Join us for IMMUNOLOGY 2018™ in Austin, Texas, May 4–7 at the Austin Convention Center. AAI hosts the world’s largest annual all-immunology meeting, bringing together scientists at every career stage to discuss their cutting-edge research. International leaders in immunology and talented trainees alike will be coming to learn what innovations and biomedical advances can benefit them in their research.

Who Should Exhibit?
Any company that has a product or service that will advance research or accelerate laboratory results should exhibit at IMMUNOLOGY 2018™. Your competitors will be there…so should you!

Why Exhibit at IMMUNOLOGY 2018™?
Your customers and prospects will be there! IMMUNOLOGY 2017™ drew over 4,000 attendees from 48 countries. That’s 48 markets! AAI attendance increases annually, and we expect another record number in Austin.

Attendees surveyed in 2017 revealed that:
■ 82% are involved in their lab’s purchasing decisions.
■ 60% went to the Exhibit Hall three or more times.

As an Exhibitor at IMMUNOLOGY 2018™, You Can Expect to
■ Sell! The AAI meeting annually brings together the largest number of researchers in immunology, and the greatest concentration of buying power in the field.
■ Meet New Customers. 61% of attendees went to the Exhibit Hall to find a new supplier, technology, or product.
■ Visit with Current Customers. 62% of attendees went to the Exhibit Hall to meet with their current suppliers.

Who Attends?
The exceptional scientific and educational program AAI has developed for IMMUNOLOGY 2018™ is expected to attract over 3,500 researchers from among AAI members and their colleagues throughout the world:
■ University faculty/principal investigators
■ Postdoctoral fellows
■ Laboratory managers
■ Corporate scientists
■ Government scientists
■ Researchers at independent institutes and foundations
■ Members of a dozen or more guest societies
■ Other immunologists from around the world

Attendees by Country¹

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

US and Canada 84%

1 Source: 2017 Attendee Survey
The Largest Annual All-Immunology Meeting Worldwide!

Products Attendees are Purchasing¹

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reagents, consumables, lab supplies</td>
<td>78%</td>
</tr>
<tr>
<td>Lab equipment (hoods, incubators, microscopes, freezers, FACs, etc.)</td>
<td>58%</td>
</tr>
<tr>
<td>Animals and animal care supplies</td>
<td>53%</td>
</tr>
<tr>
<td>Protein and gene analysis services</td>
<td>52%</td>
</tr>
<tr>
<td>Custom DNA/RNA/protein synthesis</td>
<td>49%</td>
</tr>
<tr>
<td>Computers/software/imaging equipment</td>
<td>48%</td>
</tr>
<tr>
<td>Laboratory support services (translation, copy editing, legal, photography, other)</td>
<td>25%</td>
</tr>
</tbody>
</table>

Increasing Attendance¹

<table>
<thead>
<tr>
<th>Year</th>
<th>Scientific Registrants</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>2,718</td>
<td>414</td>
</tr>
<tr>
<td>2015</td>
<td>3,002</td>
<td>537</td>
</tr>
<tr>
<td>2016</td>
<td>3,432</td>
<td>605</td>
</tr>
<tr>
<td>2017</td>
<td>3,653</td>
<td>610</td>
</tr>
</tbody>
</table>

Our 2017 Exhibitors said they highly recommend the AAI annual meeting. Here’s why:

“We thought it was a very engaging show, and we reached our target number of leads.”

“Very good booth traffic and high level of interest.”

Exhibit space will be assigned on a first-come, first-served basis. Discounted exhibit space is available for applications received by October 31, 2017, so don’t delay!

Products purchased by attendees:
- Antibodies and diagnostics
- Balances, spectrophotometers, high throughput robotics equipment
- Cell and tissue culture reagents
- Cell separation and cell counter products
- Centrifuges
- Chemicals
- Cytokines, chemokines, and growth factors
- Data analysis systems and software
- Electrophoresis equipment and reagents
- ELISA kits and plate readers
- Flow cytometers and cell sorters
- General lab supplies and equipment
- Genomics and proteomics equipment, reagents, and software
- Histology and immunohistochemistry supplies
- HPLC equipment and reagents
- Incubators
- In vivo cell and animal imaging equipment
- Irradiators, animal and cell
- Laboratory animals and equipment, including specialty diets
- Laboratory support services
- Laminar flow hoods
- Microarray equipment, reagents, and software
- Microscopes (confocal, electron, TIRF) and related reagents/software
- Molecular biology and PCR reagents
- Oligonucleotide/peptide/protein production services
- Pipettes, pipetting devices, test tubes, plates, and other consumables
- Scientific journals, subscriptions, and books
- Scintillation counters, gamma counters, radioisotopes
- Software
- Transfection kits and reagents
- And more…

Your product/service not listed? Ask us!

82% of AAI meeting attendees are involved in their labs’ purchasing decisions.
EXHIBIT HALL UPGRADES

Exhibit Hall Upgrades are available to IMMUNOLOGY 2018™ Exhibitors only. AAI reserves the right to limit exhibitor upgrade purchases.

Premier Sponsorships

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

NEW! Park Benches in the Exhibit Hall

4 available

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

Lighted Kiosks

5 available

These four-sided, spinning-lighted kiosks will be located in the Trinity Lobby near the Exhibit Hall Entrance. Sponsors have the option for different graphics on each of the 4 panels. Each panel is 39” x 89”.

Qualifies for Premier Contributing Sponsor

Banners

$2,500–$6,000

The Austin Convention Center offers sponsors great options for banner placement in high traffic areas. Sizes and locations vary. Contact AAI Exhibits to see which banner options fit your company’s needs.

Qualifies for Premier Sponsorship Level if over $3,000

Exhibit Hall Aisle Banners

$500 each

Display your logo and booth number on your 4’x3’ aisle banner in the Exhibit Hall.

Escalator Graphics

$3,200–$4,750

There are four escalators available for sponsor branding—one escalator from the registration area up to the 3rd floor, one from the 3rd floor to the ballroom level, one down from the ballroom level to the 3rd floor, and one down from the 3rd floor to the registration area. Both the 3rd floor and the ballroom level will have scientific sessions and be heavily used by attendees. The graphics will be signs/clings on the sides of the escalators. Contact AAI for further information.

Meeting Bag Inserts

$3,200

Place your promotional material or item directly into all attendees’ hands for long-term residual exposure. Sponsor arranges the purchase, production, and delivery of at least 3,500 items. Limitations on size apply and items must be submitted to AAI for approval 30 days prior to the meeting. Examples of acceptable inserts are: promotional brochures, postcards, and other printed materials (no catalogs or publications) or items such as pens, USB flash drives, luggage tags, etc.

Qualifies for Premier Contributing Sponsor
EXHIBIT HALL UPGRADES

**Opening Night Welcome Reception**  
Exclusive: At Cost  
Immediately following the President’s Address, this best attended social event of the week provides attendees a festive opportunity to be reunited with friends (2,000+ attendees). Exclusive sponsorship of this event means your organization and team are the only exhibitors in attendance. Co-sponsorships available; please contact AAI for additional information.

*Exclusive sponsorship qualifies for Premier Gold Sponsor*

**Meeting Bags**  
$10,000–$20,000  
See attendees carrying your logo throughout the meeting. AAI will arrange for production and delivery of bags. Exclusive sponsorship available with just your logo, or shared sponsorship will have your company logo and another company’s logo on the bag. Price includes one-color logo.

*Qualifies for Premier Silver Sponsor if Exclusive*

**Lanyards**  
$6,000  
Attendees will display your company logo on their lanyards. Sponsor arranges for production and delivery of at least 4,000 AAI-approved lanyards.

*Qualifies for Premier Supporting Sponsor*

**Hotel Room Promotional Drop**  
$4,000  
One sponsorship available

Entice attendees to your booth by providing a marketing piece to be delivered to the hotel room of each attendee in the AAI hotel block. This opportunity allows your company to get the attention of conference attendees. Limit one drop—sponsor to choose Friday, Saturday, or Sunday afternoon delivery. Sponsor to arrange delivery of materials to all AAI hotels. Size restrictions apply and items must be submitted to AAI for approval no later than 60 days prior to the meeting.

*Qualifies for Premier Contributing Sponsor*

**Hotel Key Cards**  
$12,000  
One sponsorship available

Reach attendees numerous times daily with exclusive sponsorship of hotel key cards. Your company branding will be printed on the room key provided to attendees staying in the AAI hotel block. Logo and graphics must be submitted to AAI for approval no later than March 1, 2018; AAI will arrange for production and delivery of hotel key cards.

*Qualifies for Premier Sustaining Sponsor*

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

The meeting app was downloaded over 3,000 times by IMMUNOLOGY 2017™ participants. Elite sponsor will have a secondary splash page plus a clickable rotating banner ad with secondary landing page. Rotating banner sponsors receive a clickable rotating banner ad with secondary landing page.

*Elite sponsorship qualifies for Premier Supporting Sponsor*

**Exhibitor Workshops**  
$1,200  
24 Workshop time slots available; maximum of three per exhibitor

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

**Passport Program**  
$500  
20 sponsorships available

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

**Pre-Event Attendee Mail List**  
$1,000

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

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

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

Exhibitor Upgrade opportunities are subject to change; additional opportunities may be added throughout the year, so please check www.immunology2018.org for current availability or contact AAI exhibits at exhibits@aai.org or 301-634-7821.
Lectures, Symposia, and Networking Events

President’s Address $10,000
The AAI president officially opens the AAI annual meeting with a presentation of his or her research. As AAI presidents are among the most outstanding immunologists worldwide, this session is attended by the largest audience of the meeting. (Audience: 2,000)
Qualifies for Premier Sustaining Sponsor

President’s Symposium $10,000
The AAI president is the chair of a symposium on a topic of his or her choosing featuring prominent immunologists invited to present cutting-edge research. (Audience: 2,000)
Qualifies for Premier Contributing Sponsor

Distinguished Lectures (3) $5,000 each
Each day the scientific program ends with a plenary lecture by a scientist designated by the AAI Program Committee as one of the most talented and renowned immunologists today. (Audience: 2,000 each)
Qualifies for Premier Sustaining Sponsor

Major Symposia (8) $5,000 each
Eight Major Symposia are featured throughout the meeting: two concurrently each morning. These sessions present the most innovative science in the field today. Five to six noted scientists are featured in each session. (Audience: 1,000–1,200 each)
Qualifies for Premier Contributing Sponsor

Career Lectures and Networking Events

Networking Roundtables $4,000
2 available
In the Careers and Networking Roundtables, experienced professionals lead discussions on specific career issues and options in their chosen fields—academia, industry, government, or non-profit. A structured networking exercise for communicating one’s scientific interests/objectives most efficiently follows one of the sessions.
Qualifies for Premier Contributing Sponsor

Interviewing for a Job (Lecture) $2,000

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

Careers in Biotech: Panel Discussion and Networking Reception $4,000
This Saturday evening panel features scientists employed in a variety of positions in industry discussing their career paths and the skills required for success in each. AAI invites a sponsor to support the reception following the panel discussion.
Qualifies for Premier Contributing Sponsor

Travel Support
AAI provides much-needed travel grants for early-career faculty and trainees who might not otherwise be able to attend the meeting.

AAI Laboratory Travel Grants $2,500/grant
These grants provide travel support to mid-career investigators for attending the AAI annual meeting. The grants are awarded to scientists who have limited funds for travel but are the first or last authors on one or more abstracts submitted to the annual meeting. Each grant will provide two travel awards of up to $1,250 each: one to the PI or laboratory director and another to a member of his or her lab.

AAI Undergraduate Faculty Travel Grants $2,500/grant
These grants assist undergraduate faculty attending the AAI annual meeting. The grants also support travel costs for an undergraduate student of the recipient's selection.

AAI Early Career Faculty Travel Grants $1,250/grant
These grants assist promising young investigators with travel to the AAI annual meeting. Testimonials from past recipients confirm that this modest amount makes a huge difference in their career development.

AAI Trainee Abstract Awards $500–$750*/award
* According to number of consecutive years of AAI membership
These awards provide critical travel support for AAI Trainee Members whose first-author abstracts are selected for oral presentation in an AAI Block Symposium. Over 300 abstract awards are given to our most talented developing investigators.

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

For information or to reserve your sponsorship, please contact AAI Exhibits Manager at exhibits@aai.org or 301-634-7821.
AAI Premier Sponsorships
Support amounting to $3,000 or more in Exhibit Hall Upgrades (See pages 4 and 5) and/or Scientific Program Sponsorships, Career Development Networking Events, or Travel Support (See page 6) qualifies an exhibitor/sponsor for the many benefits associated with AAI Premier Sponsorships. See the table below to review the benefits of Premier Sponsor levels. Contact AAI Exhibits Manager for details.

### The Benefits of Premier Sponsorship

<table>
<thead>
<tr>
<th>Premier Sponsorship</th>
<th>Platinum Sponsor Level VII</th>
<th>Gold Sponsor Level VI</th>
<th>Silver Sponsor Level V</th>
<th>Bronze Sponsor Level IV</th>
<th>Sustaining Sponsor Level III</th>
<th>Supporting Sponsor Level II</th>
<th>Contributing Sponsor Level I</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use of Pre-show Attendee List*</td>
<td>1 time</td>
<td>1 time</td>
<td>1 time</td>
<td>1 time</td>
<td>1 time</td>
<td>1 time</td>
<td>1 time</td>
</tr>
<tr>
<td>Logo Link and Listing under the Designated Premier Sponsor Level on Meeting Website</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Complimentary Scientific Registration*</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Acknowledgments on meeting signs and other printed material for the meeting</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Thank You Announcements in Exhibit Hall</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Use of Post-show Attendee List</td>
<td>1 time</td>
<td>1 time</td>
<td>1 time</td>
<td>1 time</td>
<td>1 time</td>
<td>1 time</td>
<td>1 time</td>
</tr>
<tr>
<td>Complimentary Exhibitor Workshop</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Use of AAI Membership Mailing List** (subject to AAI policy for use)</td>
<td>2 times</td>
<td>2 times</td>
<td>1 time</td>
<td>1 time</td>
<td>1 time</td>
<td>1 time</td>
<td>1 time</td>
</tr>
</tbody>
</table>

* One additional complimentary scientific registration available per $25,000 increment in sponsor support beyond the $80,000 threshold for Platinum Sponsorship.
**AAI policy prohibits provision of e-mail addresses to third parties. Benefits cannot be traded for other opportunities; if not used, they are forfeited.

More Support Opportunities

### Social Events

**Opening Night Welcome Reception**  
Exclusive: At Cost  
Price of shared sponsorship varies with number of co-sponsors  
Immediately following the President’s Address, this best attended social event of the week provides attendees a festive opportunity to be reunited with friends (2,000 attendees). Exclusive sponsorship of this event means your organization and team are the only exhibitors in attendance. Co-sponsorships available.  
Exclusive sponsorship qualifies for Premier Gold Sponsor

**IMMUNOLOGY 2017™ Gala**  
At Cost  
Each year at this premier social event, attendees relax, network, and seek out new acquaintances among fellow scientists. (2,000 Attendees)  
Qualifies for Premier Platinum Sponsor

**Service Appreciation Reception**  
At Cost  
By special invitation only, this event honors current AAI member volunteers who give generously of their time in support of the AAI mission.  
Qualifies for Premier Silver Sponsor
Exhibit Dates: May 5–7, 2018
Exhibits Open: 9:30 AM–4:30 PM daily
Available space will be assigned on a first-come, first-served basis.
Island booths may be created by combining four or more 10’ x 10’ booths.
EXHIBIT FEES
A discount is available for exhibitors who apply for space and make their deposits by October 31, 2017. Prices in U.S. dollars.

10’x10’ CORNER BOOTH
$3,100 (if application and deposit are received on or before October 31, 2017)
$3,300 (after October 31, 2017)

10’x10’ IN-LINE BOOTH
$2,900 (if application and deposit are received on or before October 31, 2017)
$3,100 (after October 31, 2017)

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

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

BOOTH ASSIGNMENTS
Available space will be assigned on a first-come, first-served basis.
EXHIBITOR SCHEDULE*

Schedule subject to change. Please check www.immunology2018.org for updates.

<table>
<thead>
<tr>
<th>THURSDAY, MAY 3</th>
<th>12:00 PM – 5:00 PM</th>
<th>Exhibitor Set-Up</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:15 AM – 12:00 PM</td>
<td>Exhibitor Workshops</td>
<td></td>
</tr>
<tr>
<td>12:30 PM – 1:15 PM</td>
<td>Exhibitor Workshops</td>
<td></td>
</tr>
<tr>
<td>1:45 PM – 2:30 PM</td>
<td>Exhibitor Workshops</td>
<td></td>
</tr>
<tr>
<td>2:30 PM – 3:45 PM</td>
<td>Dedicated Poster Presentations in Exhibit Hall</td>
<td></td>
</tr>
<tr>
<td>4:30 PM – 5:30 PM</td>
<td>Award Lecture</td>
<td></td>
</tr>
<tr>
<td>6:00 PM – 6:45 PM</td>
<td>Distinguished Lecture</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FRIDAY, MAY 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM – 5:00 PM</td>
</tr>
<tr>
<td>2:30 PM – 4:30 PM</td>
</tr>
<tr>
<td>5:00 PM – 6:00 PM</td>
</tr>
<tr>
<td>6:00 PM – 8:00 PM</td>
</tr>
<tr>
<td>9:30 AM – 10:45 AM</td>
</tr>
<tr>
<td>11:15 AM – 12:00 PM</td>
</tr>
<tr>
<td>12:30 PM – 1:15 PM</td>
</tr>
<tr>
<td>1:45 PM – 2:30 PM</td>
</tr>
<tr>
<td>2:30 PM – 3:45 PM</td>
</tr>
<tr>
<td>4:30 PM – 5:30 PM</td>
</tr>
<tr>
<td>6:00 PM – 6:45 PM</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SATURDAY, MAY 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM – 5:45 PM</td>
</tr>
<tr>
<td>9:30 AM – 4:30 PM</td>
</tr>
<tr>
<td>10:00 AM – 10:45 AM</td>
</tr>
<tr>
<td>11:15 AM – 12:00 PM</td>
</tr>
<tr>
<td>12:30 PM – 1:15 PM</td>
</tr>
<tr>
<td>1:45 PM – 2:30 PM</td>
</tr>
<tr>
<td>2:30 PM – 3:45 PM</td>
</tr>
<tr>
<td>4:30 PM – 5:30 PM</td>
</tr>
<tr>
<td>6:00 PM – 6:45 PM</td>
</tr>
<tr>
<td>7:00 PM – 9:00 PM</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SUNDAY, MAY 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM – 5:45 PM</td>
</tr>
<tr>
<td>9:30 AM – 4:30 PM</td>
</tr>
<tr>
<td>10:00 AM – 10:45 AM</td>
</tr>
<tr>
<td>11:15 AM – 12:00 PM</td>
</tr>
<tr>
<td>12:30 PM – 1:15 PM</td>
</tr>
<tr>
<td>12:30 PM – 1:15 PM</td>
</tr>
<tr>
<td>12:30 PM – 1:15 PM</td>
</tr>
<tr>
<td>1:45 PM – 2:30 PM</td>
</tr>
<tr>
<td>2:30 PM – 3:45 PM</td>
</tr>
<tr>
<td>4:30 PM – 5:30 PM</td>
</tr>
<tr>
<td>4:30 PM – 10:00 PM</td>
</tr>
<tr>
<td>6:00 PM – 6:45 PM</td>
</tr>
<tr>
<td>7:00 PM – 9:30 PM</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MONDAY, MAY 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM – 5:45 PM</td>
</tr>
<tr>
<td>9:30 AM – 4:30 PM</td>
</tr>
<tr>
<td>10:00 AM – 10:45 AM</td>
</tr>
<tr>
<td>11:15 AM – 12:00 PM</td>
</tr>
<tr>
<td>12:30 PM – 2:30 PM</td>
</tr>
<tr>
<td>12:30 PM – 1:15 PM</td>
</tr>
<tr>
<td>1:45 PM – 2:30 PM</td>
</tr>
<tr>
<td>2:30 PM – 3:45 PM</td>
</tr>
<tr>
<td>4:30 PM – 5:30 PM</td>
</tr>
<tr>
<td>4:30 PM – 10:00 PM</td>
</tr>
<tr>
<td>6:00 PM – 6:45 PM</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TUESDAY, MAY 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM – 12:15 PM</td>
</tr>
</tbody>
</table>

*Exhibitors are not permitted to hold events during these hours with the exception of Saturday or Sunday after 7:00 PM. Any violations will result in expulsion from the meeting and exhibits.

Here’s what 2017 attendees said they liked...

“I see what is new, not only in the sessions and posters, but also in the technologies and products. We always end up using new reagents and techniques we didn’t know [were available].”

“Really enjoyed exposure to immunology research prior to publication and new technologies in the exhibit hall.”

Enjoy nearly 4 hours of unopposed Exhibit Hall/Poster Presentation time!
AII EXHIBIT FLOOR RULES AND REGULATIONS

The Exhibit Application must be signed by an authorized representative of the exhibiting company. This signature will signify that the authorized representative has read and agrees to the terms specified below, as well as on the IMMUNOLOGY 2018™ website (www.IMMUNOLOGY2018.org). The American Association of Immunologists, Inc., (AAI) reserves the right to dismiss any Exhibitor who does not adhere to the rules and regulations published here and on the meeting website. Failure to comply will also result in loss of priority status for future booth selection.

AAI reserves the right to interpret these regulations as it deems proper and/or necessary to ensure the success of the Exhibition and to further the educational purposes of the event. Your participation/attendance in or at this event means you, the Exhibitor, agree to comply with all AAI Rules and Regulations which are in effect at the time Exhibitor Move-in begins.

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

Presentation of Products or Services
The purpose of the IMMUNOLOGY 2018™ exhibit program is to further the education or otherwise assist scientists working in the field of immunology or in an affiliated relevant scientific field. The exhibits must be of an educational or service nature. They must emphasize instruments, products, or services for use in teaching and research, and/or books or other publications in relevant scientific fields.

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

Selling
IMMUNOLOGY 2018™ Exhibitors will be allowed to sell their products/services in the Exhibit Hall. Sales of products/services are permitted if the products/services are the Exhibitors’ own unaltered, marketed products; the products and services are directly related to research and clinical practice of IMMUNOLOGY 2018™ attendees; and all transactions are conducted in a manner consistent with the professional nature of the meeting.

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

Space Assignment
Assignment of space will be made on a first-come, first-served basis. Whenever possible, Exhibitor’s space requests will be honored, but the final arrangements will be determined by AAI Exhibit Management. AAI shall have no liability if the space location assigned is not as requested or if space is sold out.

AAI reserves the right to modify the floor plan to the extent necessary in the best interest of AAI and the exhibition.

A 1,000-character-maximum description of products and/or services to be displayed in the booths must be submitted. This information will be published in the meeting materials provided that the application and description are received no later than January 12, 2018. If the description is not provided by the deadline date, only the name, address (as it appears on the contract), and booth number will be printed in the meeting materials.

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

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

In the interest of the success of the entire AAI meeting, Exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of attendees or Exhibitors from the Exhibit Hall during the official hours of IMMUNOLOGY 2018™. Exhibitor agrees to not hold events, meetings, or other gatherings in their booth without pre-approval of AAI Exhibits Manager.

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

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

GENERAL INFORMATION
Exhibit Space Rental
All booths are 10′ x 10′ unless stated or marked otherwise on the floorplan or in the Exhibitor Prospectus or contract, and can be combined to make larger booths. Tiered pricing is available with discounts for applications and deposits received by October 31, 2017. Rental includes 8′ high back drape and 3′ high side divider drapes and a standard (7′ x 44′) identification sign with company name.

The exhibit aisles will be carpeted. Exhibitors must carpet their booths.

Payment equal to 50% of the exhibit fee must accompany the application for space submitted on or before October 31, 2017. After October 31, all applications must be submitted with payment in full. Exhibit space will not be assigned and confirmed without receipt of deposit. The balance due on space assigned must be paid on or before November 30, 2017. After November 30, 2017, in the event of late or missing payment, AAI reserves the right to cancel Exhibitor’s booth, retain that portion of funds paid deemed “non-refundable,” and re-sell the space.

Exhibit fee covers exhibit space rental and an allotment of badges according to size of the exhibit space. Any other booth furnishings and/or equipment must be contracted through the official AAI General Service Contractor as indicated in the Exhibitor Service Kit.

In the event that no representative of an exhibiting organization has arrived on-site to claim its space or freight within 90 minutes of the published event opening, AAI has the right to resell or relocate the exhibit space. Any booth not set up by the last two hours of Exhibitor Move-in may be force-built at the Exhibitor’s expense or relocated at the discretion of the AAI Exhibits Manager and at the Exhibitor’s expense.

Exhibitor Move-in/out is deemed a “construction zone” by OSHA and, as such, prohibits Exhibitors from wearing open-toed shoes of any kind in the Exhibit Hall. This regulation will be strictly enforced for the safety of all.

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

There is no photography of Exhibit displays without express permission of the Exhibitor or the AAI Exhibits Manager.

Cancellation or Reduction of Exhibit Space
Exhibitor’s request to cancel or reduce space must be made in writing to the AAI Exhibits Manager for approval. The effective date of space cancellation or reduction will be the date the written notice is received by AAI. If space is cancelled or reduced on or before November 30, 2017, a refund will be made of any funds paid in excess of the required non-refundable deposit. After November 30, 2017, all sales are final and any deposits plus other booth fees paid become non-refundable. All cancellations or reduction of space include the forfeiture of all Exhibitor badges that were originally allocated with the booth space.

Subleasing
Subleasing, assignment, or sharing, in part or in whole, of exhibit space is not permitted. Two or more companies may not share the same space. Exhibitors agree to limit the service and/or materials displayed in their exhibit area to those supplied or provided by the Exhibitor with the exception that other proprietary equipment may be used solely for the purpose of demonstrating the materials or services of the Exhibitor.
Registration of Exhibitors
Exhibitors will receive four complimentary Exhibit Hall-Only badges for company personnel for each 10'x10' booth space reserved. Additional Exhibit Hall-Only badges can be purchased for $50 each. It is the responsibility of the authorized individual signing the application to inform all company personnel of the rules and regulations contained in this brochure. Exhibit Hall-Only badges will not allow admission to scientific sessions.

BOOTH DESIGN AND USE OF EXHIBIT SPACE
AAI adheres to IAEE booth display standards. All exhibit materials and activities must fit within the confines of Exhibitor’s assigned space so as not to impede traffic flow, infringe on the space of other Exhibitors, create any trip hazards, or violate the emergency exit routes or access to emergency equipment set forth by the Fire Marshal. The exhibit aisles will be carpeted. Exhibitors are required to cover their allotted floor space by either providing their own carpet or renting carpet from the General Services Contractor. Should the Exhibitor provide Exhibitor’s carpet, the carpet must be of one color and be clean. The AAI Exhibits Manager reserves the right to order and install carpeting for Exhibitors who have not installed carpeting by the start of the last 2 hours of the published move-in time, whose carpeting does not meet the required standard, or who have no carpeting at all. Costs will be at the Exhibitor’s expense.

Standard In-Line Booths
The Standard Booth size is 10’x10’ unless stated or marked otherwise on the floor plan, in the Exhibitor Prospectus, or in the contract. The maximum height of 8’ is allowed only in the rear half of the booth space, with a 4’ height restriction imposed on all materials in the remaining space forward to the aisle.

Multiple Standard Booths
In an exhibit space that contains 3 or more linear booths (30 feet or more), the interior booths are permitted to contain display material to a maximum of 8’ in height, provided that such display is confined to that area of the Exhibitor’s space which is 10’ from an adjoining booth. Sufficient “see-through” area must be provided to avoid blocking the view of adjacent exhibits. The end booths of such an exhibit must conform to the Standard Booth restrictions of 4’ display area from the backline of the booth. Hanging signs are not permitted. No exhibit may span an aisle by using roofing, exposed, unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. If such draping is not installed, the AAI Exhibits Manager reserves the right to order it and install draping at the expense of the Exhibitor.

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

Enclosed/Covered Booths
Exhibit space that incorporates enclosed or covered areas must submit detailed plans at least two-months prior to move in. Booth plans must specify the maximum number of occupants, and must have a structural engineer’s stamp certifying the maximum occupancy load capacity. These booths may require fire watches, electrical ventilation, some detection devices, fire extinguishers, multiple exits, etc. as required by the Fire Marshal. Contact AAI for specific requirements for your exhibit.

End Cap Booths
An End Cap Booth is a booth that has open sides on three aisles. AAI does not permit End Cap Booths.

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

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

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

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

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

Cancellation of Meeting and Exhibit
It is mutually agreed that in the event IMMUNOLOGY 2018™ is cancelled due to acts of God, war, strikes, government regulation or advisory (including travel restrictions by the government or World Health Organization), civil disturbance, terrorism, or threats of terrorism in the United States as substantiated by governmental warnings or advisory notices, curtailment of transportation, epidemics, disaster, fire, earthquakes, hurricanes, unseasonable extreme inclement weather, shortages or disruption of the electrical power supply causing blackouts or rolling blackouts in Austin, TX, or any other comparable conditions or circumstances occurring either in the location of the IMMUNOLOGY 2018™ meeting or in the countries/states of origin of at least 30 percent of the attendees or along their routes of travel, making it commercially impracticable, illegal, or impossible to hold IMMUNOLOGY 2018™, the Application and Contract for exhibit space will be terminated. In such an event, neither party shall be liable to the other for delay or failure to perform its obligations, except there shall be a prorated reduction of any fees payable or otherwise due under this agreement and/or refund of any deposits paid.

Insurance
Exhibitor acknowledges that AAI does not maintain, and is not responsible for obtaining, insurance covering Exhibitor’s property. Exhibitors are urged to take out a portal-to-portal rider available at a nominal cost on their own insurance policy protecting them against loss through theft, fire, damage, etc.

SERVICES AND OFFICIAL CONTRACTOR
Details for exhibitor policies, labor, furniture, rental displays, lead retrieval, utilities, etc., will be included in the Exhibitor Service Kit.

Service Kits
Exhibitor Service Kits will be distributed via e-mail in February 2018. Exhibitors are encouraged to take advantage of cost reductions offered by most contractors for advance orders. Many services cost substantially more when ordered on-site. Please address all communications pertaining to exhibits to:

AAI Exhibits Manager
E-mail: Exhibits@aaai.org
Phone: 301-634-7821
Fax: 301-634-7889
SPONSORSHIP AND SUPPORT APPLICATION

IMMUNOLOGY 2018™
THE AMERICAN ASSOCIATION OF IMMUNOLOGISTS
Meeting Dates: May 4–8, 2018 | Exhibit Dates: May 5–7, 2018
Austin Convention Center | Austin, TX

SCIENTIFIC PROGRAM SPONSORSHIP AND SUPPORT
See page 7 for a chart depicting benefits accompanying AAI Premier Sponsorship Levels achieved through Scientific Program Sponsorship and/or Exhibit Hall Upgrades.

Name
Company

Authorized Signature __________________________________________________________________ Date ______________________________

Company ______________________________________________________________________________________________________________
Name _________________________________________________________________________________________________________________

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

Billing Contact Name __________________________________________________________________
Billing Contact Address _______________________________________________________________________________________________
City/State/Zip _______________________________________________________________________________________________________

* According to number of consecutive years of AAI membership

Lectures, Symposia, and Networking Events
Eligibility for AAI Premier Sponsorship Level

- President’s Address ................................................. Sustaining Sponsor ...........................................$10,000 .......... $ ____________
- President’s Symposium ........................................... Sustaining Sponsor ...........................................$10,000 .......... $ ____________
- Distinguished Lectures (3) .................................. Contributing Sponsor (each) .................................$5,000 .......... $ ____________
- Major Symposia (8) ............................................. Contributing Sponsor (each) .................................$5,000 .......... $ ____________
- Careers in Science Networking Roundtables .......... Contributing Sponsor .................................................$4,000 .......... $ ____________
- AAI Minority Affairs Committee Careers Roundtable and Speed Networking Session .......... Contributing Sponsor .................................................$4,000 .......... $ ____________
- Careers in Biotech: Panel Discussion and Networking Reception ............................................. Contributing Sponsor .................................................$4,000 .......... $ ____________
- How to Convert Your CV into a Résumé (Lecture followed by one-on-one counseling) .................$2,000 .......... $ ____________
- Interviewing for a Job (Lecture) ................................................. Contributing Sponsor .................................................$2,000 .......... $ ____________

Travel Support
- AAI Laboratory Travel Grants ................................................. Qualifies as Premier Level Sponsorship .............$2,500/grant .......... $ ____________
- AAI Undergraduate Faculty Travel Grants ................ Qualifies as Premier Level Sponsorship .............$2,500/grant .......... $ ____________
- AAI Early Career Faculty Travel Grants ................ Qualifies as Premier Level Sponsorship .............$1,250/grant .......... $ ____________
- AAI Trainee Abstract Awards ..................................... Qualifies as Premier Level Sponsorship .............$500–$750/award .......... $ ____________
- AAI Trainee Poster Awards ..................................... Qualifies as Premier Level Sponsorship .............$300/award .......... $ ____________

Social Events
- Opening Night Reception: Exclusive or Shared ................................................. Qualifies as Premier Level Sponsorship .............Exclusive: At cost .......... $ ____________
- IMMUNOLOGY 2018™ Gala ................................................ Platinum Sponsor ............................................. At Cost .......... $ ____________
- Service Appreciation Reception ................................................. Silver Sponsor ............................................. At Cost .......... $ ____________

Payment Information
Submit Application to:
AAI Exhibits Manager
1451 Rockville Pike, Suite 650, Rockville, MD 20852
Phone: 301-634-7821 | Fax: 301-634-7889
Further information appears at www.aai.org and www.IMMUNOLOGY2018.org

TOTAL SPONSORSHIP/SUPPORT FEES $ ____________

For Official Use Only: Date Received ______ Time ______
EXHIBIT APPLICATION / CONTRACT

Company _______________________________________________________________________________________________________________

Contact Name ____________________________________________   Title __________________________________________________________

Address ________________________________________________________________________________________________________________

City/State/Zip/Country ______________________________________________________________________________________________________

Phone___________________________________  Fax___________________________________  E-mail___________________________________

Total number of booths requested ___________

BOOTH PREFERENCE

☐ Corner $3,100 (through October 31, 2017) $3,300 (after October 31, 2017)

☐ In-line $2,900 (through October 31, 2017) $3,100 (after October 31, 2017)

☐ Bulk/Island $31.00 per square foot (through October 31, 2017) $33.00 per square foot (after October 31, 2017)

We prefer the following booth locations (in priority order)— view current floorplan at www.IMMUNOLOGY2018.org

1) ____________ 2) ____________ 3) ____________

4) ____________ 5) ____________ 6) ____________

We will exhibit the following products/equipment/services:

________________________________________

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

________________________________________

If possible, we would NOT like to be located adjacent to or directly across from:

________________________________________

In accordance with the following terms, conditions, and regulations governing exhibits of the IMMUNOLOGY 2018™ at the Austin Convention Center, Austin, TX, the undersigned hereby makes application for exhibit space(s) which, when accepted by the AAI Exhibit Management, becomes a contract. Terms and conditions listed in the attached 2018 AAI Exhibit Rules and Regulations and at www.IMMUNOLOGY2018.org are a part of this contract. The undersigned agrees to abide by all rules, requirements, restrictions, and regulations as set forth in this agreement or as may be especially designated by AAI Exhibit Management, the Convention Center, the official general services contractor as well as any city, state, and federal regulations. Failure to abide by such rules and regulations will result in the forfeiture of all monies paid to AAI under the terms of this agreement. Exhibitors remain obligated to pay any outstanding balances due to AAI. Additionally, the undersigned acknowledges that an invoice for payment will be sent and agrees to honor such invoice as legal and binding. The undersigned will submit payment within, but not later than, 30 days after space assignment.

Authorized Signature ________________________________  Date ______________

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

PAYMENT: TOTAL EXHIBIT FEE $ ____________

TOTAL AMOUNT OF DEPOSIT DUE (50%) $ ____________

BALANCE DUE $ ____________

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

CANCELLATION POLICY

All booth deposits are non-refundable. If full payment is not received by November 30, 2017, booth space will be cancelled and immediately released to other companies interested in exhibiting. After November 30, 2017, all sales are final and any deposit or fee payment is non-refundable.

Submit Application to:
AAI Exhibits Manager
1451 Rockville Pike, Suite 650, Rockville, MD 20852
Phone: 301-634-7821 • Fax: 301-634-7889
Email: exhibits@aai.org

Further information is available at www.aai.org and www.IMMUNOLOGY2018.org

For Official Use Only: Date Received _________   Time _________