

ASHI 50TH ANNUAL MEETING

OCTOBER 21 - 25, 2024

ANAHEIM MARRIOTT | ANAHEIM, CA

2024 Exhibitor Prospectus



ASHI 50TH ANNUAL MEETING

OCTOBER 21 - 25, 2024

ANAHEIM MARRIOTT | ANAHEIM, CA

#ASHI2024
www.ashi-hla.org



ABOUT ASHI

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

OUR MISSION

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

OUR VISION

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

TO OUR EXHIBITORS AND SPONSORS:

It is with great pleasure that the American Society for Histocompatibility and Immunogenetics (ASHI) invites you to exhibit and sponsor the ASHI 50th Annual Meeting.

The 2024 Annual Meeting will be held at the Anaheim Marriott in Anaheim, California. We have procured a location that is conveniently located in downtown Anaheim and is walking distance to the world-famous entertainment complex, Disneyland.

This event will gather over 800 professionals in the HLA and transplant field. You are guaranteed to gain direct access to a diverse audience full of key decision-makers through focused, face-to-face interaction. The ASHI Annual Meeting is a forum where companies can showcase new products with high visibility and ensure a competitive edge to the entire HLA community.

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

We look forward to your participation. See you in Anaheim!

Sincerely,
2024 ASHI Program Planning Committee

ASHI 50TH ANNUAL MEETING

OCTOBER 21 - 25, 2024

ANAHEIM MARRIOTT | ANAHEIM, CA

#ASHI2024
www.ashi-hla.org



CONTACT ASHI

ASHI Headquarters

American Society for Histocompatibility and Immunogenetics
5051 Rt. 42
Unit 4 PMB 1072
Turnersville, NJ 08012
856-335-3299

meetings@ashi-hla.org
<https://ashiannualmeeting.eventscribe.net>

ASHI Meetings Team

Stephanie Ritter
Meeting Manager
sritter@ashi-hla.org

Jeana Hoffman
Meeting Coordinator
jhoffman@ashi-hla.org

TABLE OF CONTENTS

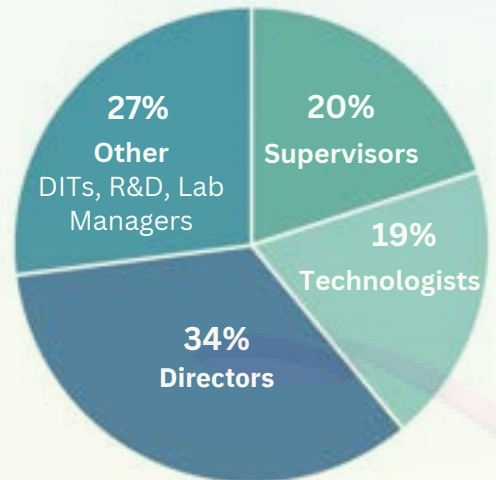
Invitation to Exhibitors & Sponsors	2
Meeting Demographics	4
Corporate Support	5
Marketing Opportunities	7
• Advertising	8
• Food & Beverage	9
• Branding	10
• Innovative Technology	10
User Group Meetings	11
Affiliate Opportunities	12
Key Dates & Times	13
Fees, Terms & Conditions	15
Official Terms & Conditions	18

(Information within this prospectus is subject to change)

Why Exhibit at the ASHI Annual Meeting?

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

- Gain direct access and more face-to-face time with key decision makers
- Centralized meeting space to drive high traffic for each exhibitor
- Opportunity to expand your customer base



2023 EXHIBITORS

American Foundation for Donation
& Transplantation

Beckman Coulter Life Sciences

BioTouch Global

CareDx, Inc.

Cytobar LLC

Devysen

eLabNext (Eppendorf Group)

GenDx

HistoGenetics

Immucor

inno-train Diagnostik

Jackson ImmunoResearch
Laboratories, Inc.

Labcorp

Omixon Biocomputing Ltd.

Pircher Ag

Promega Corporation

Protrans medizinische
diagnostische Produkte GmbH

ROSE Genomics Corp. Ltd

STEMCELL Technologies Inc.

Thermo Fisher Scientific Brand

United Network for Organ Sharing

CORPORATE SUPPORT

ANNUAL BENEFITS OF SPONSORSHIP

DIAMOND SPONSORSHIP BENEFITS (\$35,000)

- **NEW** - (1) Commercial – Premium Package, Annual Meeting
- **NEW** - (1) Unopposed User Group Meeting, Annual Meeting
- **NEW** - (1) Sponsor spotlight email to membership, Annual Meeting (July – October)
- **NEW** - (1) Commercial – Standard Package, ASHI Educational Workshop
- **NEW** - (1) Sponsor spotlight email to membership, AEW (March - June)
- Company Logo on signage, Annual Meeting Pre and Post Registration Lists, Annual Meeting Company Logo, Annual Meeting and AEW websites (linked to company website)
- (2) Complimentary 10x10 Exhibit Booth expansions, Annual Meeting
- (2) Invitations to the ASHI Executive Committee & Corporate Partner Lunch, Annual Meeting
- (2) Complimentary push notifications on the mobile application, Annual Meeting
- (1) Tabletop exhibit, ASHI Educational Workshop
- (1) 15-minute Innovative Technology Talk, ASHI Educational Workshop
- (2) Complimentary Registrations, ASHI Educational Workshop

PLATINUM SPONSORSHIP BENEFITS (\$30,000)

- **NEW** - (1) Commercial – Standard Package, Annual Meeting
- (1) Complimentary 10x10 Exhibit Booth expansions, Annual Meeting
- **NEW** - (1) Sponsor spotlight email to membership, Annual Meeting (July – October)
- Company Logo on signage, Annual Meeting Pre and Post Registration Lists, Annual Meeting
- Company Logo, Annual Meeting and AEW websites (linked to company website)
- (2) Invitations to the ASHI Executive Committee & Corporate Partner Lunch, Annual Meeting
- (1) Complimentary push notifications on the mobile application, Annual Meeting
- (1) Tabletop exhibit, ASHI Educational Workshop
- (1) 15-minute Innovative Technology Talk, ASHI Educational Workshop
- (2) Complimentary Registrations, ASHI Educational Workshop

Contact Stephanie Ritter, ASHI Meetings Manager at sritter@ashi-hla.org for details regarding Corporate Support opportunities.

GOLD SPONSORSHIP BENEFITS (\$25,000)

- **NEW** - (1) Commercial – Basic Package, Annual Meeting
- Company Logo on signage, Annual Meeting
- Pre and Post Registration Lists, Annual Meeting
- 15% discount on first 10x10 exhibit booth, Annual Meeting
- Company Logo, Annual Meeting and AEW websites (linked to company website)
- (1) Complimentary push notifications on the mobile application, Annual Meeting
- (1) Tabletop exhibit, ASHI Educational Workshop
- (1) 15-minute Innovative Technology Talk, ASHI Educational Workshop
- (1) Complimentary Registrations, ASHI Educational Workshop

SILVER SPONSORSHIP BENEFITS (\$13,000)

- **NEW** - (1) Commercial – Basic Package, Annual Meeting
- Company Logo on signage, Annual Meeting
- Pre and Post Registration Lists, Annual Meeting
- 15% discount on first 10x10 exhibit booth, Annual Meeting
- Company Logo, Annual Meeting and AEW websites (linked to company website)
- (1) Complimentary push notifications on the mobile application, Annual Meeting
- (1) Tabletop exhibit, ASHI Educational Workshop
- (1) 15-minute Innovative Technology Talk, ASHI Educational Workshop
- (1) Complimentary Registrations, ASHI Educational Workshop

BRONZE SPONSORSHIP BENEFITS (\$7,500)

- Company Logo, Annual Meeting and AEW websites (linked to company website)
- (1) Tabletop exhibit, ASHI Educational Workshop
- (1) 15-minute Innovative Technology Talk, ASHI Educational Workshop
- (1) Complimentary Registrations, ASHI Educational Workshop

Contact Stephanie Ritter, ASHI Meetings Manager at sritter@ashi-hla.org for details regarding Corporate Support opportunities.

A LA CARTE

SPONSORSHIP OPPORTUNITIES

Take your marketing presence far beyond the Exhibit Hall and make an even stronger impression on the ASHI community. Drive traffic and increase engagement by layering your marketing approach through one or more a la carte sponsorship opportunities. You can complement your investment on the Exhibit Hall floor with marketing opportunities that drive qualified decision-makers to your booth. ASHI offers exclusive sponsorships through advertising, branding, food and beverage and, innovative technology.

ADVERTISING

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

BRANDING

Receive the recognition your company deserves through these elite branding opportunities that will leave a lasting impression on meeting attendees and drive traffic to your booth.

FOOD & BEVERAGE

Give your company brand the advantage of being noticed at one or more food and beverage areas/stations throughout the Annual Meeting.

INNOVATIVE TECHNOLOGY

Attendees use the latest technology to network at the Annual Meeting. Choose a marketing opportunity that puts your brand directly into attendees' hands; through sponsorships such as the mobile app or digital displays.

ADVERTISING

NEW - Full Media Wall - \$5000/Day

Announce your presence at the Annual Meeting in a way that every attendee is sure to see. Create a graphic, scrolling message or video (no sound) for the 7' x 12' LCD media wall located behind the registration desk. Choose a day(s) from Monday, October 21 – Friday, October 25. All five days will be an exclusive sponsorship at the weekly rate of \$20,000.

NEW - Partial Media Wall - \$1000/Day

Utilize a part of the 9-screen media wall for your graphic, scrolling message or video (no sound). Your message will be shown on a 28" x 48" screen. Choose a day(s) from Monday, October 21 – Friday, October 25. All five days will be at the weekly rate of \$4000.

NEW - Hotel Room Door Drop (peak night) - \$5000

Kick off the meeting and get in front of your target audience by creating your own flyer with messaging to be placed under the door of each attendee's sleeping room. Once your flyer is ASHI approved, simply ship your flyers to the Anaheim Marriott for placement by the hotel staff.

NEW - Hotel Room Delivery (peak night) - \$7000

Welcome all ASHI Annual Meeting attendees with a specialized gift from your company. Once your gift to attendees is ASHI approved, simply ship your gifts to the Anaheim Marriott for placement by the hotel staff.

Pre-Registration Mailing List - \$1500

Get in front of attendees before the Annual Meeting begins by sending a mailing piece or an email blast. Attendees will know exactly where to find you when they enter the exhibit hall. *

Post Registration Mailing List - \$1500

Leave a lasting impression and send a follow-up to attendees after the Annual Meeting concludes.*

****One-time use agreement must be signed to receive these lists.***

DIGITAL

NEW - Commercials Premium Package – \$5000

Promote your presence at the ASHI Annual Meeting with (1) 30 – 45 second commercial to be played in the Plenary room on the day you choose, based on availability. Plus (1) 30 – 45 second commercial to be played once in three breakout rooms on the day you choose, based on availability. You create the video, and we will determine a time in the program for viewing. You will also receive social media posts through ASHI's social media accounts. While availability lasts.

NEW - Commercials Standard Package – \$4000

Promote your presence at the ASHI Annual Meeting with (1) 30 – 45 second commercial to be played in the Plenary room on the day you choose, based on availability. You create the video, and we will determine a time in the program for viewing. You will also receive (1) co-branded social media post. While availability lasts.

NEW - Commercials Basic Package – \$2500

Promote your presence at the ASHI Annual Meeting with (1) 30 – 45 second commercial to be played once in the breakout rooms on the day you choose, based on availability. You create the video, and we will determine a time in the program for viewing. You will also receive (1) co-branded social media post. While availability lasts.

NEW - Webinar – \$5000

Create a 30-minute webinar directed towards ASHI Annual Meeting attendees. Use this opportunity to discuss new products, booth location, services offered, or why to attend and visit your booth. This webinar can also be used as a preview to your User Group Meeting (if scheduled) ASHI will send a dedicated email to invite to all meeting attendees and ASHI membership about your webinar. The event will also be publicized on ASHI social media. Limited availability. Live or pre-recorded webinar dates must fall between August 1 – September 30, 2024. While availability lasts.

FOOD & BEVERAGE

If you discover any opportunities that you would like to sponsor for a food and beverage event, please reach out to: **Stephanie Ritter at sritter@ashi-hla.org** and we will design that package for you.

BRANDING

NEW - Selfie Station Sponsor - \$10,000 (exclusive)

Meeting attendees will take multiple selfies on the ASHI photo booth at the membership desk. You'll send your company logo and a short tagline to us, and we'll create the customized background for the event which will include your information. Every selfie taken at the ASHI photo booth will have your branding.

NEW - Column Wrap – \$5000

The main focal point of the meeting space is yearning for you company's imagination. Send us your design and we will generate a column wrap that all attendees will notice when attending the meeting.

NEW - Restroom Mirror Clings - \$5000 (exclusive)

Display a custom message or company logo on mirror clings in the restrooms across from the general session and next to the exhibit hall. Simply send the ASHI approved graphic/messaging to ASHI to create and place at the hotel.

INNOVATIVE TECHNOLOGY

Mobile Application - \$10,000 (exclusive)

Strategically place your corporate logo on our mobile application which is downloaded and used by over 80% of meeting attendees. Your company logo or advertisement will appear throughout the mobile application, giving your company a solid impression on to all attendees. This sponsor will also be listed on our web page and signage at the meeting.

Mobile Application Banner Advertisements - \$1,000

Highlight your company and build brand awareness on our meeting mobile application with a sponsored banner of your logo that rotates throughout the app.

Mobile app push notifications - \$1,200

Send a personalized message to meeting attendees through the notification feature of our mobile app. You can invite them to your booth, make an announcement, or promote your products.



USER GROUP MEETINGS

User Group Meeting - \$15,000

Host a luncheon symposium for ASHI Annual Meeting attendees. Design your own content, invite your own speakers, and advertise your symposium topic to your ASHI audience. Boxed lunches will be provided for 30 minutes in the designated ASHI lunchroom(s) prior to the User Group Meetings.

All User Group Meetings are a total of 55 minutes in length. We suggest 45 minutes of presentation and 10 minutes for questions and answer. Timing will be strictly adhered to.

Your company will receive:

- The User Group Meeting listed on ASHI website and mobile application.
- One-time complimentary pre-registration mailing list (one-time use agreement must be signed to receive the list)

User Group Meeting Environment:

- Classroom or banquet style seating (cannot be changed)
- Riser with a podium and head table for two
- Standard AV set (screen, projector, computer, (1) tabletop microphone and (1) aisle microphone)

Onsite Promotional Signage:

ASHI will produce (1) sign showing the session title and company logo that will be placed outside the room of your User Group Meeting.

Registration Support:

To facilitate a more seamless process, ASHI will coordinate registration for your User Group Meeting. Attendees will select if they plan to attend your session during the registration process. To ensure the most success with registration, User Group Meeting providers must apply, remit payment, and confirm program information prior to **Friday, July 19, 2024.**

ASHI prohibits User Group Meetings from being held at the Anaheim Marriott by any company who is not an exhibitor of ASHI. Only approved User Group Meetings may be publicized and/or promoted in the meeting program or outside the exhibit booth. User Group Meetings have specific rules and regulations. Signage is only allowed immediately outside of the User Group Meeting Room. ASHI does not guarantee attendance. Attendance depends on date, time, topic, and the marketing efforts of the sponsoring company.

User Group Meeting Schedule:

Tuesday, October 22 | Wednesday, October 23

12:40pm - 1:35pm: Diamond Sponsor
1:40pm - 2:35pm
1:40pm - 2:35pm

Thursday, October 24

12:40pm - 1:35pm
12:40pm - 1:35pm
1:40pm - 2:35pm
1:40pm - 2:35pm

You must be an official exhibitor to hold a User Group Meeting. Applications must be submitted online. Space will not be confirmed until payment is received.

ASHI assigns space by sponsorship level. All User Group Meetings are expected to comply with the official rules and regulations, available online at: <https://ashiannualmeeting.eventscribe.net>

AFFILIATE MEETING OPPORTUNITIES

Limited Availability

Events planned independently of ASHI are categorized as affiliate events. These activities provide opportunities for colleagues to gather and/or network with others within the field. ASHI understands the value of having many specialists in one place and we offer the opportunity for universities, government agencies, non-profit and corporate/industry groups to organize non-educational events over the course of the Annual Meeting. There is a non-refundable administrative fee for each approved application. All events involving ASHI attendees require ASHI approval.

APPROVED TIMES

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

LOCATIONS

Space for each affiliate event at the Anaheim Marriott will be assigned by ASHI. All affiliate rooms are less than 1,500 square feet. Rooms sizes vary. The maximum capacity for affiliate events is 40 people. Space is released on a first come, first-served basis. There is no guarantee that we will have availability for your request. Please submit your request early to ensure the best possible chance of securing your space.

FEES

Discounts are available for affiliate space requests submitted prior to Friday, July 19, 2024. After Friday, July 19, 2024, the fees for affiliate space increase. No exceptions will be made.

Monday, October 21, 2024

8:00am – 12:00pm

9:30pm – 11:00pm

Tuesday, October 22, 2024

12:00pm – 2:45pm

8:45pm – 11:00pm

Wednesday, October 23, 2024

7:00am – 8:30am

12:00pm – 2:45pm

6:45pm – 11:00pm

Thursday, October 24, 2024

12:00pm – 2:45pm

6:45pm – 8:30pm

*Restrictions apply; subject to ASHI approval.

	Up to 4 hours	Up to 8 hours	24 hour hold
Pre-Event Request (Valid through July 19)	\$500	\$750	\$1,100
Onsite Event Request (Valid after July 19)	\$750	\$1,000	\$1,350

Please review the description of affiliates and complete the online application, located at

<https://ashiannualmeeting.eventscribe.net/>. Questions? Contact

Stephanie Ritter: sritter@ashi-hla.org

KEY DATES AND TIMES

Meeting Dates

October 21 – 25, 2024

Anaheim Marriott, Anaheim, California

EXHIBIT DATES & HOURS*

Monday, October 21 7:00pm – 9:00pm

Dedicated Times

Welcome Reception 7:00pm – 9:00pm

Tuesday, October 22 9:00am – 8:30pm

Dedicated Times

AM Break 9:30am - 10:00am

PM Break 4:15pm - 4:45pm

Poster Reception 6:15pm - 8:15pm

Wednesday, October 23 9:00am – 5:00pm

Dedicated Times

AM Break 9:30am - 10:00am

PM Break 4:15pm - 4:45pm

Thursday, October 24 9:00am – 1:00pm

Dedicated Times

AM Break 9:30am - 10:00am

Installation*

Monday, October 21

8:00am – 5:00pm

Dismantling**

Thursday, October 24

1:00pm – 8:00pm

*Times are subject to change

**Booth dismantling may not begin before 1:00pm on Thursday, October 24, 2024.

IMPORTANT DATES & DEADLINES

FEBRUARY 2024

Official housing opens, please see our website for more information.

<https://ashiannualmeeting.eventscribe.net/>

MARCH 2024

Exhibit floor plan posted on ASHI website.

APRIL 2024

Annual Meeting registration opens.

User Group Meetings form available online.

Affiliate Space form available online.

MAY 2024

Booth request form available online.

JUNE 2024

Exhibit booth space assigned; exhibitors notified by email.

JULY 2024

Scale drawings for 20' x 20' booths or larger due to ASHI (7/19/2024).

Exhibitor Services Manual sent to exhibiting companies (7/26/2024).

AUGUST 2024

Deadline for cancellation of exhibit space.

Forms due to ASHI:

- Company certificate of insurance
- Request for novelty/giveaway approval form

SEPTEMBER 2024

Decorator accepting advance shipments (9/9/2024).

Notification of use of Independent Contractor's form and Insurance (9/20/2024).

OCTOBER 2024

Deadline for advance shipments accepted by decorator (10/11/2024).

Direct to site freight received begins (10/20/2024).

EXHIBIT FEES, TERMS AND CONDITIONS

Exhibit Eligibility

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

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 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 process from the ASHI Team.

All participants affiliated with exhibits must register. Each person registered as an exhibitor must be employed by the exhibiting company or have a direct business affiliation. The exhibit badge allows access to the exhibit hall only.

If an exhibitor plans to attend any of the scientific sessions, they must register separately online at the ASHI website:

<https://ashiannualmeeting.eventscribe.net>.

Each exhibiting company receives one complimentary full registration per paid booth which allows access to scientific sessions and social events (excluding ticketed events) and two complimentary registrations for the exhibit hall only, for the first 100 square feet of exhibit space. One additional complimentary registration for the exhibit hall only is available for each additional 100 square feet of exhibit space. Additional exhibitor hall only badges are \$100.00 per person. Badges will not be mailed in advance and must be picked up onsite at the exhibitor registration counter.

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

Booth Prices (per 10' x 10')

In-Line Booth:	\$4,000
Additional 10' x 10' Booth:	\$2,750
Corner Booth:	\$4,250
Island Booth: Non-Profit*/Lifestyle	\$40/square \$1,000

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

Terms of Payment

All applications must be submitted online at <https://ashiannualmeeting.eventscribe.net/>. Payment may be made by wire, check or credit card. If paying by check, you will receive an invoice after the application process.

EXHIBIT FEES, TERMS AND CONDITIONS

Terms of Payment Continued

Space will not be confirmed without the completed application and full payment. Checks must be made payable to ASHI and must include a completed exhibit application or ASHI invoice. The check memo must state: ASHI Annual Meeting Exhibitor.

Mail applications to:
ASHI Headquarters
Attn: Stephanie Ritter
5051 Rt. 42
Unit 4 PMB 1072
Turnersville, NJ 08012

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 four years (2020, 2021, 2022, 2023); one point assigned for each full-page advertisement purchased in the ASHI Quarterly in 2023, and one to six points per 2023 sponsorship contribution level, if applicable. ASHI 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 the ASHI Annual Meeting, 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 \$1,000 for a maximum of one 10' x 10' booth. Proof of tax exempt/non-profit status must accompany completed application. Tax exempt/nonprofit space assignment will be assigned by ASHI. 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.

Cancellation or Downsizing of Booth Space

Cancellations or requests to downsize must be submitted to the ASHI Meeting Manager in writing. The date of receipt of exhibitor's written notice of cancellation at the ASHI Headquarters office will be the official cancellation date. If space is canceled on or before Friday, August 16, 2024, ASHI will retain 25% of the total booth cost. Any exhibitor who cancels space after Friday, August 16, 2024, will be responsible for the total booth cost. Refunds for cancellations are not available after Friday, August 16, 2024. If written notification of downsizing booth space is received on or before Friday, August 16, 2024, the exhibitor is responsible for 25% of the original exhibit space contract, plus the cost of the redefined exhibit space. No decreases in booth size or configuration will be made after Friday, August 16, 2024.

ASHI 50TH ANNUAL MEETING

OCTOBER 21 - 25, 2024
ANAHEIM MARRIOTT | ANAHEIM, CA

TERMS OF AGREEMENT



TERMS OF AGREEMENT

ASHI 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 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 sritter@ashi-hla.org 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 ASHI's opinion, not keeping within 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.

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 ASHI management. The right is reserved to refuse applications of concern not meeting standards required or expected, as well as the right to curtail exhibits or parts thereof which reflect unfavorably on the character of the meeting.

TERMS OF AGREEMENT

Non- professional products or services are not permitted to be displayed. This applies to displays, literature, advertising, novelties, souvenirs, 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, ASHI management is not liable for any refund of any amount paid hereunder.

Contractual Obligation

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

Delivery and Shipment of Materials

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

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

Exhibit Hall Access

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

Exhibit Personnel Registration and Badges

In our commitment to bring you the latest and most convenient methods available for registering your booth personnel, we would like to invite you to register utilizing our online 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 process from the ASHI Team.

All participants affiliated with exhibits must register. Each person registered as an exhibitor must be employed by the exhibiting company or have a direct business affiliation. The exhibit badge allows access to the exhibit hall only. If an exhibitor plans to attend any of the scientific sessions, they must register separately using the ASHI registration brochure or online at the ASHI website: <https://ashiannualmeeting.eventscribe.net/>

Each exhibiting company receives one complimentary full registration per paid booth which allows access to scientific sessions and social events (excluding ticketed events) and two complimentary registrations for the exhibit hall only for the first 100 square feet of exhibit space. One additional complimentary registration for the exhibit hall only is available for each additional 100 square feet of exhibit space. Additional exhibitor badges are \$100.00 per person. Badges will not be mailed in advance and must be picked up onsite at the exhibitor registration counter.

TERMS OF AGREEMENT

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

Failure to Occupy Space

Booth space not occupied by the exhibitor by 3:00 pm on Monday, October 21, 2024, is forfeited without refund to the exhibitor, and the space may be resold or used by ASHI.

Fire Regulations

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

Food and Drug Administrative (FDA) Market Clearance

All products exhibited must have fulfilled all applicable FDA regulations. Products that are not FDA approved for a particular use in humans or are not commercially available in the United States will be permitted to be displayed only when accompanied by appropriate signs that indicate FDA

clearance status. The signs must be clearly and easily visible and placed near the product and on any graphics depicting the product. Display of investigational products is to remain within the expectations and limitations of the Food and Drug Administration's Guidelines on Notices of Availability. Any investigational product graphically depicted on a commercial exhibit should:

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

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

Food and Beverage Products

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

TERMS OF AGREEMENT

Handouts and Giveaways

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

Food and beverages may be distributed but must be purchased through the host venue. Other items may be distributed from the booth with written approval by ASHI.

All requests must be submitted to ASHI for review. 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 approvals will take place in late Summer. ASHI will reach out to your booth representative for a list of your planned handouts and giveaways.

Independent Contractors

Exhibitors who plan to use service contractors other than those appointed by ASHI management must notify ASHI in writing before Friday, September 20, 2024, using the Exhibitor Appointed Contractor form in the Exhibitor Services Online Manual. Independent contractors must abide by the following:

- Perform all services in a timely and professional manner, in accordance with ASHI established deadlines.

- Not engage in solicitation of business on the exhibit floor for present and/or future conventions.
- Provide a Certificate of Insurance to ASHI no later than Friday, August 16, 2024.
- Register all employees and temporary help at the Exhibitor Registration Desk.

Insurance

Each exhibiting company is responsible for obtaining insurance (Liability and Fire/Theft) in such amounts deemed appropriate to comply with its obligations hereunder and for its own protection. Certificates of liability insurance must be submitted to the Meeting Manager by Friday, August 16, 2024. Exhibitors wishing to insure their exhibit materials, goods and/or ware of exhibits against theft, damage by fire, accident, or loss of any kind, must do so at their own expense.

Liability

Each exhibitor agrees to protect, save, and keep ASHI management, ASHI Board of Directors, Arata Expositions, and the Anaheim Marriott forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, employees or agents as well as to strictly comply with the application terms and conditions as contained in the agreements between the ASHI management, ASHI Board of Directors, Arata Expositions and the Anaheim Marriott regarding the exhibition premises; and further, the exhibitor shall at all times protect, indemnify, save, and keep harmless the ASHI management, ASHI Board of Directors, Arata Expositions, and the Anaheim Marriott 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, their employees or agents.

TERMS OF AGREEMENT

Market Research

Market research cannot be conducted under the manufacturer's name for any product that is pending government 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 demonstrate products and/or services directly related for use by immunologists, geneticists, molecular biologists, transplant physicians, surgeons, pathologists, and technologists involved in the field of histocompatibility and immunogenetics. Each exhibitor is responsible for making sure that all attending personnel are aware of these provisions.

Sales and/or Solicitation of Orders

The ASHI exhibit hall is designed specifically to educate registrants of 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.

TERMS OF AGREEMENT

Security

The venue provides standard security which will be furnished during the hours as deemed necessary by ASHI. 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 Promotions for Exhibitor- Related Events

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

Smoking

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

Sound Restriction

Exhibitors may not use audible electronic, [SR1] 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. ASHI management reserves the right to require exhibitors to discontinue any activity that causes annoyance or interference to others.

Staffing of Exhibits

Exhibits must always be staffed during exhibition hours. ASHI management requests strict adherence to the opening and closing exhibit hours. It is imperative that no exhibitor begins dismantling, packing or teardown of their space until **Thursday, October 24 at 1:00 pm**. This could result in denial of next year's exhibit application for the exhibitor.

Subletting of Exhibits

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

Unoccupied Space

Space not claimed and occupied, or for which no special arrangements have been made in writing to ASHI prior to 3:00 pm on Monday, October 21, 2024, shall revert to ASHI to be occupied in any manner and for such purposes as ASHI may see fit. Space is forfeited without refund to the exhibitor. If an exhibit has not begun to be set up by 3:00 pm on Monday, October 21, 2024, ASHI management may, but shall not be obligated to, order the exhibit erected at the expense of the exhibitor. Neither ASHI management nor Arata Expositions shall be responsible for any injury to person or damage to property incurred.

TERMS OF AGREEMENT

Use of ASHI Name, Logo and/or Acronym

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

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.

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 in this ASHI 2024 Exhibitor Prospectus.

Utilities

Complete information about 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, their 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, ASHI 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. 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.

Cancellation of Exhibition

It is mutually agreed that in the event of cancellation of the 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.

TERMS OF AGREEMENT

THE OFFICIAL SERVICE CONTRACTOR FOR THE ASHI ANNUAL MEETING IS ARATA EXPOSITIONS.

Exhibitor Services Online Manual

A link to access the Exhibitor Services Online Manual containing complete show information and order forms, will be sent to each exhibiting company on or about the week of July 29, 2024. Exhibitors are encouraged to place orders by the deadline dates specified within the Exhibitor Services Kit to take advantage of discounts and minimize delays during set-up. Be sure to consult each form for deadlines, as they may vary depending on the supplier. Special electrical requirements must be arranged directly with the venue. 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.

Shipping Information

Collect shipments will not be accepted.

Advance Shipments

Shipments can arrive between **Monday, September 9, 2024 - Friday, October 11, 2024**. All advance shipments should be labeled as follows:

(Exhibitor Name & Booth #)

ASHI 2024
c/o Arata Expositions, Inc.
c/o ARCBest
1601 North Batavia Road
Orange, CA 92867

Show Site Shipments

Shipments to the show site will not be accepted prior to **Sunday, October 20, 2024, at 1:00 pm. at 1:00 pm.** Freight should be labeled as follows:

(Exhibitor Name & Booth #)

ASHI 2023
c/o Arata Expositions, Inc.
Anaheim Marriott
Marquis Ballroom
700 West Convention Way
Anaheim, CA 92802

Show Site Shipments

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

Material Handling

Please refer to the material handling rate sheet for charges provided in the Exhibitor Service Kit from Arata Expositions.

Booth Construction

Every exhibit space should allow for the visibility of other spaces. The following rules for booth construction ensure that every exhibitor has reasonable site lines to the aisle. All exhibits must conform to the standards set by the Health

TERMS OF AGREEMENT

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

Ceiling heights at the Anaheim Marriott are between 14' – 18'. Please confirm the ceiling height above your confirmed booth location with Arata Expositions prior to construction.

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

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

To remedy instances of noncompliance, ASHI management will have exposed areas draped at the exhibitor's expense. No part of any equipment, or signs relating thereto, shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture, in any way to deface. Damage arising by failure to observe these rules shall be payable by the exhibitor.

Inline Booth

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

Corner Booth

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

Peninsula Booth

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

Island Booth

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

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

Island booths **MUST** allow at least 40% show visibility on each side. Island height is restricted to 20 feet unless approved by ASHI management. Scale drawings for 20' x 20' booths or larger are due to ASHI management by **Friday, July 19, 2024**. Drawings not in compliance with the 40% sight rule will be rejected.

TERMS OF AGREEMENT

Booth Furnishings

ASHI provides the pipe and drape, 8' 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 of 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 Anaheim Marriott, 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 ASHI management by letter for additional clarification. Exhibitors shall employ only union labor, as made available by official contractors in the installation or dismantling of their exhibit and in its operation when required by union agreements.

An exhibitor using an outside contractor for the above work must employ only union display companies and must notify ASHI 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 Exposition services desk.