2021 ASHI Hybrid Annual Meeting
Exhibitor Prospectus

47th Annual Meeting
Virtual sign-in also available

Monday, September 27 through Friday, October 1
Hyatt Regency Grand Cypress
Orlando, FL
About ASHI
The American Society for Histocompatibility and Immunogenetics (ASHI) is a non-profit association of clinical and research professionals including immunologists, geneticists, molecular biologists, transplant physicians and surgeons, pathologists and technologists. As a professional society involved in histocompatibility, immunogenetics and transplantation, ASHI is dedicated to advancing the science and application of histocompatibility and immunogenetics; providing a forum for the exchange of information; and advocating the highest standards of laboratory testing in the interest of optimal patient care.

Our Mission
The American Society for Histocompatibility and Immunogenetics is an international society of professionals dedicated to advancing the science, education and application of immunogenetics and transplant immunology.

Our Vision
ASHI is the foremost authority and leading educational resource in immunogenetics and histocompatibility. Our vision is to improve the quality of human life and health through the translation and implementation of scientific innovations to clinical practice.

To Our Exhibitors & Sponsors:
It is with great pleasure that the American Society for Histocompatibility and Immunogenetics (ASHI) invites you to exhibit and sponsor the ASHI 47th Annual Meeting.

The 2021 Annual Meeting will be held at the Hyatt Regency Grand Cypress, Orlando, FL. We have procured a beautiful, recently renovated location with open spaces, pools, and lakes to enjoy while not in session. You’ll also appreciate being in the heart of Orlando and only a short drive from the renowned theme parks. This event will gather over 900 professionals in the HLA and transplant field both physically in Orlando and virtually through our hybrid event. You are guaranteed to gain direct access to a diverse audience full of key decision-makers through focused, face-to-face, and virtual interaction. The ASHI Annual Meeting is the forum where companies can showcase new products with high visibility and ensure a competitive edge to the entire HLA community.

Please review the exhibitor and sponsorship prospectus thoroughly and complete the online contract to reserve a booth and secure sponsorship today. Be certain to review the rules and regulations in their entirety as they become legally binding once accepted by Management.

We look forward to your participation, see you in Orlando!

Sincerely,
2021 ASHI Program Planning Committee
Contact ASHI

ASHI Headquarters
American Society for Histocompatibility and Immunogenetics
1120 Route 73, Suite 200
Mt. Laurel, NJ 08054

meetings@ashi-hla.org
2021.ashi-hla.org

ASHI Meetings Team

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Why exhibit at the ASHI Annual Meeting?

- More face-to-face time with key decision-makers
- Centralized meeting space to drive high traffic for each exhibitor
- Exhibitors can expect to gain direct access to a diverse audience full of key decision-makers

Here’s your chance to captivate your target audience, build real relationships, and promote your company brand.

ASHI Job Titles Represented

- 19% TECHNOLOGISTS
- 34% DIRECTORS
- 27% SUPERVISORS
- 20% OTHER

DITs, R&D, Lab Managers

2020 Exhibitors

Avantor
CareDx, Inc.
Elsevier
GenDx
Histogenetics LLC
HLA Data Systems

Immucor
LabCorp
MLC Group
Natera
Omixon
One Lambda Inc., A Thermo Fisher Scientific Brand

PerkinElmer
Promega Corporation
Pure Protein
STEMCELL Technologies Inc.
SystemLink, Inc.
The Terasaki Innovation Center
Corporate Support

ALL SPONSORSHIP LEVELS INCLUDE:
- Company logo on ASHI website (with link to your site)
- Company logo on signage and walk-in slides at all ASHI Meetings & Events
- Acknowledgement in ASHI Quarterly

Benefits of Sponsorship

Diamond Sponsorship Benefits ($30,000+)
- Full Page Advertisement in the ASHI Quarterly
- 2 - 10 x 10 exhibit booth expansions at the Annual Meeting
- 20% discount on an a la carte Annual Meeting Sponsorship Item
- 2 push notifications in the ASHI Annual Meeting Mobile App*
- Room for a UserGroup Luncheon at the Annual Meeting
- Annual Meeting Registration List
- Virtual Exhibit Booth in the virtual ASHI Annual Meeting platform
- Virtual Exhibit Booth at Virtual Regional Education Workshop
- Innovative Technology Talk at the Virtual Regional Education Workshop
- 2 Registrations to the Virtual Regional Education Workshops*

Platinum Sponsorship Benefits ($25,000+)
- Half Page Advertisement in the ASHI Quarterly
- 1 -10 x 10 exhibit booth expansion at the Annual Meeting
- 15% discount on an a la carte Annual Meeting Sponsorship Item
- 1 push notification in the ASHI Annual Meeting Mobile App*
- Room for a UserGroup Luncheon at the Annual Meeting
- Annual Meeting Registration List
- Virtual Exhibit Booth in the virtual ASHI Annual Meeting platform
- Virtual Exhibit Booth at Virtual Regional Education Workshop
- Innovative Technology Talk at the Virtual Regional Education Workshop
- 2 Registrations to the Virtual Regional Education Workshops*

Contact Stephanie Ritter, ASHI Meeting Manager, at ASHI Headquarters at meetings@ashi-hla.org or sritter@ashi-hla.org for details regarding support opportunities
Gold Sponsorship Benefits ($20,000+)

- Quarter Page Advertisement in the ASHI Quarterly
- 15% discount on exhibit booth at the Annual Meeting
- 15% discount on an a la carte Annual Meeting Sponsorship Item
- 1 push notification in the ASHI Annual Meeting Mobile App*
- 15% discount on room rental for a UserGroup Luncheon at the Annual Meeting
- Annual Meeting Registration List
- $1,500 Virtual Exhibit Booth in the virtual ASHI Annual Meeting platform
- Innovative Technology Talk at the Virtual Regional Education Workshop
- 1 Registration to the Virtual Regional Education Workshops*

Silver Sponsorship Benefits ($10,000+)

- 10% discount on exhibit booth at the Annual Meeting
- Annual Meeting Registration List
- $1,700 Virtual Exhibit Booth in the virtual ASHI Annual Meeting platform
- Virtual exhibit booth at Virtual Regional Education Workshop
- Innovative Technology Talk at the Virtual Regional Education Workshop
- 1 Registration to the Virtual Regional Education Workshops*

Bronze Sponsorship Benefits ($5,000+)

- Annual Meeting Registration List
- Virtual exhibit booth at Virtual Regional Education Workshop
- 1 Registration to the Regional Education Workshops*

*Additional available for purchase

Contact Stephanie Ritter, ASHI Meeting Manager, at ASHI Headquarters at meetings@ashi-hla.org or sritter@ashi-hla.org for details regarding support opportunities
Take your marketing presence far beyond the Exhibit Hall and make an even stronger impression in the HLA community. Drive traffic and increase engagement by layering your marketing approach through one or more a la carte sponsorship opportunities. You can complement your investment on the Exhibit Hall floor with marketing tactics that drive qualified decision-makers to your booth. ASHI offers exclusive sponsorships through advertising, special events, technology, and branding.

**A La Carte Sponsorship Opportunities**

**Advertising**
Create awareness and provide information by advertising directly to your desired audience. Open the door to new prospects through targeted advertising exposure to attendees at the Annual Meeting.

**Branding Space**
Create awareness and provide information by communicating directly to your desired audience. Open the door to new prospects through branding opportunities at the Annual Meeting.

**Food & Beverage**
Give your company brand the advantage of being noticed at one or more food and beverage breaks throughout the Annual Meeting.

**Special Events**
Create awareness and provide information by communicating directly to your desired audience. Open the door to new prospects through targeted advertising exposure to attendees at the Annual Meeting.

**Innovative Technology**
Attendees use the latest technology to network at the Annual Meeting. Choose an opportunity that puts your brand directly into attendees’ hands; through sponsorships such as WiFi, Mobile App, and new in 2021, our Tech Lounge which features branding (from you!).
Advertising
Pre-Registration Mailing List - $1,200.00
Get in front of attendees before the Annual Meeting begins by sending a mailing piece or an email blast. Attendees will know exactly where to find you when they enter the exhibit hall. *
*One-time use agreement must be signed to receive the list.

Post-Show Mailing List - $1,200.00
Leave a lasting impression and send a follow-up eblast to attendees after the Annual Meeting concludes.*
*One-time use agreement must be signed to receive the list.

Branding Space
General Welcome – $2,500.00
Be the first sponsor to welcome meeting attendees on the big screen! As ASHI attendees descend the escalators to the meeting space and exhibit hall, your company logo will appear in rotation on the <screen size> welcome screen.

Exhibit Hall Welcome – $2,500.00
Be the first exhibiting company attendees see as they enter the exhibit hall! We’ll put your company logo or brief, stagnant ad on two large monitors located outside of the exhibit hall.

*New in 2021* Electronic Poster boards – $5,000.00
This year, ASHI will have twenty (20) 43” electronic poster boards in the exhibit hall. When posters are not being shown (Monday 7:00 pm – 9:00 pm; Tuesday 6:00 pm - 8:00 pm) you’ll have the opportunity to have your logo placed on all the empty screens. This is a prime exposure opportunity to announce the presence of your company at the ASHI 47th Annual Meeting.
Food & Beverage

Coffee and Snack Breaks - $5,000.00 (multiple sponsors)
Morning and afternoon breaks will be scheduled throughout the exhibit hall and the registration area will include light refreshments. Signage recognizing your company as the sponsor will be provided.

Opening Reception - $7,500.00 (multiple sponsors)
The Opening Reception is held on Monday, September 27 to officially open the ASHI Annual Meeting. Attendees can enjoy beverages and light snacks while perusing the exhibit hall and scientific posters. Signage recognizing your company as the sponsor will be placed outside the hall and near food and beverage stations. At your company's expense, you may provide plates, cups, and napkins with your company name, booth number, and logo only. ASHI must approve artwork prior to production.

Poster Reception - $7,500.00 (multiple sponsors)
The two-hour Poster Reception takes place on Tuesday, September 28. Attendees will enjoy beverages and light snacks while perusing the exhibits and scientific posters. Signage recognizing your company as the sponsor will be placed outside the hall and near food and beverage stations. At your company's expense, you may provide plates, cups, and napkins with your company name, booth number, and logo only. ASHI must approve artwork prior to production.

First Time Attendee Reception - $5,500.00 (exclusive sponsor)
This invitation-only, one-hour reception is a chance for new ASHI members and first-time meeting attendees to mingle with prominent ASHI members. Attendees will enjoy beverages and light snacks while networking and learning more about the Society's committees and volunteer opportunities. Signage recognizing your company as the sponsor will be placed outside the room and near food and beverage stations. At your company's expense, you may provide plates, cups, and napkins with your company name, booth number, and logo only. ASHI must approve artwork prior to production.

Networking Reception - $7,500.00 (multiple sponsors*)
Support the biggest HLA networking party of the year! A social event for all attendees is held Thursday, September 30, and features music, desserts, drinks, and dancing. Recognition includes Final Program advertising, mobile app, and signage. *Exclusive buyout is available, contact Stephanie Ritter at sritter@ashi-hla.org for pricing information.
Innovative Technology

*New in 2021* Tech Lounge - $20,000.00
Converse with attendees while they relax in a comfortable setting enjoying food and beverages while your branding is looped on a monitor with signage. You may provide customized plates, cups, napkins, and promotional swag at your company's expense. ASHI must approve artwork prior to production.

Mobile Application - $10,000.00
Strategically place your corporate logo on our mobile application which is downloaded and used by over 80% of meeting attendees! Your company logo or advertisement will appear as an initial splash page when attendees open the app and your company will be listed at the top of the exhibitor section on the app. This sponsor will also be listed on our web page and signage at the meeting.

Mobile Application Banner Ads - $750.00
Highlight your company and build brand awareness on our meeting mobile application, with a sponsored banner that rotates throughout the app. You may choose multiple ads for multiple locations.

Mobile Application Push Notification - $1,500.00
Send a personalized message to meeting attendees through the notification feature of our mobile app, inviting them to your booth or promoting your product.

Charging Stations - $5,000.00 per station
Mobile device charging stations are some of the most exciting services in the event industry today. A station that charges mobile devices quickly and will conveniently be available to meeting attendees in a high-traffic area in the meeting space.

Meeting Space WiFi - $10,000.00
Every time an attendee accesses the WiFi within the meeting space your logo will appear on the splash page.
Innovative Technology (continued)

*New in 2021* Video Wall – Have your company logo rotated on the ASHI Annual Meeting video wall during the meeting and closing reception on Thursday, September 30, 2021.

**Virtual Exhibit Booth - $2,000.00**
- Set up your virtual booth using video, audio, images, and outside links
- Company logo/link placed on the conference website and virtual conference platform
- Exhibitors may set free-standing meetings independently from the platform with attendees
- Chat in real-time with attendees via chatbox
- Opportunities to host and raffle off a prize in your virtual booth (ASHI will not take part in prize distribution or communication to winners)
- Analytics of which attendees visited your exhibit booth and what they clicked (Full name and email included as long as attendee opted-in to receive communications)
- 2 virtual-only exhibitor registrations included with booth purchase

**Virtual Meeting Bag - $5,000.00**
The online attendee meeting bag will provide your company access to attendees before, during, and after the Annual Meeting. Just like a physical meeting bag, the virtual bag will contain save-the-dates, sponsor-related messages, and promotional materials that attendees can access weeks before the meeting and for a month following. As a sponsor of this web-based platform, you'll be able to brand the background and include 1-2 inserts of your choice. Download data will be provided after the meeting.

**Virtual Meeting Bag Insert- $2,000.00**
A virtual meeting bag insert allows all attendees access to sponsor-related messaging weeks prior to, and up to one month after the meeting. Promote your company brand, exhibit booth, or information on educational offerings. Reports on how many attendees clicked on your insert will be provided once the bag is closed.
Special Events | User Group Meeting Opportunities

All User Group Meetings Include:
- Classroom style seating (cannot be changed)
- A riser with a podium and head table for two (2)
- Standard AV set (screen, projector, computer, one (1) tabletop microphone and one (1) aisle microphone)
- Listing on ASHI Website and Mobile App
- One-time complimentary pre-registration mailing list (one-time use agreement must be signed to receive the list)

Additional AV will also be at your expense.

Options & Fees

**Luncheon Symposium Enhanced $12,000.00**
Coordinate your User Group Meeting with registration and ASHI staff support. ASHI will assist with collecting registration. You will receive the following:

**Onsite Promotional Signage**
ASHI will produce one (1) sign that lists all User Group Meetings who select Option 1 to be set in the hotel. Your session title and company logo will appear on the sign.

**Registration Support**
To facilitate a more seamless process, ASHI will coordinate registration for your User Group Meeting. Attendees will select if they plan to attend your session during a separate User Group promotion and outreach. Must apply and confirm program title prior to June 17th. Applications submitted after June 17th, will not qualify for registration and staff support.

**Box lunches for all User Group registered attendees**

**Luncheon Symposium Basic $7,500.00**
(No Registration or ASHI Staff Support)
This option requires you to coordinate all registration on your own. You will be responsible for all aspects of your session. If you choose to coordinate your own registration for the session, your session will not appear during ASHI’s registration process, and ASHI cannot assist with estimates on attendees for your session. All estimates for food and beverage are your responsibility. ASHI cannot help guarantee that you will have accurate counts for food and beverage, and will not provide lunch tickets for your session. Signage is only allowed immediately outside of the User Group Meeting Rooms.

The American Society for Histocompatibility and Immunogenetics prohibits user group meetings from being held in the Hyatt Regency Grand Cypress by any company that is not an exhibitor of ASHI. Only those events may be publicized and/or promoted in the meeting program or outside the exhibit booth. User group meetings have specific rules and regulations. Signage is only allowed immediately outside of the User Group Meeting Rooms. ASHI does not guarantee attendance. Attendance depends on the date, time, topic, and marketing efforts of the sponsoring company.

**Luncheon Symposium**
Dates available:
- Tuesday, September 28
- Wednesday, September 29
- Thursday, September 30
- 12:15 pm – 2:05 pm

**How To Apply**
You must be an official exhibitor of the meeting to hold a User Group Meeting. Applications must be submitted online. A credit card will be requested at the time of purchase. Space will not be confirmed until payment is received.

ASHI assigns space on a first-come, first-served basis. Space assignments will begin in July 2021. All User Group Meetings are expected to comply with the official rules and regulations, available online at 2021.ashi-hla.org/user-group-meeting
Affiliate Meeting Opportunities
*Limited Availability

Events planned independently of ASHI are categorized as affiliate events. These activities provide opportunities for colleagues to gather and/or network with others within the field.

ASHI understands the value of having many specialists in one place and we offer the opportunity for universities, government agencies, non-profit, and corporate/industry groups to organize non-educational events over the course of the Annual Meeting. There is a non-refundable administrative fee for each approved application. All events involving ASHI attendees require ASHI approval.

Approved Times
The schedule of the Annual Meeting is developed to maximize attendees’ participation in ASHI’s program and exhibits. Therefore, the availability and timing of affiliate events are limited. Affiliate events may be held during the unrestricted times listed adjacent. All restricted times are reserved for ASHI programs, meetings, and functions.

Locations
Space for each affiliate event will be assigned by ASHI staff in the Hyatt Regency Grand Cypress. All affiliate rooms are less than 1,500 square feet. Affiliate events are for up to 40 people only. Rooms sizes vary. Space is released on a first-come, first-served basis. There is no guarantee that we will have availability for your request. Please submit your request early to ensure the best possible chance of securing your space.

Fees
ASHI offers a discount to those who submit requests prior to Monday, July 19, 2021. After Monday, July 19, 2021 the fees for affiliate space increase. No exceptions will be made.

Credit card information will be taken at the time of purchase. Please review the description of affiliates and complete the online application, located at 2021.ashi-hla.org/affiliate-meetings.
Key Dates and Times

Meeting Dates:  
September 27 – October 1, 2021  
Location: Hyatt Regency Grand Cypress

EXHIBIT DATES & HOURS*  

**Installation**
Sunday, September 26  
1:00 pm - 5:00 pm  
Monday, September 27  
8:00 am - 5:00 pm

**Dismantling**
Thursday, September 30  
2:30 pm - 5:00 pm

*Times are subject to change

**Booth dismantling may not begin before 2:30 pm on Thursday, September 30, 2021.

*Times are subject to change
Exhibit Fees Terms and Conditions

Exhibit Eligibility
The exhibits at ASHI are designed for the display and demonstration of products and/or services directly related for use by immunologists, geneticists, molecular biologists, transplant physicians, surgeons, pathologists, and technologists involved in the field of histocompatibility and immunogenetics. All products and services exhibited must be germane to the study and practice of histocompatibility and immunogenetics and have appropriate governmental and agency approval, if applicable. ASHI retains the sole authority to determine the eligibility of any company and/or its product. ASHI reserves the right to refuse applications of organizations not meeting standard requirements or expectations. ASHI reserves the right to curtail or to close exhibits, wholly or in part, that reflect unfavorably on the character and the purpose of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, the conduct of persons, etc.

Exhibit Personnel Registration and Badges
In our commitment to bring the latest and most convenient methods available for registering your booth personnel, we would like to invite you to register utilizing our online exhibitor registration system. Registering your booth personnel online allows you the flexibility to register your staff at your convenience, and make edits and changes as needed. You will receive further information on this system from the ASHI Team.

All participants affiliated with exhibits must register. Each person registered as an exhibitor must be employed by the exhibiting company or have a direct business affiliation. The exhibit badge allows access to the exhibit hall only. If an exhibitor plans to attend any of the scientific sessions, they must register separately at the ASHI website: 2021.ashi-hla.org.

Each exhibiting company receives one complimentary full registration per paid booth which allows access to scientific sessions and social events (excluding ticketed events) and two complimentary registrations for the exhibit hall only for the first 100 square feet of exhibit space. One additional complimentary registration for the exhibit hall only is available for each additional 100 square feet of exhibit space. Additional exhibitor badges are $75.00 per person. Badges must be picked up onsite at the exhibitor registration counter.

Exhibitor badges must always be worn in the exhibit area. Representatives without a badge will not be admitted to the exhibit hall. Badges may not be supplemented with business cards, ribbons (other than those supplied by ASHI), or company logos.

Booth Prices (per 10' x 10')
- In-Line Booth: $3,650.00
- Additional 10' x 10' Booth: $2,415.00
- Corner Booth: $3,780.00
- Island Booth: $36.75 per square foot
- Non-Profit*/Lifestyle: $1,000.00

*Proof of non-profit status must accompany completed application.

Terms of Payment
All applications must be submitted online at 2021.ashi-hla.org/exhibitors-sponsors. Payment by credit card can be made on the online Exhibitor Portal. If paying by check, you will receive an invoice during the application process.

Space will not be confirmed without the completed application and full payment. Checks should be made payable to ASHI and forwarded with the completed exhibit application to:

ASHI
1120 Route 73, Suite 200
Mount Laurel, NJ 08054

Be sure to include "ASHI Annual Meeting Exhibitor" in the check memo.
Assignment of Space
ASHI has instituted a priority point system for space assignments. Booth location will be determined based on the following criteria: one point assigned for every booth purchased in the last four years (2017, 2018, 2019, 2020); one point assigned for each full-page advertisement purchased in the ASHI Quarterly in 2020 and one to three points per 2020 sponsorship contribution level, if applicable. Management reserves the right to make any revisions necessary to the floor plan at any time. ASHI reserves the right to relocate an exhibitor at any time with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor cannot participate in ASHI, the deposit and/or full payment for exhibitor space will be fully refunded. Exhibitors wishing to avoid the assignment of space adjacent to that of a particular competitor should note that on their application. Careful consideration will be given to all such requests but cannot be absolutely guaranteed.

Designated Tax Exempt/Non-Profit Area
Exhibitors, who are defined as tax-exempt/non-profit companies, are eligible to receive the reduced booth price of $1,000.00 for a maximum of one 10’ x 10’ booth. Proof of tax-exempt/non-profit status must accompany the completed application. Tax-exempt/nonprofit space assignment will be confined to a specific area on the floor plan. Tax-exempt/non-profit exhibits do not have the option to choose booth space in other locations on the exhibit floor for this reduced rate. Tax-exempt/non-profit rental rates include rental of one 10’ x 10’ booth space, side and back drape, and one I.D. sign. Subsequent booths requested are charged the regular booth price. Tax-exempt/non-profit exhibitors are required to provide carpeting (if necessary) and accessories for their space. If space is unavailable in the tax-exempt/non-profit area, space will not be available elsewhere unless the tax-exempt/non-profit company is willing to pay the full booth price listed above.

Cancellation or Downsizing of Booth Space
Cancellations or requests to downsize must be submitted to the ASHI Meeting Manager in writing. The date of receipt of the exhibitor's written notice of cancellation in the ASHI Headquarters office will be the official cancellation date. If space is canceled on or before Monday, July 26, 2021, ASHI will retain 25% of the total booth cost. Any exhibitor who cancels space after Monday, July 26, 2021, will be responsible for the total booth cost. Refunds for cancellations are not available after Monday, July 26, 2021. If written notification of downsizing booth space is received on or before Monday, July 26, 2021, the exhibitor is responsible for 25% of the original exhibit space contract, plus the cost of the redefined exhibit space. No decreases in booth size or configuration will be made after Monday, July 26, 2021.
Terms of Agreement

ASHI show management shall have full power in the interpretation and enforcement of all rules and regulations governing exhibitors. All matters and questions not covered by the regulations shall be subject to the final judgment and decision of ASHI. These rules and regulations may be amended at any time by ASHI and the amendments so made shall be binding upon the exhibitor equally with these rules and regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing, before or during the Meeting, and may be given to any authorized agent or representatives of the exhibitor.

Americans with Disabilities Act

In compliance with the Americans with Disabilities Act of 1990, ASHI will make all reasonable efforts to accommodate persons with disabilities. Please contact the Meeting Manager to make arrangements. Each exhibitor is responsible for compliance within their assigned space ensuring access to their booth.

Booth Conduct

ASHI reserves the right to approve all exhibits and related activities. ASHI may require that an exhibit be curtailed if it does not meet the standards required or expected, if it reflects against the character of ASHI, or if it exceeds the bounds of good taste as interpreted by ASHI. An exhibitor of a questionable exhibit or related activity must submit a description of the exhibit or activity with the exhibit application for ASHI approval. The exhibit hall will be inspected during installation hours. Every effort will be made to advise exhibitors of any deviation from exhibit rules at that time. Exhibitors must make all corrections requested by ASHI at their own expense or risk removal from the exhibition without notice and without obligation on the part of ASHI for any refund. ASHI reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the Annual Meeting.

Exhibit personnel may not enter another exhibitor's booth without obtaining permission. Lingering in the aisles surrounding another exhibitor’s booth for the purpose of obtaining product information or distracting other booth personnel is strictly prohibited.

ASHI does not in any manner endorse any of the products or services related to the exhibits that have been accepted for display during the Annual Meeting.

Celebrities

Celebrities (nationally known figures in the arts, sports, politics, etc.), including full-time employees and/or company spokespeople, are prohibited from staffing an exhibitor's booth and/or appearing at the exhibitor's affiliate event(s) or industry-supported symposia.

Character of Exhibits

All exhibits must conform to the standards set by the Health Convention and Exhibitors Association, which include the following:

- Canvassing or distributing advertising materials outside the exhibitor's own booth is not permitted. Solicitation of business, except by exhibiting firms is prohibited.
- Contests, lotteries, raffles, and games of chance are strictly prohibited as such activities reflect unfavorably on the character of the meeting. Exhibitors may not register attendees for contests, lotteries, raffles, and games of chance that might be conducted during or after the meeting.
- The character of the exhibits is subject to the approval of ASHI Management. The right is reserved to refuse applications of concern not meeting standards required or expected, as well as the right to curtail exhibits or parts thereof which reflect unfavorably on the character of the meeting. Non-professional products or services are not permitted to be displayed. This applies to displays, literature, advertising, novelties, souvenirs, the conduct of persons, etc.
Terms of Agreement

Children’s Admission to the Exhibit Hall
Children under the age of 17 will not be permitted in the exhibit hall. In the event of such restrictions or eviction, ASHI management is not liable for any refund of any amount paid hereunder.

Contractual Obligation
By submitting the official Exhibit Space Application, the exhibiting company agrees to abide by all rules and regulations outlined in this prospectus. The exhibiting company will be held responsible for the activities of its company representatives, international affiliates, co-marketing partners, third-party contractors, contracted public relations and marketing firms, and/or any agency appointed on its behalf. It is the responsibility of the exhibiting company to disseminate the rules and regulations contained within this prospectus among its staff and affiliates.

Delivery and Shipment of Materials
Exhibitors agree to ship and store their material at their own risk and expenses. Arrangements have been made with Arata Expositions to receive and store all shipments for ASHI up to 30 days prior to exhibitor move-in and to deliver all shipments to the appropriate booths on set-up days.

All shipments must be labeled and consigned, including company name and booth number. Shipments must have all transportation charges PREPAID (shipments sent collect will not be accepted). Complete shipping information will be available in the Exhibitor Services Online Manual.

Exhibit Hall Access
Exhibitor personnel will be permitted on the exhibit floor one hour prior to the opening and may remain one-half hour after closing.

Exhibit Personnel Registration and Badges
In our commitment to bring you the latest and most convenient methods available for registering your booth personnel, we would like to invite you to register utilizing our online exhibitor registration system. Registering your booth personnel online allows you the flexibility to register your staff at your convenience and to make edits and changes as needed. You will receive further information on this system from the ASHI Team.

All participants affiliated with exhibits must register. Each person registered as an exhibitor must be employed by the exhibiting company or has a direct business affiliation. The exhibit badge allows access to the exhibit hall only. If an exhibitor plans to attend any of the scientific sessions, they must register separately using the ASHI registration brochure or online at the ASHI website: 2021.ashi-hla.org.

Each exhibiting company receives one complimentary full registration per paid booth which allows access to scientific sessions and social events (excluding ticketed events) and two complimentary registrations for the exhibit hall only for the first 100 square feet of exhibit space. One additional complimentary registration for the exhibit hall only is available for each additional 100 square feet of exhibit space. Additional exhibitor badges are $75.00 per person. Badges will not be mailed in advance and must be picked up onsite at the exhibitor registration counter.

Exhibitor badges must always be worn in the exhibit area. Representatives without a badge will not be admitted to the exhibit hall. Badges may not be supplemented with business cards, ribbons (other than those supplied by ASHI), or company logos.
Terms of Agreement

Fire Regulations
All materials used in the exhibit area must be flameproof and fire-resistant in order to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Crepe paper, corrugated paper, flameproof or otherwise, is not permitted. Display racks, signs, spotlights, and special equipment must be approved before use, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibits or parts thereof found not to be fireproof may be ordered to be dismantled. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed. Enclosed areas in a booth need to be equipped with a UL-approved battery-operated smoke detector and a 2A10BC Fire Extinguisher.

Food and Drug Administrative (FDA) Market Clearance
All products exhibited must have fulfilled all applicable FDA regulations. Products that are not FDA approved for particular use in humans or are not commercially available in the United States will be permitted to be displayed only when accompanied by appropriate signs that indicate FDA clearance status. The signs must be clearly and easily visible and placed near the product and on any graphics depicting the product. The display of investigational products is to remain within the expectations and limitations of the Food and Drug Administration's Guidelines on Notices of Availability. Any investigational product graphically depicted on a commercial exhibit should:

- Contain only objective statements about the product.
- Contain no claims of safety, effectiveness, or reliability.
- Contain no comparative claims to other marketed products.
- Exist solely for the purpose of obtaining investigators.
- Be accompanied by directions for becoming an investigator and a list of investigator responsibilities.
- Contain a statement on signage: “Caution-Investigational Product-Limited to Investigational Use” (or similar statement) in prominent size and placement.

It is the exhibitor’s responsibility to contact the FDA to ensure compliance with the current FDA guidelines. Contact the FDA Office of Compliance regarding your responsibilities under the Federal Food Drug & Cosmetic Act.

Food and Beverage Products
With prior approval from the ASHI Meeting Manager, food and beverage services are permitted at the exhibitor’s booth except during official sponsored food functions in the exhibit hall. All food service must be coordinated through the venue. Food preparation and cooking are prohibited in the exhibit hall.

Handouts and Giveaways
All giveaway items must comply with all guidelines and codes regarding the relationship between the pharmaceutical and medical device/equipment industry healthcare professionals. All items to be distributed must be useful to the participants at the meeting and/or in the professional activities of the booth visitor. Distribution of descriptive product literature is permitted.

Food and beverages may be distributed but must be purchased through the host venue or additional fees may apply. Other items may be distributed from the booth with written approval by the ASHI Meeting Manager.

All requests must be submitted to ASHI for review and approval will be confirmed in advance of the meeting.

No unapproved items may be distributed. Any exhibitor found distributing materials that have not been officially accepted will be required to cease distribution immediately. Giveaway Approval Forms will be included in the Exhibitor Services Online Manual and must be returned back to the Exhibit Manager by the date indicated on the form.
Terms of Agreement

Independent Contractors
Exhibitors who plan to use service contractors other than those appointed by show management must notify ASHI in writing on or before Friday, September 17, 2021, using the Exhibitor Appointed Contractor Form in the Exhibitor Services Online Manual. Independent contractors must abide by the following:

- Perform all services in a timely and professional manner, in accordance with ASHI established deadlines.
- Not engage in solicitation of business on the exhibit floor for present and/or future conventions.
- Provide a Certificate of Insurance to ASHI no later than Friday, September 17, 2021.
- Register all employees and temporary help at the Exhibitor Registration Desk.

Insurance
Each exhibiting company is responsible for obtaining insurance (Liability and Fire/Theft) in such amounts deemed appropriate to comply with its obligations hereunder and for its own protection. Certificates of liability insurance must be submitted to the Meeting Manager by Monday, July 26, 2021. Exhibitors wishing to insure their exhibit materials, goods, and/or ware of exhibits against theft, damage by fire, accident, or loss of any kind, must do so at their own expenses.

Liability
Each exhibitor agrees to protect, save and keep ASHI Show Management, ASHI Board of Directors, Arata Expositions, and Hyatt Regency Grand Cypress forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, his employees, or agents as well as to strictly comply with the application terms and conditions as contained in the agreements between the ASHI Show Management, ASHI Board of Directors, Arata Expositions and the Hyatt Regency Grand Cypress regarding the exhibition premises; and further, the exhibitor shall at all times protect, indemnify, save and keep harmless the ASHI Show Management, ASHI Board of Directors, Arata Expositions, and Hyatt Regency Grand Cypress against and from any and all loss, cost, damage, liability, or expense that arises out of or from, or by any reason of any act of omission of the exhibitor, his employees or agents.

Market Research
Market research cannot be conducted under the manufacturer’s name for any product that is pending governmental approval; however, it may be conducted under the auspices of a market research firm. Market research companies are welcome to exhibit provided they submit a letter of authorization from the sponsoring company which must also be an exhibitor at ASHI. The name of the sponsoring company will be kept confidential. ASHI retains the right to determine the relevance of and deny exhibiting privileges to market research companies. The sponsoring company is responsible for the conduct of the market research firm. Research must be conducted within the confines of the booth assigned and activities must conform to all the procedures, rules and regulations published in this prospectus.

Music Licensing
Neither ASHI nor Exhibit Management has obtained a music license authorizing the performance of either live or recorded music on the meeting’s premises. As a condition of exhibit management’s acceptance of the exhibitor’s application, the exhibitor hereby warrants and presents that no copyrighted music will be performed, either live or recorded, at the direction of the exhibitor floor or in company leased rooms during the meeting dates unless the exhibitor has obtained written permission from the copyright owner for such use.

All copyright fees applicable to music or entertainment used as part of an exhibit are the full responsibility of the exhibitor. The exhibitor must make payment of the fees directly to the applicable copyright agency. Should the exhibitor violate the provision, the exhibitor agrees to indemnify, save, hold harmless, defend and bear all expenses as they are incurred by ASHI and its respective directors, officers, agents, employees, and each of them, from and against any and all claims, costs, and expenses (including legal fees and expenses), demands, actions, and liabilities of every kind and character whatsoever with respect to the unauthorized use of copyrighted music.
Terms of Agreement

Photography
There are to be NO pictures taken in the Exhibit Hall at any time. Only the official photographer may take photographs in the Exhibit Hall. Details about the official photographer will be included in the Exhibitor Services Online Manual.

Purpose of Exhibits
The purpose of exhibits at the ASHI Annual Meeting is to display and demonstrate products and/or services directly related for use by immunologists, geneticists, molecular biologists, transplant physicians, surgeons, pathologists, and technologists involved in the field of histocompatibility and immunogenetics. Each exhibitor is responsible for making sure that all attending personnel is aware of these provisions.

Sales and/or Solicitation of Orders
ASHI is designed specifically to educate registrants at the Annual Meeting. The exhibits are an integral part of the educational program. Therefore, the sole purpose of contracting exhibit space is to display and/or demonstrate products and/or services. In accordance with Internal Revenue Service regulations, the selling of any products or services during the Annual Meeting is strictly prohibited. Order taking is acceptable provided there is no financial transaction.

UserGroup Meetings
ASHI prohibits any company that is not an official exhibitor of ASHI to host a UserGroup Meeting. More information is listed in the ASHI 2021 Exhibitor Prospectus.

Security
The venue provides standard security and will be furnished during the hours as deemed necessary by ASHI, but the safekeeping of the exhibitor’s property shall remain the responsibility of the exhibitor. The furnishing of such service is in no case to be understood or interpreted by exhibitors as a guarantee to them against loss or theft of any kind.

Signs or Promotion for Exhibitor-Related Events
Signs, banners, posters, or flyers advertising a booth may not be posted or displayed at any location inside or outside the host venue other than the exhibitor’s booth. Exhibitors sponsoring a non-approved event are limited to the use of signage to their exhibit space for any purpose. No signs will be permitted to advertise affiliated events in any public space in the host venue outside their booths. This includes signs and/or exhibitor staff holding signage or directing attendees to transportation. Such signage will be removed and destroyed. Additionally, door drops or other on-site promotion of any event is strictly prohibited.

Smoking
No smoking is permitted within the exhibit hall or host venue at any time, including installation, exhibit hours, and dismantling.

Sound Restriction
Exhibitors may not use audible electronic, mechanical apparatus or open audio systems that may be heard outside the exhibitor’s assigned space or may interfere or prove objectionable to attendees or other exhibitors. The Exhibit Manager reserves the right to require exhibitors to discontinue any activity that causes the annoyance or interference of others.

Staffing of Exhibits
Exhibits must always be staffed during exhibit hours. The ASHI show management requests strict adherence to the opening and closing exhibit hours. It is imperative that no exhibitor begins dismantling, packing, or teardown of their space until Thursday, October 22 at 2:30 pm. This could result in the denial of next year’s exhibit application for the exhibitor.
Terms of Agreement

**Subletting of Space**
The subletting, assignment, or apportionment of the whole or any part of space by any exhibitor is prohibited. No exhibitors may permit any other party to exhibit in their space any goods other than those manufactured or handled by the contracting exhibitor or permit the solicitation of business by others within their space.

**Unoccupied Space**
Space not claimed and occupied, or for which no special arrangements have been made in writing to ASHI prior to 3:00 pm on Monday, September 27, 2021, shall revert to ASHI to be occupied in any manner and for such purposes as ASHI may see fit. Space is forfeited without a refund to the exhibitor. If an exhibit has not begun to be set up by 3:00 pm on Monday, September 27, 2021, ASHI Show Management may, but shall not be obligated to, order the exhibit erected at the expense of the exhibitor. Neither ASHI Show Management nor Arata Expositions shall be responsible for any injury to a person or damage to property incurred.

**Use of ASHI Name, Logo, and/or Acronym**
The name, logo, and acronym of the American Society for Histocompatibility and Immunogenetics (ASHI) is a proprietary mark. Use of the name in any fashion, by an entity, for any purpose, is expressly prohibited without the written permission of ASHI.

**Utilities**
Complete information on utilities will be available in the Exhibitor Services Online Manual.

**Violations**
Violation of any of these rules, regulations, and guidelines on the part of the exhibitor, his employees or agents, shall cancel the right to occupy space and will forfeit to ASHI all money that may have been paid. Upon evidence of a violation, management may reenter and take possession of the space occupied by the exhibitor and may remove all persons and goods at the expense of the exhibitor. The exhibitor shall pay all expenses and damages that ASHI may incur thereby. In the event of a violation, ASHI reserves the right to refuse exhibit privileges for the following year. Exhibiting companies participating in the Annual Meeting are responsible for communicating the rules, regulations, and guidelines of ASHI to their agents, employees, contractors, and anyone connected with or authorized by the exhibiting company.

**Failure to Occupy Space**
Booth space not occupied by the exhibitor at 3:00 pm on Monday, September 27, 2021, is forfeited without refund to the exhibitor, and space may be resold or used by ASHI.

**Cancellation of Exposition**
It is mutually agreed that in the event of cancellation of the Meeting due to fire, strikes, governmental regulations, war, acts of God, terrorism, or causes which would prevent its scheduled opening or continuance, then and thereupon this agreement will be terminated and the American Society for Histocompatibility and Immunogenetics Board of Directors shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of previous expenditures and commitments.

**Exhibitor Services Online Manual**
A link to access the Exhibitor Services Online Manual containing complete show information and order forms will be sent to each exhibiting company on or about the week of July 5, 2021. Exhibitors are encouraged to place orders by the deadline dates specified within the Exhibitor Services Kit to take advantage of discounts and minimize delays during set-up. Be sure to consult each form for deadlines, as they may vary depending on the supplier. Special electrical requirements must be arranged directly with the hotel. Forms will be included for the following services: labor, material handling, electricity, furniture rental, signs, rental displays, photography, utilities, audiovisual, computer, telephone, florist, cleaning, and lead retrieval.
Terms of Agreement

Shipping Information
Collect shipments will not be accepted.

Advance Shipments
Shipments can arrive between Monday, August 30, 2021 - Friday, September 17, 2021.

All advance shipments should be labeled as follows:
(Exhibitor Name & Booth #)
ASHI 2021
c/o Arata Expositions, Inc.
2501 Investors Row
Suite 1000
Orlando, FL 32837

Show Site Shipments
Shipments to the show site will not be accepted prior to Saturday, September 25, 2021, at 1:00 pm.

Freight should be labeled as follows:
(Exhibitor Name & Booth #)
ASHI 2021
c/o Arata Expositions, Inc.
Hyatt Regency Grand Cypress
One Grand Cypress Blvd
Orlando, FL 32836

Outbound Shipments
Arata Expositions will gladly prepare your outbound Material Handling Agreement and Labels in advance. Complete the Outbound Shipping Form and your paperwork will be available at the show site. Be sure your carrier knows the company name and booth number when making arrangements for shipping your exhibit at the close of the show.

Booth Construction
Every exhibit space should allow for the visibility of other spaces. The following rules for booth construction ensure that every exhibitor has reasonable site lines to the aisle. All exhibits must conform to the standards set by the Health Convention and Exhibitors Association, which are as follows:

No obstructions in the front half of the booth above a height of 48-inches are permitted. The booth height of 8-feet, inclusive of company name and logo, may be maintained up to 50% of the distance from the back wall toward the front of the space.

Please confirm the ceiling height above your confirmed booth location with Arata Expositions prior to construction.

Hanging signs can be suspended from the ceiling of the exhibit hall if they adhere to the height restrictions of individual booth construction as outlined in this prospectus. Please confirm that there are rigging points above your booth with in-house AV before submitting booth plans for approval. In-house AV is responsible for hanging all suspended signs; additional charges may apply. All suspended signs from the ceiling must be confirmed and approved by ASHI Meeting Management.

Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors. The reverse side of any wing panel extending from the back wall of a display must be draped to avoid raw exposure to a neighboring booth or aisle.

To remedy instances of noncompliance, ASHI Meeting Management will have exposed areas draped at the exhibitor’s expense.

No part of any equipment, or signs relating thereto, shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture, in any way to deface, damage arising by failure to observe these rules shall be payable by the exhibitor.

Material Handling
Please refer to the material handling rate sheet for charges provided in the Exhibitor Service Kit from Arata Expositions.
Terms of Agreement

**Inline Booth**
An inline booth is 10-feet wide, 10-feet deep, and 8-feet high.

**Corner Booth**
A corner booth is 10-feet wide, 10-feet deep, and 8 feet high and is at the end of a row of inline booths with access to two through aisles.

**Peninsula Booth**
A peninsula booth occupies both corners at the end of a row of standard booths. Exhibitors must ensure that there is 5’ visibility on each side of the booth. If this rule is not put into place, the exhibitor will be responsible for any and all costs to correct the visibility and/or subject to removal from the show floor due to fire marshal regulations.

**Island Booth**
An island booth is 20-feet wide and 20-feet deep or larger. The island exhibitor receives the benefits:

a) waiver of the 8-foot height restriction
b) waiver of sidewall restrictions
c) increased visibility from all areas of the exhibit hall

Island booths MUST allow at least 40% show visibility on each side. Island height is restricted to 20 feet unless approved by ASHI Meeting Management. Scale drawings for 20’ x 20’ booths or larger are due to Meeting Management by Wednesday, June 30, 2021. Drawings not in compliance with the 40% sight rule will be rejected.

**Booth Furnishings**
ASHI provides the pipe and drape, 8-foot high backdrop, 36-inch side rails, and a 2-line name sign. Booth carpeting is not mandatory. Additional signs for display purposes may be ordered from the official decorator. Order forms for the rental or furniture and other special materials will be included in the Exhibitor Services Online Manual.

**Labor: Carpenters, Expo Workers, and Exhibitor Appointed Contractors**
The official contractor will have an available staff of carpenters, decorators, and laborers during the periods of installation and dismantling. Please note that union regulations require that carpentry and labor involved in the installation and dismantling of exhibits must be done by accredited union labor. While every effort is made to minimize the exhibitor’s cost to install and exhibit on the show floor at the Hyatt Regency Grand Cypress, the practices of the nation’s building trades will be followed. This means that union labor must be used where applicable. To avoid any misunderstandings in advance or at the show on this specific point, contact show management by letter for additional clarification. Exhibitors shall employ only union labor, as made available by official contractors in the installation or dismantling of their exhibit and in its operation when required by union agreements. An exhibitor using an outside contractor for the above work must employ only union display companies and must notify Meeting Management no later than 30 days prior to the meeting identifying the contractor(s), listing the supervisory personnel, and supplying evidence of adequate liability insurance coverage by original copy. Further details and regulations will be included in the Exhibitor Services Online Manual.

**Storage of Crates and Boxes**
Storage of crates and boxes can be arranged with Arata Expositions, as outlined in the Exhibitor Services Online Manual. All cartons, crates, containers, packing materials, etc., that are necessary for re-packing, must be labeled with “empty” stickers, and they will be removed from the floor by Arata Expositions. Crates and boxes cannot be stored behind booth displays. Proper identification tags will be available at the Arata Expositions Service Desk.