43rd Annual Meeting

SEPTEMBER 11-15, 2017

Hilton San Francisco Union Square
San Francisco, CA

Exhibit & Sponsorship Prospectus
ABOUT ASHI
The American Society for Histocompatibility and Immunogenetics (ASHI) is a not-for-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 RECENT & PROSPECTIVE EXHIBITORS & SPONSORS:
It is with great pleasure that the American Society for Histocompatibility and Immunogenetics (ASHI) invite you to exhibit and sponsor the ASHI 43rd Annual Meeting.

For the ASHI 43rd Annual Meeting, we head to San Francisco and will hold the meeting in the Hilton San Francisco Union Square. Situated at the center of the Theater District, this venue is close to exciting sightseeing attractions just outside the front door including Union Square.

Review the exhibitor and sponsorship prospectus thoroughly and complete the contract and fax or mail to reserve a booth and secure sponsorship today. Please be certain to review the rules and regulations in their entirety as they become legally binding once the exhibit space contract is accepted by Management.

The American Society for Histocompatibility and Immunogenetics Annual Meeting is the meeting to attend to gain visibility and a competitive edge. We look forward to your participation.

Sincerely,
2017 Program Planning Committee
TABLE OF CONTENTS

(Information within this prospectus is subject to change)

Planning Committee ........................................... 1
Invitation to Exhibitors & Sponsors .......................... 2
Meeting Demographics .................................... 2
Corporate Support ........................................... 3
Marketing Opportunities .................................... 4
  Branding
  Technology
  Advertising
  Food & Beverage
Symposia Opportunities .................................... 6
  Symposium Fees, Terms and Conditions
  Official Rules and Regulations
Affiliate Meeting Opportunities ............................ 7
Exhibit Opportunities ....................................... 8
  Special Events in the Exhibit Hall
  Key Dates and Times
  Exhibit Fees, Terms and Conditions
  Official Rules and Regulations
Applications .................................................. 16
  Marketing Opportunities
  Exhibit Opportunities
Exhibit Hall Floor Plan .................................... 19

WHY EXHIBIT WITH ASHI

More Face to Face Time. Four attendees to each exhibitor. Attend ASHI and exhibitors can expect to have more face to face time with attendees. Here's your chance to grab the attention of your target audience and build real relationships.

REACH YOUR TARGET AUDIENCE

At the ASHI Annual Meeting, your company will be able to reach a diverse group of individuals in the areas of transplant immunology, autoimmunity, vaccines and immunogenetics. Included among ASHI members are immunologists, geneticists, molecular biologists, transplant physicians and surgeons, pathologists and technologists involved in both basic research and clinical studies.

2016 EXHIBITORS

American Foundation for Donation & Transplantation
BD Biosciences
Beckman Coulter Life Sciences
Bio-Rad Laboratories
Cedarlane
chemagen from PerkinElmer
Discovery Healthcare Consulting Group
GenDx
GenTrak
Histogenetics
HLA Data Systems
Illumnia, Inc.
Immucor
Immucor
IntelliCyt Corporation
JETA Molecular
LabCorp
Linkage Biosciences™
MC Diagnostics Ltd
Mid-America Transplant
Miltenyi Biotec
National Marrow Donor Program
Olérup Inc.
Omixon
One Lambda, A Thermo Fisher Scientific Brand
Oxford Nanopore Technologies
Path-Tec
Promega Corporation
Protrans GmbH
Scisco Genetics, Inc.
STEMCELL Technologies Inc.
SystemLink, Inc.
UCLA Immunogenetics Center
USB Products by Affymetrix

JOB TITLES REPRESENTED

Other, i.e. Directors-in-Training, Research & Development, Lab Managers

Supervisors

27%

Directors

34%

Technologists

20%

34%
## CORPORATE SUPPORT

### DIAMOND – $30,000 AND ABOVE
- Your company logo will appear on meeting signage, walk-in slides, and the ASHI website (with link to your website).
- Two (2) complimentary booth expansions at ASHI Annual Meeting
- Complimentary meeting room for UserGroup Luncheon at ASHI Annual Meeting (One day/2 hour maximum)
- At the Regional Education Workshops, a prime location for literature display table and a preferred assignment for innovative technology session (based on first-come, first-served receipt of commitment)
- One complimentary registration for each Regional Education Workshop
- An additional complimentary registration at a Regional Education Workshop
- Opportunity to conduct an Innovative Technology Talk at both Regional Education Workshops
- One (1) full page 4-color advertisement in ASHI Quarterly

### PLATINUM – $25,000 - $29,999
- Your company logo will appear on meeting signage, walk-in slides, and the ASHI website (with link to your website).
- One (1) complimentary booth expansion at ASHI Annual Meeting
- Complimentary meeting room for UserGroup Luncheon at ASHI Annual Meeting (One day/2 hour maximum)
- At the Regional Education Workshops, a prime location for literature display table and a preferred assignment for innovative technology session (based on first-come, first-served receipt of commitment)
- One complimentary registration for each Regional Education Workshop
- An additional complimentary registration at a Regional Education Workshop
- Opportunity to conduct an Innovative Technology Talk at both Regional Education Workshops
- One (1) half page 4-color advertisement in ASHI Quarterly

### GOLD – $18,000 - $24,999
- Your company logo will appear on meeting signage, walk-in slides, and the ASHI website (with link to your website).
- 15% discount on booth space at ASHI Annual Meeting
- 15% discount on meeting room for UserGroup Luncheon at ASHI Annual Meeting (One day/2 hour maximum)
- At the Regional Education Workshops, a location for literature display table and an opportunity to conduct an Innovative Technology Talk at both Regional Education Workshops
- One complimentary registration at each Regional Education Workshop
- One (1) quarter page 4-color advertisement in ASHI Quarterly

### SILVER – $10,000 - $17,999
- Your company logo will appear on meeting signage, walk-in slides, and the ASHI website (with link to your website).
- 10% discount on booth space at ASHI Annual Meeting
- At the Regional Education Workshops, a location for literature display table and an opportunity to conduct an Innovative Technology Talk at both Regional Education Workshops
- One complimentary registration at each Regional Education Workshop

### BRONZE – $5,000 - $9,999
- Your company logo will appear on meeting signage, walk-in slides, and the ASHI website.
- At the Regional Education Workshops, a location for literature display table and an opportunity to conduct an Innovative Technology Talk at both Regional Education Workshops
- One complimentary registration at each Regional Education Workshop

Contact Kathy Miranda at ASHI Headquarters at (856) 793-0907 or kmiranda@ashi-hla.org for details regarding support opportunities.
## Marketing Opportunities

### Branding

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elevator Clings -</td>
<td>Please contact ASHI for pricing</td>
<td>Elevator clings are designed to highlight your company’s presence at the 43rd Annual Meeting. Placement locations include meeting space elevators on the Lower Level and Ballroom Level of the Hilton San Francisco Union Square. There are a total of 6 elevator doors; on Ballroom Level, Tower 3.</td>
</tr>
<tr>
<td>Branded Floor Decals -</td>
<td>Please contact ASHI for pricing</td>
<td>Floor decals grab attention and pinpoint your message as a stepping stone to your booth. Distribute your branding in a specific area or throughout the hall. Placements are first come - first serve!</td>
</tr>
<tr>
<td>Free-Standing Panels -</td>
<td>$2,000.00 per panel</td>
<td>Grab increased traffic to your booth when attendees pass by your advertisement strategically placed near meeting rooms. Placements are first come - first serve!</td>
</tr>
<tr>
<td>Window Clings -</td>
<td>Please contact ASHI for pricing</td>
<td>Build brand awareness and lead attendees to your booth – strategically place your message throughout the meeting space. Specific locations can be selected by contacting Caroline Olson at <a href="mailto:colson@ashi-hla.org">colson@ashi-hla.org</a>.</td>
</tr>
</tbody>
</table>

### Technology

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charging Stations -</td>
<td>$5,000.00 per station</td>
<td>Mobile device charging stations are one of the newest and most exciting services in the event industry today. A station that charges mobile devices quickly and conveniently can be available to ASHI attendees from locations in high traffic areas throughout the meeting space.</td>
</tr>
<tr>
<td>Meeting Space WiFi -</td>
<td>$10,000.00</td>
<td>Every time an attendee accesses the WiFi within the meeting space your logo will appear on the splash page.</td>
</tr>
<tr>
<td>Membership Lounge -</td>
<td>Please contact ASHI for pricing</td>
<td>This is a hub for society members and non-members to obtain information from the society, relax and have the opportunity to check in with their offices, family and confirm the status of their flights using their own devices. The area will have complimentary WiFi and provide a place for charging devices.</td>
</tr>
<tr>
<td>Mobile Application -</td>
<td>$5,500.00</td>
<td>Strategically place your corporate logo within our mobile application, this will include the splash page as well as the primary listing in the exhibitor section.</td>
</tr>
<tr>
<td>Mobile Application Banner Ads -</td>
<td>$500.00</td>
<td>Have your company highlighted on the mobile application with banners rotated throughout the app.</td>
</tr>
<tr>
<td>Mobile Application Upgraded Exhibitor Listing -</td>
<td>$250.00</td>
<td>Have your company highlighted on the mobile application in the exhibitor section. This will include your company name and your booth number. Enhance your visibility and company name with the utilizing the mobile application upgrade feature.</td>
</tr>
</tbody>
</table>
MOBILE APPLICATION NOTIFICATION - $750.00
Have your company highlighted on the mobile application via a personalized message to be sent out via the notification feature. The message can be no longer than 1000 characters.

VIRTUAL MEETING BAG - $5,000.00
For the first time, ASHI will be providing a virtual meeting bag! This bag will provide your company access to attendees before, during, and after the Annual Meeting. The bag is a customized micro-site that brings sponsor-related messaging into one place. The site is web-based so there is no additional app to download and can be shared across many channels, including email, the mobile app, the Annual Meeting website, social media and more! The bag will be made available to registered attendees two weeks prior and up to one month after the Annual Meeting. The bag sponsor will be able to brand the micro-site background, and one insert is included. Reports on how many attendees clicked on your insert will be provided once the bag is closed.

VIRTUAL MEETING BAG INSERT - $1,500.00
The ASHI virtual meeting bag inserts allow all attendees access to sponsor-related messaging two weeks prior and up to one month after the Meeting. Take advantage of promoting your company brand, encouraging attendees to visit your exhibit booth and providing save-the-date material on your user group meeting. Don’t miss out on this opportunity create more exhibit booth traffic and attendance at your user group meeting by engaging attendees before the Annual Meeting. Reports on how many attendees clicked on your insert will be provided once the bag is closed.

ADVERTISING

PRE-REGISTRATION MAILING LIST - $1,000.00
A mailing list of all pre-registered attendees can be purchased for a one-time usage. A one-time use agreement must be signed and faxed back to ASHI Staff in order to receive the list. This gives you a unique opportunity to get in front of attendees before the Annual Meeting begins either by sending a mailing piece or an email blast - attendees will know exactly where to find you when they enter the exhibit hall.

FOOD & BEVERAGE

EXHIBIT HALL SNACK BREAKS - $3,500.00
(MULTIPLE SPONSORS)
Morning and afternoon breaks will be scheduled throughout the exhibit hall and will include light refreshments. Signage and branded napkins will be provided.

OPENING EXHIBIT RECEPTION - $8,500.00
(MULTIPLE SPONSORS)
The Exhibit Hall Opening Reception is a one-hour reception held on the evening of Monday, September 19 to officially open the 43rd Annual ASHI Meeting. Attendees can enjoy beverages and light snacks while perusing the exhibit hall and scientific posters. Signage will be placed outside the Exhibit Hall and throughout the event 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 - $6,000.00
(MULTIPLE SPONSORS)
Support the poster reception that takes place during ASHI on Tuesday, September 12. Signage and branded napkins will be provided.
USER GROUP MEETING OPPORTUNITIES

The American Society for Histocompatibility and Immunogenetics prohibits user group meetings from being held in the Hilton San Francisco Union Square by any company who 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. ASHI does not guarantee attendance. Attendance depends on date, time, topic and the marketing efforts of the sponsoring company.

LUNCHEON SYMPOSIUM - $5,000.00
Tuesday, September 12; Wednesday, September 13; Thursday, September 14
Includes: Theater style seating, a riser with a podium and head table for two (2) and standard AV set (screen, projector, computer, one (1) table top microphone and one (1) aisle microphone).

Official Rules & Regulations

Eligibility
ASHI prohibits any company who is not an official exhibitor of ASHI to host a user group meeting.

User Group Meeting Scheduling
Time and available space may limit the number of applications accepted. There is no guarantee any company will be given a specific day. Every effort will be made to accommodate on a first request basis. Please note that ASHI prohibits user group meetings during scheduled scientific sessions. User group meetings, or any portion of them, including on-site registration and question-and-answer sessions, may only be held during the designated hours.

Locations
• Space for each symposium will be assigned by ASHI staff.
• Space assignments will be confirmed in May 2017.
• Contact Caroline Olson, colson@ashi-hla.org for additional information.

Services Provided by ASHI Staff
• Work closely with applicants regarding their satellite symposium.
• Assign appropriate space, day, time and designate hotel contact.
• Provide one-complimentary pre-registration mailing list for use to promote the symposium.
• Symposium listing on the ASHI website and ASHI mobile app.

Pre-Meeting Policies
• ASHI reserves the right to review all symposium applications and promotional materials and to reject topics, formats or materials deemed inappropriate.
• All promotional and marketing materials must be approved by ASHI prior to distribution. It is the sole responsibility of the sponsor to work with ASHI to receive approval of materials.
• Approval from ASHI Staff does not constitute an endorsement of the program or its contents by ASHI.

On-Site Policies – Posters/Flyers
• The day prior to your symposium, you are permitted to place one 22"x28" poster in the meeting area. They must be removed immediately following your symposium.
• Posters and flyers can be displayed and distributed from the following locations:
  o The exhibiting company’s booth
  o Registration Bag (if purchased)
  o Handheld posters/flyers are not permitted

Printed and Published Materials
• All industry sponsors/supporters must be listed on all printed and published materials.
• All printed and published materials must bear the following information: Sponsored by..., Supported by..., and Coordinated by...

Content and Use of the ASHI Name and Logo
• All advertisements, promotions, or invitations for the symposium must bear the following statement: “This program is not affiliated with ASHI.” This statement must appear on the cover/front page of any copy using at least 12 pt. font size.
• The ASHI logo or name may not be used in any promotions, advertisements, mewteting materials or correspondence related to the program.

Please review these rules and regulations and complete the User Group Meeting Application at 2017.ashi-hla.org. Credit card information will be collected at time of purchase.

Please note: Space will not be confirmed until payment is received. Applications will be accepted on a first-come, first-serve basis.
AFFILIATE MEETING OPPORTUNITIES

- 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 a large number of 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 43rd 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 is limited. Affiliate events may be held during the unrestricted times listed below. All restricted times are reserved for ASHI programs, meetings and functions.

<table>
<thead>
<tr>
<th>Day</th>
<th>Times</th>
</tr>
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<tbody>
<tr>
<td>Monday, September 11, 2017</td>
<td>8:00 am - 1:00 pm; 9:00 pm and beyond</td>
</tr>
<tr>
<td>Tuesday, September 12, 2017</td>
<td>6:30 am - 8:30 am; 12:00 pm - 2:00 pm; 7:00 pm and beyond</td>
</tr>
<tr>
<td>Wednesday, September 13, 2017</td>
<td>12:00 pm - 2:00 pm; 5:30 pm and beyond</td>
</tr>
<tr>
<td>Thursday, September 14, 2017</td>
<td>12:00 pm - 2:00 pm; 6:30 pm and beyond</td>
</tr>
</tbody>
</table>

Locations
- Space for each symposium will be assigned by ASHI staff.
- Contact Caroline Olson, colson@ashi-hla.org for additional information.

Fees

<table>
<thead>
<tr>
<th>Square Feet and Under</th>
<th>Up to 4 Hours Rental</th>
<th>Up to 8 Hours Rental</th>
<th>24 Hours Rental</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000</td>
<td>$100.00</td>
<td>$200.00</td>
<td>$500.00</td>
</tr>
<tr>
<td>1,000 - 1,500</td>
<td>$500.00</td>
<td>$1,000.00</td>
<td>$2,000.00</td>
</tr>
</tbody>
</table>

Please review the affiliate information and complete the Affiliate Application at 2017.ashi-hla.org. Credit card information will be taken at time of purchase.

Please note: Space will not be confirmed until payment is received. Applications will be accepted on a first-come, first serve basis.
EXHIBIT OPPORTUNITIES

KEY DATES AND TIMES

Meeting Dates
Monday, September 11 – Friday, September 15, 2017
Location: Hilton San Francisco Union Square

Exhibit Dates & Hours
Monday, September 11  7:00 pm – 9:00 pm
Tuesday, September 12  10:00 am – 12:00 pm 2:00 pm – 7:00 pm
Wednesday, September 13  10:30 am – 12:30 pm 2:30 pm – 6:30 pm
Thursday, September 14  10:00 am – 12:00 pm

Installation
Sunday, September 10  12:00 pm – 5:00 pm*
Monday, September 11  8:00 am – 5:00 pm
*Large exhibits

Dismantling**
Thursday, September 14 12:00 pm – 5:00 pm
**Booth dismantling may not begin before 12:00 pm on Thursday, September 14.

(Times are subject to change)

IMPORTANT DATES & DEADLINES

March 10, 2017
Booth reservations using priority points

April 7, 2017
Deadline for cancellation of exhibit space

April 14, 2017
Exhibitor Services Manual sent to exhibiting companies

April 21, 2017
Scale drawings for 20’ x 20’ booths or larger due to show management

May 19, 2017
Company/product descriptions due

May 26, 2017
Forms due to show management:
• User Group Meeting Form
• Notification of use of independent contractors form
• Decorator certificates of insurance
• Request for novelty/giveaway approval form
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, the reflect unfavorably on the character and the purpose of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

ASSIGNMENT OF SPACE
ASHI has instituted a priority point system for space assignment. Booth location will be determined based on the following criteria: one point assigned for every booth purchased in the last three years (2014, 2015, 2016); one point assigned for each full page advertisement purchased in the ASHI Quarterly in 2016 and one to three points per 2016 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 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 $500.00 for a maximum of one 10’ x 10’ booth. Proof of tax exempt/non-profit status must accompany completed application. Tax exempt/non-profit 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 OF EXPOSITION
It is mutually agreed that in the event of cancellation of the ASHI 43rd Annual 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.

FOOD AND DRUG ADMINISTRATIVE (FDA) MARKET CLEARANCE
All products exhibited must have fulfilled all applicable FDA regulations. Products that are not FDA approved for a particular...

Shipments will be received starting at 12:00 pm on Sunday, September 10, 2017. SAN FRANCISCO, CALIFORNIA 94102 333 O’FARRELL STREET Hilton San Francisco Union Square C/O Arata Expositions, Inc. For: ASHI 2017 (Exhibitor Name & Booth #) Freight should be labeled as follows: Show Site Shipments South San Francisco, CA 94080 201 Haskins Way C/O YRC c/o Arata Expositions, Inc. All advance shipments should be labeled as follows: Advance Shipments Collect shipments will not be accepted. SHIPPI...
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; and, 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 April 21, 2017. Drawings not in compliance with the 40% site 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 available a 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 Hilton San Francisco Union Square, 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 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.

OFFICIAL RULES AND REGULATIONS
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 ASHI 43rd Annual 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 Senior 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 satellite symposium.
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.
- Character of the exhibits is subject to the approval of the ASHI Exhibit 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, conduct of persons, etc.

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, exhibit 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 charge 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 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 make edits and changes as needed. You will receive further information on this system in the Exhibitor Online Services Manual.

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: 2017.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 four complimentary registrations for the exhibit hall only for the first 100 square feet of exhibit space. Two additional complimentary registrations for the exhibit hall only are available for each additional 100 square feet of exhibit space. Additional exhibitor badges are $50.00 per person. Badges will not be mailed in advance and must be picked up onsite at the exhibitor registration counter.

Exhibitor badges must be worn at all times 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.

EXHIBITOR SERVICES ONLINE MANUAL

A link to access the Exhibitor Services Online Manual containing complete show information and order forms for all show services will be sent to each exhibiting company on or about April 14, 2017. All forms should be completed in advance of the meeting to ensure that adequate labor, equipment, etc. is available for a smooth set up. 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.

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 BEVERAGE PRODUCTS
With prior approval from the Exhibit 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 hotel. 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 hotel or additional fees may apply. Other items may be distributed from the booth with written approval by the Exhibit Manager.

All requests must be submitted to ASHI for review by July 3, 2017 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.

INDEPENDENT CONTRACTORS
Exhibitors who plan to use service contractors other than those appointed by show management must notify ASHI in writing on or before May 26, 2017 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 May 26, 2017.
- 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 Exhibit Manager by May 26, 2017. Exhibitors wishing to insure 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, Hilton San Francisco Union Square 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 Hilton San Francisco Union Square 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 the Hilton San Francisco Union Square 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, 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.
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 ASHI are to 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. Each exhibitor is responsible for making sure that all attending personnel are 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.

USER GROUP MEETINGS

ASHI prohibits any company who is not an official exhibitor of ASHI to host a User Group Meeting. More information is listed on page 6.

SECURITY

As a courtesy to exhibitors, watchman service for the exhibit area 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 hotel 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 hotel 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 hotel 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 be staffed at all times during exhibit hours. The ASHI show management requests strict adherence to the opening and closing hours. It is imperative that no exhibitor begins dismantling, packing or teardown of their space until Thursday, September 14 at 12:00 pm. This could result in denial of next year’s exhibit application for the exhibitor.

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 5:00 pm on Monday, September 11, shall revert to ASHI to be occupied in any manner and for such purposes as ASHI may see fit. If an exhibit has not begun to be set up by 5:00 pm on Monday, September 11, 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 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 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.

USE OF ASHI SCIENTIFIC PROGRAM CONTENT

Information presented during the Annual Meeting is the property of ASHI and the presenter. Information may not be recorded, photographed, copied, photocopied, transferred to electronic format, reproduced or distributed without the written permission of ASHI and the presenter. Any use of the program content which includes, but is not limited to oral presentations, audiovisual materials used by speakers and program handouts without the written consent of ASHI is prohibited.

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 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.
### MARKETING OPPORTUNITIES APPLICATION FORM

#### Branding Opportunities
- Elevator Clings - Please contact ASHI for pricing
- Floor Decals - Please contact ASHI for pricing
- Free-Standing Panels - $2,000.00 per panel
- Window Clings - Please contact ASHI for pricing

#### Technology Opportunities
- Charging Stations - $5,000.00 Per Stations
- Meeting Space WiFi - $10,000.00
- Membership Lounge - Please contact ASHI for pricing
- Mobile Application - $5,500.00
- Mobile Application Banner Ads - $500.00
- Mobile Application Upgraded Exhibitor Listing - $250.00
- Mobile Application Notification - $750.00
- Virtual Meeting Bag - $5,000.00
- Virtual Meeting Bag Insert - $1,500.00

#### Advertising Opportunities
- Pre-Registration Mailing List - $1,000.00

#### Food & Beverage Opportunities
- Exhibit Hall Snack Breaks - $3,500.00 (multiple sponsors)
- Opening Exhibit Reception - $8,500.00 (multiple sponsors)
- Poster Reception - $6,000.00 (multiple sponsors)

#### Food & Beverage Opportunities
- Exhibit Hall Snack Breaks - $3,500.00 (multiple sponsors)
- Opening Exhibit Reception - $8,500.00 (multiple sponsors)
- Poster Reception - $6,000.00 (multiple sponsors)

| Total Amount of Support: | |

All marketing opportunities are available on a first-come, first-serve basis. ASHI must approve all artwork before distribution or production on any supported item. Complete logistical information will be sent upon receipt of application form.

**Company Name:**

**Address:**

**City:**
**State:**
**Zip:**

**Telephone:**
**Fax:**

**Email:**

**Contact Name:**
**Title:**

**Method of Payment:**  Check Enclosed  Credit Card (American Express, MasterCard or Visa)

**Credit Card Number:**
**Expiration Date:**

**Card Holders Name:**

**Signature:**

**Mail or Fax Completed Application To:**
ASHI - Attn: Caroline Olson
1120 Route 73, Suite 200 • Mt. Laurel, NJ 08054
Email: meetings@ashi-hla.org • Fax: 856-439-0525

*For any questions, please contact Caroline Olson at colson@ashi-hla.org or call 856-380-6844.*
APPLICATION FOR ASHI 43RD ANNUAL MEETING EXHIBIT SPACE

SEPTEMBER 11-15, 2017 • HILTON SAN FRANCISCO UNION SQUARE • SAN FRANCISCO, CA, USA

Please type or print clearly.

Primary Exhibit and Meeting Contact Information:

Company:
Address:
City: State: Zip:
Country:
Telephone: Fax:
Website: 
(All of the above information will be for inclusion in the final program and mobile app)

Primary Contact Name: Title:
Company:
Address:
City: State: Zip:
Country:
Telephone: Fax:
Email:

Company Representative to Receive All Information Regarding Exhibits, If Different From Above Contact Name:

Title: Telephone:
Email:

Contractor Contact Information
In order for the contractor handling your decorating needs to receive an Exhibitor Service Manual, please provide the following information if applicable.

Contact Name: Title:
Company:
Address:
City: State: Zip:
Country:
Telephone: Fax:
Email:

Booth Pricing: Booth Size 10’ x 10’
In-Line Booth: $3,650.00 • Additional 10’ x 10’ Booth: $2,415.00
Corner Booth: $3,780.25 • Island Booth: $36.75 per square foot
Non-Profit*/Lifestyle $630.00 (Proof of non-profit status must accompany completed application.)

Preferred Booth Size: Width: _______ Depth: _______ Total Number of 10 x 10 Booths: _______
Method of Payment

- Check enclosed
  Send to: Caroline Olson, Associate Meeting Manager • American Society for Histocompatibility and Immunogenetics
  1120 Route 73, Suite 200 • Mt. Laurel, NJ 08054 • Fax: 856-439-0525
  Total amount of check: $________

- Credit Card
  - American Express
  - Visa
  - MasterCard
  Card Number: ___________________________ Expiration Date: ___________________________
  Name on Card: ___________________________ Signature: ___________________________
  Total Amount to be Charged: $________

Principal Products to be Displayed:

- Books
- Instruments
- Equipment
- Pharmaceuticals
- Other

Preferred Locations:
We understand and recognize that the assignment of space is at the sole discretion of the American Society for Histocompatibility and Immunogenetics.

- 1st
- 2nd
- 3rd
- 4th

We Prefer Not to Be Located Near These Companies:

We Prefer to Be Near These Companies:

Company Description:
Please provide 2-3 sentences with a description of your company’s services and/or products to be included in the final program as well as the mobile app. Please forward your description, via email to Caroline Olson atolson@ashi-hla.org by May 19, 2017 to ensure inclusion in the final program.

Guidelines:
1. The location of your exhibit space is considered acceptable to your company unless ASHI Exhibit Management receives written notification within ten (10) days after notification of space assignment.
2. The undersigned agrees to pay the total of the booth fee with this application either by check made payable to ASHI or credit card.
3. Applications and/or company data/products descriptions received after May 19, 2017 may NOT be listed in the official program.
4. Exhibitor may not assign, sublet the whole or any part of space allotted, nor exhibit therein any good other than those manufactured or managed by the exhibitors in the regular course of this business.
5. The exhibitor agrees that any cancellation must be in writing and that booth fees will not be refunded on or after April 7, 2017. Cancellations prior to April 7, 2017 will be refunded minus 50% of total booth cost.
6. The undersigned agrees to abide by all the conditions, rules and regulations for exhibitors set forth in the Official Exhibit Prospectus, website or written communication for the ASHI 43rd Annual Meeting in which conditions, rules and regulations are incorporated herein as part of this contract.

Print Name: ___________________________ Signature: ___________________________ Date: ___________________________

For Official Use Only:

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