badges will be honored. The booth exhibition will be open from 5:00PM – 8:00PM (reception in exhibit hall) on November 8, 2017, 8:30AM – 5:00PM on November 9, 2017, and 8:30AM – 1:00PM on November 10, 2017. There will be several parallel symposia throughout the conference.

***PLEASE SEND THE COMPLETED CONTRACT FORM AND DIRECT INQUIRES ABOUT SERMACS 2017 EXHIBITS TO:***

Jordan Poler  
[jcpoler@uncc.edu](mailto:jcpoler@uncc.edu)  
704 687-8289(office)

# SERMACS 2017 Exhibit Booth Application and Contract

## Payment Information

Booth Space Fee \_\_\_\_\_ quantity \_\_\_\_\_  
\_\_\_\_\_ Single Manned Booth \$1,000 until July 10, 2017     \$1,200 thereafter  
\_\_\_\_\_ Double Manned Booth \$1,800 until July 10, 2017     \$2,000 thereafter  
Premium Booth locations add \$250 single or \$400 double, see layout above.  
\_\_\_\_\_ Single Unmanned Literature Display Table (preconvene space) \$500 at any time

## Opening Reception Prize Drawing

To participate in the Opening Reception Prize Drawing, one (1) prize worth \$50 or more must be made available by the exhibitor. If you would like to participate in the Opening Reception Prize Drawing, please describe the prize and its approximate value in the space below. Winners will be determined by raffle near the end of the Exposition kickoff. Winner must be present to claim prize.

## Exhibitor Scavenger Hunt (\$100)

Contact the Exposition Chair prior to including the \$100 participation fee in your payment to confirm that there is still space available.

## Refreshment Break Sponsorships (\$1000 each) # \_\_\_\_\_

Contact the Exposition Chair prior to including Refreshment Break Sponsorships in your payment to confirm that there is still space available. Choice of day & time for sponsorship placement will be on a first come, first serve basis and must be arranged with the Exposition Chair at the time of payment.

Total \_\_\_\_\_

Credit Card: AMEX VISA MC

Card Number: \_\_\_\_\_ Expiration: / Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

OR pay by Check payable to "SERMACS 2017 ACS Carolina-Piedmont" and mail to: SERMACS 2017 LOC, 3830 Mountain Cove Drive, Charlotte, NC 28216. Write the name of the vendor in the comment on the check. If vendor needs a W9, [Michele Battle](#) must send to them directly.

E-mail this form or direct questions to Jordan Poler, Exposition Chair, SERMACS 2017 at [jcpoler@uncc.edu](mailto:jcpoler@uncc.edu)

This completed form constitutes a binding agreement between the Exhibitor and SERMACS 2017. A copy will be sent to you immediately upon acceptance and booth space assignment.

DO NOT WRITE BELOW THIS LINE ON THIS PAGE

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Date Received: \_\_\_\_\_ By: \_\_\_\_\_

Booth Number(s) Assigned: \_\_\_\_\_

Credit Card Payment Info sent to ACS National on: \_\_\_\_\_ By: \_\_\_\_\_

Fax/e-mail confirmation to Exhibitor on: \_\_\_\_\_ By: \_\_\_\_\_

## Contact Information

Company: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_

Title of Contact Person: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

## Booth Number Choice

See exhibit floor plan for layout and booth numbers; for double booths, list adjacent booth numbers for each choice. Premium booths are listed with a P following the booth number. There are additional costs for these booths.

1<sup>st</sup> choice: \_\_\_\_\_ 2<sup>nd</sup> choice: \_\_\_\_\_ 3<sup>rd</sup> choice: \_\_\_\_\_

## Names for Exhibitor Badges (up to **two** for single booths, up to **four** for double booths)

(Additional Exhibitor Registrations are available on the normal registration form for \$100 each)

#1. Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_

#2. Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_

#3. Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_

#4. Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_

It is understood and agreed that SERMACS 2017 will endeavor to assign space in order of choice. If all spaces selected have been previously assigned, the Exposition Chair reserves the right to assign space as equitably as possible in accordance with the stated exhibitor preference.

For the benefit of promotion and publicity of the Exposition, I (we) authorize SERMACS 2017 to use the following description of the products and/or services to be exhibited. Please limit to 100 words. The Exposition Chair reserves the right to edit for style.