2012 APS Intersociety Meeting
The Integrative Biology of Exercise VI

Exhibitor Prospectus

Westin Westminster Hotel
Westminster, Colorado
October 10-13, 2012

Exhibitor Deadline: September 5, 2012

Exhibit Overview

The 2012 APS Intersociety Meeting: The Integrative Biology of Exercise-VI is the sixth in a series of intersociety collaborations sponsored by the American Physiological Society (APS), the American College of Sports Medicine (ACSM), and the Canadian Society for Exercise Physiology (CSEP).

This exciting meeting on exercise physiology occurs every four years and attracts scientists and students from around the globe. The Integrative Biology of Exercise-VI meeting would be an excellent program to showcase your related product(s) or service(s) to the scientists who have the purchasing power for their labs. The registration statistics for this meeting from previous Integrative Biology of Exercise meetings are below, and as you can see, this meeting has proved to be very popular and well attended.

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Registrants</th>
</tr>
</thead>
<tbody>
<tr>
<td>1992</td>
<td>Colorado Springs, Colorado</td>
<td>812 registrants</td>
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<tr>
<td>1996</td>
<td>Vancouver, British Columbia</td>
<td>699 registrants</td>
</tr>
<tr>
<td>2000</td>
<td>Portland, Maine</td>
<td>459 registrants</td>
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<tr>
<td>2004</td>
<td>Austin, Texas</td>
<td>587 registrants</td>
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<tr>
<td>2008</td>
<td>Hilton Head, South Carolina</td>
<td>559 registrants</td>
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Presentation of Products or Services

The purpose of the exhibit program is to further the education of the researcher. The exhibits must be of an educational character. They must emphasize instruments, products or services for use in teaching and research, books or other publications in scientific fields of relevance to the interests of the member, or directly convey scientific research findings in those areas of science represented. To assist registrants who are interested in securing more information following the meeting about equipment, supplies, and materials displayed by the exhibitors, each exhibiting company’s full address will be listed in the official meeting program.

Space Assignment

Space assignment will be made on a first-come/first-served basis, with priority given to meeting sponsors. Whenever possible, space will be allotted according to the exhibitor’s choice, but final arrangements will be determined by the Exhibit Management in a way that produces the most advantageous grouping of the exhibits. Exhibit Management shall have no liability if the space location assigned is not as requested.

A 50-word description of product(s) and service(s) to be displayed in your booth must be submitted via email to meetings@the-aps.org no later than September 5, 2012 to ensure that the description of your booth is included in the official meeting program.

Meeting Decorator and Service Kit

The official meeting decorator for the 2012 APS Intersociety Meeting: The Integrative Biology of Exercise-VI is Brede Exposition Services. Exhibitor service kits will be mailed to each confirmed exhibitor in September. A complete set of forms for ordering furniture, carpeting, electricity, and drayage information will be included in the kit. Exhibitors are urged to take advantage of ordering items for their booth before the meeting begins, as on-site orders are substantially more.
**Installation of Exhibits**

**Set-up:** Wednesday, October 10, 2012, from 5:00 PM – 9:00 PM

A labor crew will be available on set-up day in accordance with advance orders. Exhibitors are urged to order in advance all services required. A complete set of service forms will be forwarded to each exhibiting company.

All exhibit material must be unpacked by 9:00 PM on Wednesday, October 10, to permit the removal of empty crates and cartons from the exhibit area. Any exhibit not unpacked by this time will be placed in storage and can be returned only after the exhibits close on the first day of exhibiting, or may be ordered set-up by the Exhibit Management and the cost charged to the exhibitor. No refuse, such as empty cartons, may be placed in the aisles after the final sweeping of the aisles in the exhibit area.

**Exhibit Hours**

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
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<tr>
<td>Thursday, October 11</td>
<td>1:15 PM – 3:15 PM and 5:30 PM – 7:00 PM</td>
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<tr>
<td>Friday, October 12</td>
<td>7:00 PM – 9:30 PM</td>
</tr>
<tr>
<td>Saturday, October 13</td>
<td>1:15 PM – 3:15 PM</td>
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As a courtesy to the participants and your fellow exhibitors, it is requested that you open your exhibit on time each day and staff it throughout the exhibit hours until the scheduled closing hour. Deliveries or removal of equipment must be made before or after exhibit hours. A pass must be obtained from Exhibit Management to remove any material or equipment prior to 3:15 PM on Saturday, October 13. Once the exhibit area opens on Thursday, October 11, nothing may be removed until the exhibit is officially closed at 3:15 PM on Saturday, October 13.

**Dismantling of Exhibits**

**Dismantle:** Saturday, October 13, from 3:15 PM – 6:00 PM

No packing of equipment, literature, etc. or dismantling of exhibits will be permitted until the official closing time. Violators will not be invited to exhibit at future meetings. All exhibits must be packed by 6:00 PM, Saturday, October 13. **IMPORTANT:** To avoid any damage to your equipment, please remain at your exhibit until crates are delivered and labor is available. There will be no security personnel available at the meeting. Exhibitors are responsible for securing their exhibit equipment each day. The participating Societies, Exhibit Management, the Westin Westminster Hotel, and Brede Exposition Services cannot assume any responsibility for loss of, or damage to, exhibits, equipment, personal belongings, etc.

**Enforcement of Rules**

By applying for exhibit space, an exhibitor agrees to adhere to all conditions and regulations outlined in this brochure. Conformity with these Rule and Regulations will be monitored by Exhibit Management.

Each exhibitor is granted nothing more than a terminable license to exhibit, subject to all the rules herein. If it is decided that an exhibitor has failed to comply with any rule, the license may be terminated and the exhibit closed without any notice. In all interpretations of the Rules and Regulations, Exhibit Management’s decision is final.

**Indemnification**

Exhibitor assumes responsibility and agrees to indemnify and defend the sponsoring Societies, the Westin Westminster Hotel, and Brede Exposition Services and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

Furthermore, the exhibitor understands that neither the APS nor the Westin Westminster Hotel maintain insurance covering the exhibitor’s property, and it is the sole responsibility of the exhibitor to obtain such insurance.
General Conduct of Exhibits

The following practices are prohibited:

- Noisy electrical or other mechanical apparatus interfering with other exhibitors or attendees.
- Operation of x-ray equipment.
- Canvassing or distributing any material outside the exhibitor’s own space.
- Subleasing of exhibit space.
- The use of billboard advertisements and/or the display of signs outside the exhibit hours.
- Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations or displays away from the exhibit area during exhibit hours.
- Photographing, video taping, or examining another exhibitor’s equipment without permission.
- The use of magicians, fortune tellers, dancers, puppets, or other entertainment of this nature.
- Entry into another exhibitor’s booth without permission.
- Dismantling exhibits and leaving before the official exhibit closes at 3:15 PM on Saturday, October 13.
- Exhibitors are requested to staff their exhibits with personnel attired in a manner consistent with the decorum of the meeting and knowledgeable in the product(s), service(s) and policies of the company.
- The use of live animals.
- Volatile or flammable liquids, substances, or materials.

Relevant portions of the forgoing prohibited practices are applicable to non-exhibitors at all times. Non-exhibitors may not solicit business from scientific registrants or companies exhibiting.

The use of open audio systems is discouraged. Requests to use an open audio system must be approved by Exhibit Management and the exhibitor must agree to discontinue use if the sound level is deemed to be objectionable to the registrants or adjacent exhibitors.

Cancellation or Reduction of Exhibit Space

Notification of an exhibitor’s decision to cancel or reduce space must be made in writing. The effective date of space cancellation or reduction will be the date on which written notice is received by Exhibit Management.

Exhibitors who cancel between 31 and 60 days prior to the first date of the meeting, forfeit all deposits made. Exhibitors who cancel 30 days or less from the first date of the meeting will be charged the full cost of the booth space.

Exhibit Fee

Each 8’ x 10’ booth costs $800. Includes: one 6’ skirted table, 2 side chairs, and 1 wastebasket.

Exhibitor Registration

Each confirmed exhibitor will receive two (2) complimentary registrations per booth. Please indicate the name of the representative(s) and the company name exactly how you would like it to appear on the exhibitor application form. Additional representatives must register as a non-member for the meeting. Exhibitor registrations do not include entrance to the scientific symposiums, opening reception, the ticketed special event, or the closing banquet.

Sponsorship

Reach more of the attendees by sponsoring one or more of the meeting products at the meeting. For more details on the sponsorship opportunities for this meeting, please visit: http://bit.ly/ExerciseConference.

Floor Plan

Please see floor plan on page 5 for booth choice. Please see the “Space Assignment” on page 1 for further details.
APPLICATION FOR EXHIBIT SPACE

APPLICATION DEADLINE – SEPTEMBER 5, 2012

Applications Accepted on a First-Come/First-Served Basis
Fax Completed Forms to: Sarah Knox, 301-634-7264 or mail to:
APS Meetings Department, 9650 Rockville Pike, Bethesda, MD 20814-3991 (USA)

Contact Information: Please complete all sections.
Name: ________________________________________________________________
Email: ________________________________________________________________
Telephone: ___________________ Fax: ___________________
Company/Institution: _________________________________
Address: ________________________________
City: __________________ State: _______________ Zip Code: ___________ Country: ___________________

Exhibit Representatives: Please list clearly the names of the representatives who will be at the meeting. Please note that each booth receives two complimentary registrations. Additional representatives must register as a non-member for the meeting.
1. Name: ___________________________ Company: ____________________________________________________
2. Name: ___________________________ Company: ____________________________________________________

Principal Products to be Displayed: Briefly list the product(s) and/or service(s) that are going to be displayed at the booth.
_________________________________________________________________________________________________
_________________________________________________________________________________________________
_________________________________________________________________________________________________

Note: Upon approval of your exhibit application, a 50-word description of product(s) and/or service(s) to be displayed in your booth must be submitted via email to: meetings@the-aps.org by September 5, 2012. The description of product(s) and/or service(s) will be included in the Meeting Program that is provided to all meetings attendees.

☐ I have enclosed my 50-word description of the product(s) and/or service(s) that will be displayed in the booth.

Booth Choice: Please select up to three choices for your booth location. APS does not guarantee that your first choice will be accommodated. Booths are assigned on first-come/first-served basis. Please enter booth number from the floor plan.
Booth: _____________ Booth: _____________ Booth: _____________

Payment: Please indicate your payment choice. All checks must be made payable to The American Physiological Society.
☐ Check ☐ MasterCard ☐ VISA ☐ American Express Amount to Charge: $______________________
Credit Card Number: ___________________ Expiration Date: ___________________
Cardholder Signature: ___________________ Print Name: __________________

Terms of Exhibiting: Please read the terms of exhibiting at the 2012 APS Intersociety Meeting, and once you agree, check box.

☐ We are enclosing with the application a deposit of $500.00 USD for each 8’x10’ booth requested. We agree to pay the balance of the cost of the space assigned on or before September 5, 2012. We agree to abide by the rules pertaining to the Presentation of Products or Services which state in keeping with educational purpose of the exhibit program, sales and order-taking (entering into a contract of sale) are discouraged on the exhibit floor and other related convention areas during the meeting. We also agree to abide by the Booth Cancellation Policy and all requirements, restrictions, and obligations mentioned on this application for exhibit space and in the Rules and Regulations section of the exhibit brochure. You are hereby authorized to reserve space for use in the exhibit area on October 10-13, 2012 at the APS Intersociety Meeting: The Integrative Biology of Exercise-VI, to be held at the Westin Westminster Hotel, Westminster, Colorado.
Westin Westminster Hotel
Westminster I & II
Westminster, Colorado

50 Double Sided Poster

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Size</th>
<th>Qty</th>
<th>SqFt</th>
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<tbody>
<tr>
<td>8'x10'</td>
<td>80</td>
<td>10</td>
<td>800</td>
</tr>
</tbody>
</table>

Totals: 10 800

Warning:
This building has been drawn from a rough PDF

LAYOUT SUBJECT TO CHANGE AT TIME OF SET-UP