Join us in the heart of Hawai‘i!

IMMUNOLOGY 2020™
MAY 8–12, 2020 | HAWAIʻI CONVENTION CENTER | HONOLULU, HAWAIʻI

EXHIBITOR PROSPECTUS

THE ANNUAL MEETING OF
THE AMERICAN ASSOCIATION OF IMMUNOLOGISTS
www.IMMUNOLOGY2020.org
Join us in Honolulu for IMMUNOLOGY 2020™ held May 8–12 at the Hawai‘i Convention Center. The American Association of Immunologists (AAI) hosts the world’s largest annual all-immunology meeting, bringing together scientists from 40 countries who are at all career stages—from international leaders to the next generation of scientists. Over 3,000 scientists are expected to attend IMMUNOLOGY 2020™ to hear about cutting-edge science and learn of innovations and products that can benefit their research programs.

Who Should Exhibit?
Any company with products or services that are essential or supportive to researchers in the field of immunology, or have innovations that will improve or accelerate laboratory results. Your competitors will be there…so should you!

Why Exhibit at IMMUNOLOGY 2020™?
Our unique exhibit program brings scientists and exhibitors face to face all day, and during an exclusive “Exhibit and Poster” time in the afternoon that does not conflict with any other events. Exhibitors have many opportunities to promote their research and products through Exhibitor Workshops, the Passport Program, and other promotional opportunities. IMMUNOLOGY 2019™ drew almost 3,500 scientific registrants from 40 countries. Your potential for new markets is excellent!

Attendees surveyed in 2019 revealed that:
- 85% are involved in their labs’ purchasing decisions.
- 84% went to the Exhibit Hall three or more times.

As an Exhibitor at IMMUNOLOGY 2020™, You Can Expect to:
- **Sell.** The AAI meeting annually brings together the largest number of researchers in immunology, and the greatest concentration of buying power in the field.
- **Meet new customers.** 59% of attendees went to the Exhibit Hall to find a new supplier, technology, or product.
- **Visit with current customers.** 64% of attendees went to the Exhibit Hall to meet with their current suppliers.

Exhibit space will be assigned on a first-come, first-served basis. Discounted exhibit space is available for applications received by October 31, 2019, so don’t delay!

**ANNUAL SPENDING BY AAI MEETING ATTENDEES**

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<th>Spending Range</th>
<th>Percentage</th>
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<td>$0–24,999</td>
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<td>$25,000–$99,999</td>
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<td>$500,000 or more</td>
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**Who Attends?**
AAI expects the outstanding scientific and educational program for IMMUNOLOGY 2020™ to attract 3,500 immunologists from among AAI members and their colleagues:
- University faculty/principal investigators
  - Graduate students
  - Postdoctoral fellows
  - Laboratory managers
- Corporate scientists
- Government scientists
- Scientists from independent research institutions
- Scientists representing twenty guest societies
- Immunologists from around the world

**Here’s what 2019 exhibitors said they liked...**

- “We had a great opportunity to display our products to current and potential customers, and introduce to them our latest developments in science.”
- “We enjoyed high traffic in the booth and quality interactions with attendees. The location was ideal.”
Reagents, consumables, lab supplies
Lab equipment (hoods, incubators, microscopes, freezers, FACs, etc.)
Animals and animal care supplies
Protein and gene analysis services
Custom DNA/RNA/protein synthesis
Computers/software/imaging equipment
Laboratory support services (translation, copy editing, legal, photography, other)

THE LARGEST ANNUAL ALL-IMMUNOLOGY MEETING WORLDWIDE!

ATTENDANCE¹

Number of Scientific Registrants
3,002
3,432
3,653
3,021
3,401

Number of Exhibitors
537
605
610
631
936

“...This was a great meeting! Excellent science spanning multiple areas of the broader field, interesting speakers, wonderful networking opportunities, and great job/career info for my trainees.”

INTERNATIONAL

Top Attending Countries
(in alphabetical order)
Australia
China
Germany
Japan
South Korea
Taiwan
United Kingdom

ATTENDEES BY COUNTRY¹

83% US and Canada
17%

¹ Source: 2019 Attendee Survey

85% of AAI meeting attendees are involved in their labs’ purchasing decisions.

Don’t see your product or service listed? Let us know!

Attendees purchase these products:
- Antibodies and diagnostics
- Balances, spectrophotometers, high-throughput robotics equipment
- Cell and tissue culture reagents
- Cell separation and cell counter products
- Centrifuges
- Chemicals
- Cytokines, chemokines, and growth factors
- Data analysis systems and software
- Electrophoresis equipment and reagents
- ELISA kits and plate readers
- Flow cytometers and cell sorters
- General lab supplies and equipment
- Genomics and proteomics equipment, reagents, and software
- Histology and immunohistochemistry supplies
- HPLC equipment and reagents
- Incubators
- In vivo cell and animal imaging equipment
- Irradiators, animal and cell
- Laboratory animals and equipment, including specialty diets
- Laboratory support services
- Laminar flow hoods
- Microarray equipment, reagents, and software
- Microscopes (confocal, electron, TIRF) and related reagents/software
- Molecular biology and PCR reagents
- Oligonucleotide/peptide/protein production services
- Pipettes, pipetting devices, test tubes, plates, and other consumables
- Scientific journals, subscriptions, and books
- Scintillation counters, gamma counters, radioisotopes
- Software
- Transfection kits and reagents
- And more…”
Exhibit Hall Upgrades are available to IMMUNOLOGY 2020™ Exhibitors only. AAI reserves the right to limit Exhibit Hall Upgrade purchases.

**Premier Sponsorships**
Support amounting to $3,000 or more in Exhibit Hall Upgrades and/or Scientific Program Sponsorships (see page 6) qualifies for an AAI Premier Sponsorship Level (see page 7) and associated benefits.

### Banners, Signs and Other Branding

**Prices Vary**

The Hawai'i Convention Center offers sponsors great options for branding in high-traffic areas. Sizes, types, and locations vary. Contact AAI Exhibits Manager to inquire about which branding options fit your company’s needs, or visit www.immunology2020.org. Qualifies for Premier Sponsorship Level if over $3,000

<table>
<thead>
<tr>
<th>Signage Type</th>
<th>Price</th>
<th>Availability</th>
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</thead>
<tbody>
<tr>
<td>Exhibit Hall Aisle Signs</td>
<td>$500 each</td>
<td>9 available</td>
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Display your logo and booth number on a 4’x3’ aisle sign in the Exhibit Hall.

### Escalator Graphics

**Prices Vary**

There are escalators in high-traffic areas of the convention center used by attendees during the meeting. Contact AAI Exhibits Manager for further information about branding opportunities and pricing. Qualifies for Premier Sponsorship Level if over $3,000

### Backlit Towers

$2,000

2 available

Located in high-traffic areas, these backlit towers are 1 meter wide and 8’ tall. Your graphics would cover the entire area, with plenty of space to promote your products and invite attendees to your booth.

### Park Benches in the Exhibit Hall

$1,200

4 available

Provide one or more park benches for attendees to rest in the Exhibit Hall. Sponsorship includes a 48”x24” floor graphic in front of the park bench. Park benches will be located on a main exhibit aisle in sets of two, back to back.

### Meeting Bag Inserts

**Exclusive**

$3,200

Place your promotional material or item directly into all attendees’ hands for long-term residual exposure. Sponsor arranges the purchase, production, and delivery of at least 3,500 items. Limitations on size apply and items must be submitted to AAI for approval 45 days prior to the meeting. Examples of acceptable inserts are promotional brochures, postcards, and other printed materials (no catalogs or publications), and items such as pens, USB flash drives, luggage tags, etc. Qualifies for Premier Contributing Sponsor

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**Scientific Program at IMMUNOLOGY 2020™**

This program will feature more than 800 scientists speaking in over 100 sessions and approximately 2,000 poster presenters. Attendees will share their latest research in areas that include:

- Antigen Processing and Presentation
- Basic Autoimmunity
- Cellular Adhesion, Migration, and Inflammation
- Cytokines and Chemokines and Their Receptors
- Hematopoiesis and Immune System Development
- Immediate Hypersensitivity, Asthma, and Allergic Responses
- Immune Mechanisms of Human Disease
- Immune System Regulation: Cellular and Molecular Mechanisms
- Immunology Education
- Innate Immune Responses and Host Defense: Cellular Mechanisms
- Innate Immune Responses and Host Defense: Molecular Mechanisms
- Lymphocyte Differentiation and Peripheral Maintenance
- Microbial, Parasitic, and Fungal Immunology
- Mucosal and Regional Immunology
- Technological Innovations in Immunology
- Therapeutic Approaches to Autoimmunity
- Transplantation Immunology
- Tumor Immunology
- Vaccines and Immunotherapy
- Veterinary and Comparative Immunology
- Viral Immunology
**EXHIBIT HALL UPGRADES**

### Opening Night Networking Event  
$7,500 shared

Immediately following the President’s Address, this best-attended social event of the week provides attendees a festive opportunity to be reunited with friends (2,000+ attendees). Co-sponsors receive access for five staff members (this event is closed to all exhibitors except sponsors), a display table, and a complimentary pre-show mailing list.* This event is capped at 10 co-sponsors. To inquire about exclusive (at cost) sponsorship of this event and Platinum sponsorship level benefits, contact AAI Exhibits Manager at exhibits@aai.org or 301-634-7821.

* AAI policy prohibits provision of email addresses to third parties. Mailing lists exclude residents of the European Union (EU) pursuant to the EU General Data Protection Regulation (GDPR) at www.EUGDPR.org.

### Hotel Key Cards  
$12,000

Reach attendees numerous times daily with exclusive sponsorship of hotel key cards. Your company branding will be printed on the room key provided to attendees staying in the AAI hotel block. Logo and graphics must be submitted to AAI for approval no later than February 15, 2020; AAI will arrange for production and delivery of hotel key cards.

### Meeting Bags  
$10,000

See attendees carrying your logo throughout the meeting. AAI will arrange for production and delivery of bags. Exclusive sponsorship available with just your logo, or shared sponsorship will have your company logo and another company’s logo on the bag. Price includes one-color logo.

### Exhibitor Workshops  
$1,200 each

24 workshop time slots available; maximum of three per exhibitor

This popular opportunity is available in two rooms in the Exhibit Hall. With theater-style seating for up to 100 attendees, each room provides the perfect setting for in-depth presentations and discussion. Workshops do not conflict with daily dedicated poster presentation time. Presentation titles, speakers, and descriptions must be provided by the date requested by AAI. Note: The one-hour room rental includes time for your set-up, 45-minute presentation, and tear-down.

### Mobile App  
$8,500 Elite Sponsor/$1,000 Rotating Banner Ads

The meeting app provides the most up-to-date meeting program and was downloaded more than 3,500 times by IMMUNOLOGY 2019™ participants. Elite sponsor will have a secondary splash page plus a clickable rotating banner ad with secondary landing page. Rotating banner sponsors receive a clickable rotating banner ad with secondary landing page.

### Lanyards  
$6,000

Attendees will display your company logo on their lanyards. Sponsor arranges for production and delivery of at least 4,000 AAI-approved lanyards.

### Passport Program  
$600

20 sponsorships available

Drive traffic to your booth! Provided to each attendee at Registration, the Passport will feature your booth on the Exhibit Hall floor plan map. Attendees enter their completed Passports in the drawing for one of three $250 American Express Gift cards. The drawing will take place during the Poster Presentation Hour on Sunday. This program is limited to exhibitors with 200 square feet of booth space or less.

### Pre-Event Attendee Mailing List*  
$1,000

Let attendees know why they need to visit your booth and meet with you. The list will be provided electronically prior to the meeting, with physical mailing addresses only (no phone, fax, or email), and is for one-time use only.

### Post-Event Attendee Mailing List*  
$700

Reinforce your message with a post-event mailing. The list will be provided electronically after the meeting, with physical mailing addresses only (no phone, fax, or email), and is for one-time use only.

Exhibitor Upgrade opportunities are subject to change; additional opportunities may be added throughout the year, so please check www.IMMUNOLOGY2020.org for current availability or contact AAI Exhibits Manager at exhibits@aai.org or 301-634-7821.
**Lectures, Symposia, and Networking Events**

**President’s Address**

$10,000

The AAI president officially opens the AAI annual meeting with a presentation of his or her research. As AAI presidents are among the most outstanding immunologists worldwide, this session is attended by the largest audience of the meeting. *(Audience: 2,000)*

Qualifies for Premier Sustaining Sponsor

**President’s Symposium**

$10,000

The AAI president is the chair of a symposium on a topic of his or her choosing featuring prominent immunologists invited to present their cutting-edge research. *(Audience: 2,000)*

Qualifies for Premier Sustaining Sponsor

**Distinguished Lectures (3)**

$5,000 each

Each day the scientific program ends with a plenary lecture by a scientist designated by the AAI Program Committee as one of the most talented and renowned immunologists today. *(Audience: 2,000 each)*

Qualifies for Premier Sustaining Sponsor

**Major Symposia (8)**

$5,000 each

Eight Major Symposia are featured throughout the meeting; two concurrently each morning. These sessions present the most innovative science in the field today. Five to six noted scientists are featured in each session. *(Audience: 1,000–1,200 each)*

Qualifies for Premier Contributing Sponsor

**Career Lectures and Networking Events**

Through lectures, workshops, roundtables, and one-on-one counseling, IMMUNOLOGY 2020™ provides critical career development programs. Sponsor pricing varies with the size of the event and the nature of food and beverage served. Support these programs to support the PIs of tomorrow!

**Careers and Networking Roundtables**

$4,000

2 available

In the Careers and Networking Roundtables, a diverse field of experienced professionals lead discussions on specific career issues and options in their chosen fields—academia, industry, government, or non-profit. A structured networking exercise for communicating one’s scientific interests/objectives most efficiently follows one of the sessions.

Qualifies for Premier Contributing Sponsor

**Interviewing for a Job** *(Lecture)*

$2,000

**How to Convert Your CV into a Résumé** *(Lecture followed by one-on-one counseling)*

$2,000

**Careers in Biotech: Panel Discussion and Networking Reception**

$4,000

This Friday evening panel features scientists employed in a variety of positions in industry discussing their career paths and the skills required for success in each. AAI invites a sponsor to support the reception following the panel discussion.

Qualifies for Premier Contributing Sponsor

**Travel Support**

AAI provides much-needed travel grant support for early-career faculty and trainees who might not otherwise be able to attend the meeting. Prices listed are minimum.

**AAI Laboratory Travel Grants**

$2,500/grant

These grants provide travel support to mid-career investigators for attending the AAI annual meeting. The grants are awarded to scientists who have limited funds for travel and are the first or last authors on one or more abstracts submitted to the annual meeting. Each grant will provide two travel awards of up to $1,250 each: one to the PI or laboratory director and another to a member of his or her lab.

**AAI Undergraduate Faculty Travel Grants**

$2,500/grant

These grants assist undergraduate faculty attending the AAI annual meeting. The grants also support travel costs for an undergraduate student of the recipient’s selection.

**AAI Early Career Faculty Travel Grants**

$1,250/grant

These grants assist promising young investigators with travel to the AAI annual meeting. Testimonials from past recipients confirm that this modest amount makes a huge difference in their career development.

**AAI Trainee Abstract Awards**

$500–$750*/award

* According to number of consecutive years of AAI membership

These awards provide critical travel support for AAI Trainee Members whose first-author abstracts are selected for oral presentation in an AAI Block Symposium. Over 300 abstract awards are given to our most talented developing investigators.

**AAI Trainee Poster Awards**

$300/award

These awards provide up to $300 in travel reimbursement to AAI Trainee Members whose first-author abstracts selected exclusively for poster presentation are deemed to be exceptional. Selection is based on the originality and significance of the research presented. Approximately 100 poster awards will be given to talented early-career investigators.

For information or to reserve your sponsorship, please contact AAI Exhibits Manager at exhibits@aai.org or 301-634-7821.
AAI Premier Sponsorships

Support amounting to $3,000 or more in Exhibit Hall Upgrades (see pages 4 and 5) and/or Scientific Program Sponsorships, Career Development Networking Events, or Travel Support (see page 6) qualifies an exhibitor/sponsor for the many benefits associated with AAI Premier Sponsorships. See the table below to review the benefits of Premier Sponsor levels. Contact AAI Exhibits Manager for details.

### The Benefits* of Premier Sponsorship

<table>
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<tr>
<th>Use of Pre-show Attendee List**</th>
<th>Platinum Sponsor Level VII</th>
<th>Gold Sponsor Level VI</th>
<th>Silver Sponsor Level V</th>
<th>Bronze Sponsor Level IV</th>
<th>Sustaining Sponsor Level III</th>
<th>Supporting Sponsor Level II</th>
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<th>Complimentary Scientific Registration***</th>
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<th>Acknowledgments on Meeting Signs and Other Printed Material for the Meeting</th>
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<th>Thank You Announcements in Exhibit Hall</th>
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<th>Use of Post-show Attendee List**</th>
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<tr>
<th>Use of AAI Membership Mailing List** (subject to AAI policy for use)</th>
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### Additional Support Opportunities

#### Social Events

**Opening Night Networking Event**

Immediately after the President’s Address, this social event provides 2,000+ attendees a festive opportunity to reunite with friends. Co-sponsors receive access for five staff members (this event is closed to all exhibitors except sponsors), a display table, and a complimentary pre-show mailing list.** This event is capped at 10 co-sponsors. To inquire about exclusive (at cost) sponsorship, contact AAI Exhibits Manager at exhibits@aai.org or 301-634-7821.

Qualifies for Premier Platinum Sponsor if exclusive, or Premier Supporting Sponsor if shared

**IMMUNOLOGY 2020™ Gala**

Each year at this premier social event, attendees relax, reconnect with friends, network, and seek out new acquaintances among fellow scientists. (2,000 Attendees)

Qualifies for Premier Platinum Sponsor

**Service Appreciation Reception**

By special invitation only, this event honors current AAI member volunteers who give generously of their time in support of the AAI mission.

Qualifies for Premier Silver Sponsor

* Benefits cannot be traded for other opportunities; if not used, unused benefits are forfeited.

** AAI policy prohibits provision of email addresses to third parties. Mailing lists exclude residents of the European Union (EU) pursuant to the EU General Data Protection Regulation (GDPR) at https://www.EUGDPR.org.

*** One additional complimentary scientific registration available per $25,000 increment in sponsor support beyond the $75,000 threshold for Platinum Sponsorship.
**Hawai‘i Convention Center**
1801 Kalakaua Avenue, Honolulu, HI 96815

**Exhibit Dates:** May 9–11, 2020
**Exhibits Open:** 9:30 AM–4:30 PM daily


Available space will be assigned on a first-come, first-served basis.
Island booths may be created by combining four or more 10’ x 10’ booths.
Exhibit Fees
A discount is available for exhibitors who apply for space and make their deposits by October 31, 2019. Prices in U.S. dollars.

10’x10’ CORNER BOOTH
$3,250 (if application and deposit are received on or before October 31, 2019)
$3,450 (after October 31, 2019)

10’x10’ IN-LINE BOOTH
$3,050 (if application and deposit are received on or before October 31, 2019)
$3,250 (after October 31, 2019)

Package includes:
- 8’ backwall drape/3’ high dividers
- 7” x 44” one-line sign
- 4 Exhibitor badges (access to Exhibit Hall only)

All booth purchases include the opportunity to purchase up to two Scientific Registrations per company at a special Exhibitor Rate. Misuse of badges may lead to expulsion from the meeting.

Booth Assignments
Available space will be assigned on a first-come, first-served basis.

Mark your calendar for these important dates and enjoy all that IMMUNOLOGY 2020™ has to offer!

Important Deadlines

2019

OCTOBER 31
- Early application deadline (Exhibit Application and booth deposit due)
- After this date, full payment is due with Exhibit Application.
- Exhibit space is assigned on a first-come, first-served basis according to date Exhibit Application is received.

NOVEMBER 30
- Full payment for booth is due.
- All booth fees become nonrefundable.

2020

JANUARY 6 (tentative)
- Exhibitor Kits are available online at www.theexpogroup.com; participating exhibitors will receive an email notice when the site is live

JANUARY 8
- Deadline to receive Exhibitor Workshop descriptions from exhibitors for inclusion in meeting materials
- Deadline to receive logos from Premier Sponsors for inclusion in meeting materials

JANUARY 15
- Deadline to receive company description from exhibitors for inclusion in meeting materials

APRIL 14
- Deadline for hotel reservations

MAY 7–8
- Exhibitor Move-in

MAY 9–11
- Exhibits open 9:30 AM – 4:30 PM daily

MAY 11–12
- Exhibitor Move-out 4:30 PM – 10:00 PM on May 11 and 8:00 AM – NOON on May 12

EXHIBIT SALES CONTACT
AAI Exhibits Manager
E-mail: exhibits@aai.org
Phone: 301-634-7821
Enjoy nearly 4 hours of unopposed Exhibit Hall/Poster Presentation time!

Our 2019 attendees said they highly recommend the AAI annual meeting…

“This was my first time attending AAI. I will definitely make this an annual part of my career development activities!”

“The 2019 meeting was the best of all the AAI meetings I’ve attended over the past 30 years. I’m looking forward to the 2020 meeting in Honolulu!”


**EXHIBITOR SCHEDULE**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>THURSDAY, MAY 7</strong></td>
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<tr>
<td>12:00 PM – 5:00 PM</td>
<td>Exhibitor Move-in</td>
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<td><strong>FRIDAY, MAY 8</strong></td>
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<tr>
<td>9:00 AM – 5:00 PM</td>
<td>Exhibitor Move-in</td>
<td>Sessions/Symposia</td>
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<td>2:30 PM – 6:00 PM</td>
<td>Exhibitor Workshops</td>
<td>President’s Address</td>
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<td>5:00 PM – 6:00 PM</td>
<td>Exhibitor Workshops</td>
<td>Opening Night Reception</td>
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<td>6:00 PM – 7:30 PM</td>
<td>Exhibitor Workshops</td>
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<tr>
<td>2:30 PM – 3:45 PM</td>
<td>Dedicated Poster Presentations in Exhibit Hall</td>
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<tr>
<td><strong>SATURDAY, MAY 9</strong></td>
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<tr>
<td>8:00 AM – 6:45 PM</td>
<td>Sessions/Symposia</td>
<td>Award Lecture</td>
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<tr>
<td>9:30 AM – 4:30 PM</td>
<td>Exhibits Open</td>
<td>Distinguished Lecture</td>
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<tr>
<td>10:00 AM – 10:45 AM</td>
<td>Exhibitor Workshops</td>
<td>Careers in Biotech Panel and Reception</td>
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<tr>
<td>11:15 AM – 12:00 AM</td>
<td>Exhibitor Workshops</td>
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<tr>
<td>12:30 PM – 1:15 PM</td>
<td>Exhibitor Workshops</td>
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<td>1:45 PM – 2:30 PM</td>
<td>Exhibitor Workshops</td>
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<td><strong>SUNDAY, MAY 10</strong></td>
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<tr>
<td>8:00 AM – 6:45 PM</td>
<td>Sessions/Symposia</td>
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<td>9:30 AM – 4:30 PM</td>
<td>Exhibits Open</td>
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<td>10:00 AM – 10:45 AM</td>
<td>Exhibitor Workshops</td>
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<td>Exhibitor Workshops</td>
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<td>1:45 PM – 2:30 PM</td>
<td>Exhibitor Workshops</td>
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<td><strong>MONDAY, MAY 11</strong></td>
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<tr>
<td>8:00 AM – 6:45 PM</td>
<td>Sessions/Symposia</td>
<td>Exhibitor Workshops</td>
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<td>9:30 AM – 4:30 PM</td>
<td>Exhibits Open</td>
<td>Award Lecture</td>
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<td>10:00 AM – 10:45 AM</td>
<td>Exhibitor Workshops</td>
<td>Distinguished Lecture</td>
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<td>11:15 AM – 12:00 AM</td>
<td>Exhibitor Workshops</td>
<td>Sessions/Symposia</td>
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<td>Exhibitor Workshops</td>
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<td>Exhibitor Workshops</td>
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<td>Exhibitor Workshops</td>
<td>Distinguished Lecture</td>
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<td>2:30 PM – 3:45 PM</td>
<td>Dedicated Poster Presentations in Exhibit Hall</td>
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<td>4:30 PM – 5:30 PM</td>
<td>Award Lecture</td>
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<tr>
<td>6:00 PM – 6:45 PM</td>
<td>Distinguished Lecture</td>
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<tr>
<td>7:00 PM – 9:00 PM</td>
<td>Careers in Biotech Panel and Reception</td>
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<td><strong>TUESDAY, MAY 12</strong></td>
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<tr>
<td>8:00 AM – 12:15 PM</td>
<td>Sessions/Symposia</td>
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<tr>
<td>8:00 AM – 12:00 PM</td>
<td>Exhibitor Move-out</td>
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</tbody>
</table>

* Exhibitors agree not to extend invitations, call meetings, host events, or otherwise encourage the absence of attendees or Exhibitors during the official hours of IMMUNOLOGY 2020™. Official hours include scientific sessions, Exhibit Hall hours, and social events.
This Exhibit Application must be signed by an authorized representative of the exhibiting company (hereafter “Exhibitor”). This signature will signify that the authorized representative has read and agrees to the terms specified below, as well as on the IMMUNOLOGY 2020™ website (www.IMMUNOLOGY2020.org). The American Association of Immunologists, Inc. (AAI) reserves the right to interpret these regulations as it deems proper and/or necessary to ensure the success of the Exhibition and to further the educational purposes of the event. Participation in or at this event means Exhibitor agrees to comply with AAI Rules and Regulations that are in effect at the time Exhibitor Move-in begins.

AAI reserves the right to enforce these Rules and Regulations and impose on Exhibitors who violate them penalties as described in the Rules and Regulations up to and including expulsion from the Exhibition or the meeting.

GDPR Compliance

When subject to its terms, Exhibitor will collect, store, and use personal information only in compliance with the obligations of the EU General Data Protection Regulation (www.EUGDPR.org) and will employ appropriate safeguards to ensure the security of the information.

Exhibits/Sponsorships/Advertising

AAI reserves the right, in its sole discretion, to accept or deny applications for exhibit space and to allocate space among Exhibitors, and accept or deny the purchase of sponsorships or advertising. In the case of a denied application, all monies collected by AAI will be refunded to the applicant.

Selling by Non-Exhibitors Prohibited

IMMUNOLOGY 2020™ attendees who do not have a registered booth in the Exhibit Hall are forbidden from selling their goods or services within the Exhibit Hall or outside the Exhibit Hall areas (“suitcasing”), including non-Exhibit Hall areas of the convention center, all meeting rooms, and all IMMUNOLOGY 2020™ meeting hotels and special event venues. AAI reserves the right to expel violators of this policy from IMMUNOLOGY 2020™ without refund. Further, violators may not be allowed to register for future meetings as determined by AAI.

GENERAL INFORMATION

Presentation of Products or Services

The purpose of the IMMUNOLOGY 2020™ exhibit program is to further the education of or assist scientists working in the field of immunology, or in an affiliated relevant scientific field. The exhibits must be of an educational or service nature. They must emphasize instruments, products, or services for use in teaching and research, and/or books and other publications in relevant scientific fields.

All claims regarding products and services should be truthful and accurate. Unwarranted disparagements or unsubstantiated comparisons of a competitor’s products or services are not permitted.

Selling and Promotions

IMMUNOLOGY 2020™ Exhibitors will be allowed to sell their products/services in the Exhibit Hall. Sales of products/services are permitted if: the products/services are Exhibitor’s own unaltered, marketed products; the products and services are directly related to the research and/or the clinical practice of IMMUNOLOGY 2020™ attendees; and all transactions are conducted in a manner consistent with the professional nature of the meeting.

While attending IMMUNOLOGY 2020™, Exhibitors with registered booths may sell and/or promote their goods and services while in the Exhibit Hall. Registered Exhibitors may not sell their goods or services outside of the Exhibit Hall areas (“suitcasing”), including non-Exhibit Hall areas of the convention center, all meeting rooms, and all IMMUNOLOGY 2020™ meeting hotels and special event venues. Exhibitors selling or promoting goods and services outside of the Exhibit Hall may be asked to leave the meeting without refunds.

Checks and credit cards may be used for payment, but cash transactions are not allowed for security reasons. Every transaction must be accompanied by a receipt for the purchaser. It is the responsibility of Exhibitor to have all licenses, permits, and/or registrations required by the conference venue, city, municipality, and/or state. Exhibitor is responsible for compliance with all applicable tax laws.

Space Assignment

Assignment of space will be made on a first-come, first-served basis. Whenever possible, Exhibitors’ space requests will be honored, but the final arrangements will be determined by AAI Exhibit Management. AAI shall have no liability if the space location assigned is not as requested or if space is sold out. AAI reserves the right to modify the floor plan to the extent necessary in the best interest of the AAI Exhibit Hall.

A 600-character maximum description of products and/or services to be displayed in the booths must be submitted. This information will be published in the Meeting Guide, provided that the application and description are received no later than January 15, 2020. If the description is not provided by the deadline date, only the name, address (as it appears on the contract), and booth number will be printed in the Meeting Guide.

General Rules for Exhibits

AAI reserves the right to impose limitations on noise levels and on any other method of operation that becomes objectionable. The use of animals on the floor requires permission from AAI and the Hawai’i Convention Center.

Exhibitor agrees to abide by the Move-in and Move-out times set by AAI and to have at least one person staffing the booth during published Exhibit Hall hours. Exhibitors who vacate their booths prior to the published Move-out time without permission of the AAI Exhibits Manager may be assessed a fine equal to one-half of the booth fee, will forfeit any booth selection for the following year, and will not receive prior Exhibitor credit for booth selection at future shows.

In the interest of the success of the entire AAI meeting, Exhibitor agrees not to extend invitations, host events, call meetings, or otherwise encourage absence of attendees or Exhibitors from the Exhibit Hall or the scientific sessions during the official hours of IMMUNOLOGY 2020™. Official hours include scientific session hours, Exhibit Hall hours, scheduled meetings and special events under the aegis of AAI, and social events. Additionally, Exhibitor agrees not to hold events, meetings, or other gatherings in the booth without pre-approval by the AAI Exhibits Manager.

Location Relative to Other Exhibit Booths

Exhibitors may use the Exhibit Application to designate their preference to be located near other companies or their wish not to be adjacent to or opposite designated companies. Those requests will be honored to the extent possible in conjunction with assignment priorities and requests for specific locations on the floor.

Distribution of Giveaways

Exhibitors will be permitted to distribute appropriate promotional materials and approved related items from their exhibit booth only. Exhibitors may not distribute materials outside their booth (hotels, Convention Center lobby area, etc.) without permission of the AAI Exhibits Manager. In keeping with the educational purpose of the exhibit program, giveaways must conform to acceptable, legal, and professional standards. AAI reserves the right to deny distribution of materials it deems inappropriate.

Exhibit Space Rental

All booths are 10’x10’, unless stated or marked otherwise on the floor plan, and can be combined to make larger booths. Tiered pricing is available with discounts for applications and deposits received by October 31, 2019. Rental includes 8’ high back drape, 3’ high side divider drapes, and a standard (44”x7”) identification sign with company name. Exhibit Hall aisles will be carpeted. Exhibitor must carpet the booth.

Space reserved onsite at IMMUNOLOGY 2019™ will require a 50% deposit no later than June 15, 2019. Payment equal to 50% of the exhibit fee must accompany the application for space submitted after May 12, 2019, or before October 31, 2019. After October 31, 2019, in the event of a late or missing payment, AAI reserves the right to cancel Exhibitor’s booth, retain that portion of funds paid deemed “nonrefundable,” and resell the space.

Exhibit fees cover exhibit space rental and an allotment of badges according to the size of the exhibit space. Any other booth furnishings and/or equipment must be contracted through the official AAI General Services Contractor as indicated in the AAI Exhibitor Service Kit. In the event that no representative of an exhibiting organization has arrived on-site to claim its space or freight two hours prior to the published event opening, AAI has the right to resell or relocate the exhibit space. Any booth not set up by the last two hours of Exhibitor Move-in may be force-built at Exhibitor’s expense or relocated at the discretion of the AAI Exhibits Manager and at Exhibitor’s expense. Exhibitor Move-in/out is deemed a “construction zone” by OSHA and, as such, prohibits Exhibitor from wearing open-toed shoes of any kind in the Exhibit Hall. This regulation will be strictly enforced for the safety of all.

The only individuals under the age of 18 allowed in the Exhibit Hall are registered high school students with school ID and an accompanying registered adult.

Photography of exhibit booths without the express permission of Exhibitor or the AAI Exhibits Manager is prohibited.
Cancellation or Reduction of Exhibit Space
Exhibitor’s decision to cancel or reduce space must be made in writing to the AAI Exhibits Manager for approval. The effective date of space cancellation or reduction will be the date the written notice is received by AAI. If space is cancelled or reduced on or before November 30, 2019, a refund will be made of any funds paid in excess of the required nonrefundable deposit. After November 30, 2019, all sales are final and any deposits plus other booth fees paid become nonrefundable. All cancellations or space reductions include the forfeiture of all Exhibitor badges that were originally allocated to the booth space.

Subleasing
Subleasing, assignment, or sharing, in part or in whole, any part of exhibit space is not permitted. Two or more companies may not share the same space. Exhibitor agrees to limit the service and/or materials displayed in the booth to those supplied or provided by Exhibitor, with the exception that proprietary equipment may be used solely for the purpose of demonstrating the materials or services of Exhibitor.

Registration of Exhibitors
Exhibitor will receive four complimentary Exhibit Hall Only badges for company personnel for every 100 square feet of reserved booth space. Additional Exhibit Hall Only badges can be purchased for $50 each. AAI reserves the right to limit the number of purchased Exhibitor Hall Only badges. It is the responsibility of the authorized individual signing the Application for Space to inform all company personnel of the AAI Rules and Regulations. Exhibit Hall Only badges will not allow admission to scientific sessions.

BOOTH DESIGN AND USE OF EXHIBIT SPACE
AAI adheres to IAEE booth display standards. All exhibits and activities must fit within the confines of Exhibitor’s assigned space so as not to impede traffic flow, infringe on the space of other Exhibitors, create any trip hazards, or violate the emergency exit routes or access to emergency equipment set forth by the Fire Marshal. The exhibit aisles will be carpeted. Exhibitors are required to cover their allotted floor space by either providing their own carpet or renting carpet from the General Services Contractor. Exhibitor carpet in booths must be of one color and must be clean. The AAI Exhibits Manager reserves the right to order and install carpeting for Exhibitors who have not installed carpeting by the start of the last two hours of the published Move-in time, whose carpeting does not conform to the Standard Booth restrictions of a 4’ display area from the backline of the booth. Hanging signs are not permitted. No exhibit may span an aisle by using roofing. Exposed, unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. If such draping is not installed, the AAI Exhibits Manager reserves the right to order and install draping at the expense of Exhibitor.

Island Booths
An island booth is a unit bordered on four sides by aisles. All materials and activities must be contained within Exhibitor’s designated booth space. All display material is restricted to 20’ in height with a sufficient “see-through” or “walk-through” area with 40% visibility per side. This is required to avoid blocking the view of adjacent exhibits. Models or to-scale drawings of exhibits must be submitted in advance to the AAI Exhibits Manager for approval. Island booths will be measured and may not exceed the 20’ height limitation. Hanging signs that are part of the booth structure are permitted but must not exceed the 20’ height restriction as measured from the top of the sign to the floor.

Enclosed/Covered Booths
Exhibitors with booths that incorporate enclosed or covered areas must submit detailed plans at least two months prior to Move-in. Booth plans must specify the maximum number of occupants and must have a structural engineer’s stamp certifying the maximum occupancy load capacity. These booths are subject to requirements set by the local Fire Marshal. Contact AAI Exhibits Manager for specific requirements for your exhibit.

End-Cap Booths
An end-cap booth is a booth that has open sides on three aisles. AAI does not permit end-cap booths.

Aisles
Aisles are the leased property of AAI. No Exhibitor will be permitted to block aisles or otherwise impede proper flow of traffic through the Exhibit Hall. All demonstrations must take place within Exhibitor’s designated booth space.

Fire Code Regulations
Federal, state, and city laws will be strictly observed. All drapes, curtains, table coverings, skirts, carpet, or any material used in exhibits must be flame retardant. Wiring must comply with fire department and underwriters’ rules. Fire hose cabinets, fire extinguishers, sprinklers, fire exit doors, route of egress, and any other fire safety device or facility must not be hidden, obstructed, or otherwise disturbed. Crates, packing materials, wooden boxes, or other highly combustible materials may not be stored in the Exhibit Hall, meeting rooms, or fire exit areas. Materials not in compliance with the regulations will be considered trash and subject to disposal. Passenger elevators and escalators may not be used for freight, including hand trucks, floats, and similar equipment.

Security
AAI will contract with a reputable security firm for the course of the annual meeting. Duties of the guards will be to provide access control to, and general security of, the Exhibit Hall. Neither AAI, the Convention Center, hotels, nor the owners or lessors of the exhibit venue will assume any responsibility for Exhibitor’s personal property. It is strongly urged that Exhibitor maintain awareness of any expensive, revenue-generating, irreplaceable (within the framework of the exhibition), or proprietary product contained within their booth. Exhibitor has the option to hire private security services, if desired, for exclusive booth coverage.

Liability
Exhibitor assumes all responsibility and hereby agrees to protect, indemnify, defend, and hold harmless AAI and its officers, employees, and agents; the Convention Center and its employees and agents; and The Expo Group against all claims, losses, and damages to persons or property, governmental charges or fines, and attorney’s fees arising out of or caused by Exhibitor’s installation, removal, maintenance, occupancy, or use of the exhibiting premises or a party thereof, excluding such liability caused by the sole negligence of the parties referred to above. In addition, Exhibitor acknowledges that AAI, its agents, the Convention Center, or The Expo Group will not maintain insurance covering Exhibitor’s property, and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor.

Exhibitor shall be liable to the host facility and/or AAI for any damage to the building and/or the furniture and fixtures contained therein that shall occur through acts or omissions of Exhibitor.

Cancellation of Meeting and Exhibits
In the event IMMUNOLOGY 2020™ is cancelled due to acts and events not within the control of AAI, and include, without limitation: Acts of God; strikes, lockouts, or other industrial disputes; inability to obtain material, equipment, or labor; epidemics, civil disturbances, acts of domestic or foreign terrorism, wars within the United States, riots, or insurrections; landslides, lightning, earthquakes, fires, storms, floods, or washouts; arrests and restraint of rulers and people; interruptions by government or court orders; declarations of emergencies by applicable Federal, State, or local authorities; present or future orders of any regulatory body having proper jurisdiction and authority; explosions, and breakage or accident to machinery, the Application and Contract for Exhibit Space will be terminated. In such an event, neither party shall be liable to the other for delay or failure to perform its obligations.

Insurance
Exhibitor acknowledges that AAI does not maintain and is not responsible for obtaining insurance covering Exhibitor’s property. Exhibitor is urged to have adequate insurance.

SERVICES AND OFFICIAL CONTRACTOR
Details for Exhibitor policies, labor, furniture, rental displays, lead retrieval, utilities, etc., will be included in the Exhibitor Service Kit, which will be distributed via email in January 2020. Exhibitors are encouraged to take advantage of cost reductions offered.

Please address all communications pertaining to exhibits to:
AAI Exhibits Manager
Email: exhibits@aaian.org
Phone: 301-634-7821
### LECTURES, SYMPOSIA, AND NETWORKING EVENTS

- **President's Address**
  - Sustaining Sponsor: $10,000

- **President’s Symposium**
  - Sustaining Sponsor: $10,000

- **Distinguished Lectures (3)**
  - Contributing Sponsor (each): $5,000

- **Major Symposia (8)**
  - Contributing Sponsor (each): $5,000

- **Careers and Networking Roundtables**
  - Contributing Sponsor: $4,000

- **AAI Minority Affairs Committee Careers Roundtable and Speed Networking Session**
  - Contributing Sponsor: $4,000

- **Careers in Biotech: Panel Discussion and Networking Reception**
  - Contributing Sponsor: $2,000

- **How to Convert Your CV into a Résumé**
  - (Lecture followed by one-on-one counseling)
  - Contributing Sponsor: $2,000

- **Interviewing for a Job**
  - (Lecture)
  - Contributing Sponsor: $2,000

### TRAVEL SUPPORT

- **AAI Laboratory Travel Grants**
  - Qualifies as Premier Level Sponsorship: $2,500/grant

- **AAI Undergraduate Faculty Travel Grants**
  - Qualifies as Premier Level Sponsorship: $2,500/grant

- **AAI Early Career Faculty Travel Grants**
  - Qualifies as Premier Level Sponsorship: $1,250/grant

- **AAI Trainee Abstract Awards**
  - Qualifies as Premier Level Sponsorship: $500–$750/award

- **AAI Trainee Poster Awards**
  - Qualifies as Premier Level Sponsorship: $300/award

### SOCIAL EVENTS

- **Opening Night Networking Event: Exclusive or Shared**
  - Shared: $7,500

- **IMMUNOLOGY 2020™ Gala**
  - Platinum Sponsor: At Cost

- **Service Appreciation Reception**
  - Silver Sponsor: At Cost

### PAYMENT INFORMATION

Please make checks payable to The AAI, Inc., in U.S. dollars drawn on a U.S. bank. Email exhibits@aai.org for bank wire instructions.

Billing Contact Name ________________________________________________________________________

Billing Contact Address ______________________________________________________________________

City/State/Zip _____________________________________________________________________________

* According to number of consecutive years of AAI membership

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**TOTAL SPONSORSHIP/SUPPORT** $ ________________________

Submit Application to: AAI Exhibits Manager 1451 Rockville Pike, Suite 650, Rockville, MD 20852 Phone: 301-634-7821 • Email: exhibits@aai.org

Further information appears at [www.aai.org](http://www.aai.org) and [www.IMMUNOLOGY2020.org](http://www.IMMUNOLOGY2020.org)

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INSTRUCTIONS: IMMUNOLOGY 2020™ exhibit space is assigned on a first-come, first-served basis upon receipt of this Exhibit Application or the online Exhibit Application accompanied by a nonrefundable deposit of 50% of the exhibit fee. All balances are due by November 30, 2019. For applications submitted after October 31, 2019, full payment is due with the application.

Exhibitors may apply for space electronically at www.IMMUNOLOGY2020.org.

Company/Organization ____________________________________________
Contact Name ______________________________________ Title __________
Address __________________________________________________________
City/State/Zip/Country ______________________________________________
Phone __________________ Fax_________________ Email __________________

Total number of booths requested ___________

**BOOTH PREFERENCE**

- Corner $3,250 before October 31, 2019
  $3,450 after October 31, 2019
- In-line $3,050 before October 31, 2019
  $3,250 after October 31, 2019
- Bulk/Island $32.50 per square foot before October 31, 2019
  $34.50 per square foot after October 31, 2019

We prefer the following booth locations (in priority order):

1) ____________  2) ____________  3) ____________
4) ____________  5) ____________  6) ____________

We will exhibit the following products/equipment/services:

If possible, we would like to be located near (other exhibitor names):

If possible, we would NOT like to be located adjacent to or directly across from (other exhibitor names):

**PAYMENT:**

TOTAL EXHIBIT FEE $________

TOTAL AMOUNT OF DEPOSIT DUE (50%) $________

BALANCE DUE $________

Please make checks payable to The AAI, Inc., in U.S. dollars drawn on a U.S. bank.

In accordance with the following terms, conditions, and regulations governing exhibits at the IMMUNOLOGY 2020™ meeting at the Hawai‘i Convention Center, Honolulu, HI, the undersigned hereby makes application for exhibit space(s) which, when accepted by AAI Exhibit Management, becomes a contract. Terms and conditions listed in the attached 2020 AAI Exhibit Rules and Regulations and at www.IMMUNOLOGY2020.org are a part of this contract. The undersigned agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this agreement or as may be specifically designated by AAI Exhibit Management, the Convention Center, the official general services contractor, as well as any city, state, and federal regulations. Failure to abide by such rules and regulations will result in the forfeiture of all monies paid to AAI under the terms of this agreement. Exhibitors remain obligated to pay any outstanding balances due to AAI. Additionally, the undersigned acknowledges that an invoice for payment will be sent and agrees to submit payment within, but not later than, 30 days after space assignment.

I understand and agree to comply with the EU General Data Protection Regulations (GDPR) at www.EUGDPR.org.

I attest I have read and will abide by the AAI Code of Conduct at www.IMMUNOLOGY2020.com.

Authorized Signature __________________________ Date __________

The American Association of Immunologists, Inc., (AAI) reserves the right, in its sole discretion, to accept or deny applications for exhibit space and to allocate space among exhibitors. In the case of a denied application, all monies collected by AAI will be refunded to the exhibiting company/organization.

**CANCELLATION POLICY**

If full payment is not received by November 30, 2019, booth space will be subject to cancellation and immediate release to other entities interested in exhibiting. After November 30, 2019, all sales are final and any deposit or fee payment is nonrefundable.

Submit Application to:
AAI Exhibits Manager
1451 Rockville Pike, Suite 650, Rockville, MD 20852
Phone: 301-634-7821 • Email: exhibits@aai.org

Further information is available at www.aai.org and www.IMMUNOLOGY2020.org.