Welcome Prospective Exhibitor!

On behalf of the Experimental Biology Directors and staff, it is our pleasure to invite you to participate in Experimental Biology (EB) 2015 at the Boston Convention & Exhibition Center.

For years, EB has attracted the top life science researchers from around the world. We have consistently represented over 65 countries in the fields of anatomy, physiology, biochemistry, molecular biology, pathology, nutrition and pharmacology. EB is the only meeting that gives you unlimited access to nearly 10,000 domestic and international decision makers from numerous scientific disciplines all under one roof!

The five-day meeting includes plenary lectures, themed symposia, poster sessions, networking opportunities, a full service career center and best of all, THREE full days of exhibits showcasing your services, equipment, and supplies. BECOME AN EB 2015 EXHIBITOR TODAY!

And remember, if you’re not in front of our attendees, your competitors are!

Sincerely,
The Exhibit Management Team

Janet Kearney, Exhibit Manager
Joni Friedman, Exhibit Coordinator

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Exhibitor Benefits

- Stay up to date on the science behind your products and services with one (1) complimentary scientific attendee registration per company
- Six (6) complimentary exhibitor badges per 10 x 10 booth to ensure one-on-one time with attendees
- Free WIFI in Exhibit Hall
- Invite prospective clients with ten (10) guests of exhibitor badges
- Network and collaborate with other exhibitors in the exhibitor Lounge
- Marketing and promotional opportunities to increase exposure and qualified leads
- Earn priority points for each year of meeting participation, sponsorship purchase and hosting an exhibitor workshop to gain more prominent booth position over time
- Refreshments breaks scheduled in the Exhibit Hall to bring decision makers to you
- Complimentary listing in the EB Program so attendees can easily find you
2014 Meeting Demographics

Distribution by Geographical Area

More than 65 countries annually in the fields of anatomy, physiology, biochemistry, pathology, nutrition and pharmacology.

Demographics of Scientific Registrants

- University: 8,240
- NIH: 45
- Nonprofit: 404
- Industry: 626
- Other: 141
- Government/Other: 358

Total Scientists

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Scientists</th>
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<tbody>
<tr>
<td>2012</td>
<td>10,329</td>
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<tr>
<td>2013</td>
<td>11,238</td>
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<tr>
<td>2014</td>
<td>9,814</td>
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Other Attendees

<table>
<thead>
<tr>
<th>Year</th>
<th>Other Attendees</th>
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</thead>
<tbody>
<tr>
<td>2012</td>
<td>2,934</td>
</tr>
<tr>
<td>2013</td>
<td>3,358</td>
</tr>
<tr>
<td>2014</td>
<td>3,562</td>
</tr>
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General Information

- **Exhibit Hall Dates:**
  Sunday, March 29 – Tuesday, March 31, 2015

- **Location:**
  Boston Convention & Exhibition Center
  Boston, Massachusetts

- **Booth Reservation:**
  Visit www.experimentalbiology.org to complete an online application

- **Booth Rental Fees:**
  10’x10’ Inside Booth $3,110
  10’x10’ Corner Booth $3,375
  (Not facing posters)
  10’x10’ Corner Inside Booth $3,510
  (Prime space facing posters)

- **Show Decorator:**
  Brede National is the official contractor for EB.
  Brede National manages exhibit set-up dismantling, furnishing, shipping and all other related services for the exhibitors.

- **Exhibit Installation:**
  Friday, March 27  8:00 AM – 4:30 PM
  Saturday, March 28  8:00 AM – 4:30 PM

- **Exhibit Dates and Hours:**
  Sunday, March 29  9:00 AM – 4:00 PM
  Monday, March 30  9:00 AM – 4:00 PM
  Tuesday, March 31  9:00 AM – 4:00 PM

- **Exhibit Tear-Down:**
  Tuesday, March 31  4:00 PM – 10:00 PM
  Wednesday, April 1  8:00 AM – 3:00 PM

- **Payment Information**
  A 50% deposit for each booth requested must accompany the application for space. Exhibit space will not be assigned or confirmed without receipt of deposit. The remaining balance must be paid by November 10, 2014. Applications received after November 10, 2014 must be received with full payment.

- **Priority Points**
  Priority for space assignment is given according to the following system established by the EB Exhibits Advisory Committee. Each company will be given (2) points for each year’s participation. Points toward priority in space assigned will be maintained on a cumulative basis starting with those earned since January 1962. Points will be earned for sponsorship and product workshop support.

- **Booth Rental Includes**
  - One (1) complimentary scientific attendee registration
  - Six (6) complimentary exhibitor badges per 10 x 10 booth
  - Ten (10) guests of exhibitor badges
  - Free WIFI in the Exhibit Hall
  - Access to Exhibitor Lounge
  - Rental includes 8’ high back drape and 36” high side dividers
  - 7 x 44 identification sign
  - Complimentary listing in the Program up to 14 listings
  - Security 24/7 in the exhibit hall

  Note: Carpet, tables, chairs, electricity, computer, AV equipment, internet access are not included in the booth fee and can be ordered through the Exhibitor Service kit online.

- **Cancellation Policy**
  All cancellations must be requested in writing
  - Booths cancelled before October 7 we will retain 10% of booth cost for administrative fees.
  - Booths Canceled from October 8 – November 5, 50% of the booth cost will be retained.
  - If your booth is cancelled after November 6 the full cost of the booth is retained and no refund will be issued.

- **Show Management**
  Janet Kearney
  jkearney@experimentalbiology.org
  301-634-7009

  Joni Friedman
  friedman@experimentalbiology.org
  301-634-7011
Marketing and Promotional Opportunities

- **Advertising**
  Display your company name, logo, booth number and message in the meeting program, online leaderboard banner ad, or email banner. The program is posted in full on the website in advance of the meeting. Advertising rates, specifications and order forms can be found on the website. Please contact adnet@faseb.org to book your insertion.

- **Booth Upgrades $275 – $600**
  Increase your exposure and ROI by upgrading your booth in our virtual floor plan. Options include adding your URL, company logo, product promotion and company video.

- **Product Workshops $1,575 – 1 Priority Point**
  Highlighting your company’s products and services in a private theater setting. Product workshops will be held on the exhibit floor and in session rooms for one hour increments and includes complimentary A/V equipment. Requests are accepted on a first-come, first-served basis. Complete the online application located on our website. Deadline for consideration is December 16, 2014. A description of the presentation will be included in the meeting program if received by December 16, 2014.

- **Attendee Mailing Lists $1,250**
  Reach new prospects and stay connected by purchasing the advance or post show attendee mailing lists. Names are sorted by zip code and can be segmented by domestic, Canadian or foreign addresses. Complete the online order form location on our website.

- **Company Box Ad $500**
  Maximize your visibility by displaying your company’s logo in the Meeting Program next to your company information. Further details and pricing can be found on our website.
SPONSORSHIP OPPORTUNITIES:
Increase Industry Awareness and Enhance Corporate Identity

All Sponsors receive the following added benefits:
- Priority Points
- Complimentary scientific registration (in addition to the 1 provided to an the exhibiting company – $390 value)
- Complimentary one-time use of the preregistered attendee mailing list ($1,250 value).
- Acknowledgement in the Meeting Program and other EB materials.
- Complimentary internet link on the EB Virtual Exhibit Hall website – ($275 value)
- Acknowledgement on the EB website
- Sponsor ribbon designation for you and your staff

- **SHUTTLE BUSES**
  - $25,000 (Exclusive) – 4 Priority Points
  - $5,000 (Individual Sponsors – Limit 5)
  - 1 Priority Point

  Shuttles will provide service throughout the course of the meeting between most official EB 2015 hotels and the convention center. Attendees will look to take advantage of this convenient, free transportation service. Your name/logo will be on display on signage at each shuttle area (total of 6) and window clings will be placed on sky bridge windows indicating that your organization sponsored the shuttle buses. Attendees will remember your company when entering the exhibit hall and will entice them to stop by your booth. Tables will be provided to display your company’s literature.

- **CONFERENCE BRIEFCASES**
  - $25,000 (Limit 2) – 4 Priority Points

  The most popular package! Sponsor’s name and logo along with the EB logo/meeting information will be imprinted on the bag and distributed to each meeting registrant.

- **MOBILE APP**
  - $20,000 (Exclusive) – 4 Priority Points
  - $10,000 (Individual Sponsorship – Limit 2)

  Our mobile application will put all meeting details of EB 2015 right at the user’s fingertips on their iPhone, Android smartphone or iPad. A splash screen and direct link to your corporate website are included.

- **CYBER CAFÉ**
  - $20,000 (Exclusive) – 4 Priority Points
  - $8,000 (Individual Sponsorship – Limit 3)
  - 2 Priority Points

  For easy daily access and visibility, internet cafes will be located on the exhibit floor of the convention center. Sponsor(s) will have continuous recognition with the company logo as the screen saver as a default setting to the sponsor’s homepage for maximum viewing. For additional impact, you may also provide the mouse pads with your company name and logo. Signage is provided in each area.

- **LANYARDS**
  - $14,000 (Exclusive) – 3 Priority Points

  Attendees must wear a badge at all times within the convention center. Display your company name, product and/or logo on the lanyards. One color logo and/or message will be printed on both sides of lanyard or provide your pre-printed lanyards to us.

- **CONFERENCE NOTEPADS**
  - $8,000 (Exclusive) – 2 Priority Points

  Distributed to every attendee, a conference notepad will be imprinted with your name and logo. This item will provide corporate and brand recognition during the meeting and throughout the year.

Visit our Sponsorship application that is located on the EB 2015 website.
HOTEL KEY CARDS  
$7,000 (Exclusive) – 2 Priority Points
Be the last name attendees see when they go back to their rooms each night. Hotel room keys are given to each attendee upon check-in at official conference hotels. Remind conference attendees to stop by your booth. Your company name, logo and/or message will be printed on the key card.

CONFERENCE PENS  
$6,000 (Exclusive) – 1 Priority Point
As a sponsor of pens, your company logo will be visible to all attendees. These are a great take-away item for attendees which are provided to each attendee when they register.

“YOU ARE HERE” DIRECTIONAL SIGNAGE  
$6,000 (Exclusive) – 1 Priority Point
Don’t miss this opportunity to help guide attendees to session rooms, exhibit hall and other important convention activities. Your company logo will be included on 10 directional signs.

AISLE SIGNS  
$6,000 (Exclusive) – 1 Priority Point
Aisle signs are located in the exhibit hall where attendees are guaranteed to look at the aisle signage which navigates their path through the hall. Your corporate or product logo and booth number will be placed on these signs.

FLOOR LOCATOR SIGNS  
$5,000 (Exclusive) – 1 Priority Point
Attendees reference the floor locator sign frequently while on the show floor. Be the sole sponsor of this signage and we will highlight your company name and booth number. Your company logo will appear on 10 individual signs indicating that you are the exclusive sponsor.

EXHIBIT HALL STAIRCASE GRAPHICS  
$5,000 (Limit 2) – 1 Priority Point
Leading down to the exhibit hall your company logo will be displayed. This is a great way to make sure that attendees see your company every day as they walk to the exhibit hall. (Image 9’5” x 65”)

ESCALATOR CLINGS  
$5,000 (Limit 4) – 1 Priority Point
These decals will give your company logo and booth number prime visibility as they travel through the convention center. There are two main entrances to the Exhibits and Poster Hall and two corresponding escalators that attendees use to come down to Exhibits and Posters from the North Lobby.

CHARGING STATIONS  
$4,000 (Individual Sponsorship – Limit 3)  
1 Priority Point each
These are self-service stations for attendees to recharge their laptops and cell phones. Your corporate logo will be included on signage which includes a literature rack for product advertising.

WINDOW CLINGS  
$2,000 each (54” x 96”) – 1 Priority Point  
$4,000 Double sided
Leaving a lasting impression with attendees by placing your company name/logo on the sky bridge windows that look down into the exhibit hall. Window Clings are visible from the exhibit hall floor, as well.

We welcome sponsorship suggestions and will customize packages to meet your unique needs.
EB 2015 Floor Plan
Upgrade your Online Booth; Increase your exposure and ROI!

**Bronze Upgrade ($275)**
Includes: Online virtual booth on the EB 2015 website. In addition to your company name, address, phone and fax we will add your companies URL to the online Floor Plan listing

**Silver Upgrade ($400)**
Includes: Your companies URL, plus your company logo for easy online identification

**Gold Upgrade ($600)**
Includes: Your companies URL, company logo, plus your company product promotion or company video

**Banner Ad on Virtual Floor Plan Map ($400)**
Place your company's business card on the front page of the floor plan map. The size must be 205 (width) x 60 (height) pixels in a JPG, GIF or PNG. Provide your company URL for direct connection to your company’s web page.

Additional details are online under “Exhibitors”
2014 Exhibiting Companies

21st Century Biochemicals, Inc.
Alcami
Alcami
AlFrontier
Agilent - a WuXi AppTec Company
Accurate Chemical & Scientific Corp.
Acros Antibodies
ACS Publications
ADInstruments
ADInstruments
Adipogen International, Inc.
Advanced Targeting Systems
AIE Technologies
Agilent Technologies
Alfa Aesar, a Johnson Matthey Company
ALZET® Osmotic Pumps/ DURECT Corporation
American Association of Anatomists (AAA)
American College of Nutrition
American Heart Association
American Institute for Cancer Research
American Physiological Society
American Physiological Society
American Radiolabeled Chemicals, Inc.
American Society for Biochemistry and Molecular Biology (ASMBB)
American Society for Investigative Pathology (ASIP)
American Society for Nutrition (ASN)
American Society for Pharmacology and Experimental Therapeutics (ASPET)
Amtrins
AMSBio LLC
AnaSpec, Inc.
Anatomage
Anatomy In Clay Learning System
Applied BioPhysics, Inc.
Arbor Assays
ArcticZymes
Army Medical Recruiting
ASMBB Journals
Aurora Scientific, Inc.
Avanti Polar Lipids, Inc.
Aviva Systems Biology Corporation
Axel-Shift PoC
Azure Biosystems
Bachem Americas Inc
B-Bridge International, Inc.
Bentham Science Publishers
BerinTech Technologies
Biochemical Society
BioLegend
Biomatrica Inc.
Biomed Central
BIONET Systems, Inc.
Bio-Rad Laboratories
Bio-Serv
BioSpherix, Ltd.
Bio-Synthesis, Inc.
BioTek Instruments, Inc.
Biovision, Inc.
Bone Clones, Inc.
Boster Immunoleader
Boston Biochem
BrandTech Scientific, Inc.
Bremen Clinical British Pharmacological Society
Bruker Corporation
BTX/Harvard Apparatus
Cambridge Electronic Design Ltd.
Cambridge Isotope Labs
Carl Zeiss Microscopy, LLC
Cayman Chemical Company
CBS Scientific Company Inc.
Cedarlane
Cell Applications, Inc.
Cell Biologics, Inc.
Cell Preservation Solutions, LLC
Cell Signaling Technology
Center For Muscle Health & Neurornuscular Disorders
Charles River
Chemglass Life Sciences
ChemPartner LifeScience
Chromaview
ChromTech GmbH
CHTN
Cincinnati Children’s Research Foundation
CLEVER SYS INC
CodonCode Corporation
Columbus Instruments
International Corporation
Conquer Scientific
Corn Refiners Association
Corning Incorporated
Cosmo Bio USA, Inc.
Covaris Inc.
Coy Laboratory Products
CRC Press - Taylor & Francis
Cyanagen
Data Sciences International
De Novo Software
Denar AB
DMM-USA, Inc.
Drummond Scientific
DWL USA Inc
Dyets, Inc.

eBioScience, an Affymetrix company
EDUO, Inc.
Eicom USA
Electron Microscopy Sciences
ELGA Labwater
ELSEIVER, Inc.
Embryotech
EMD Millipore
emkra TECHNOLOGIES
Endocrine Society
EurO Life Sciences
Enzyme Research Labs/
DSM Pentapharm
Essential Pharmaceuticals, LLC
Expedeon
EZBioChem
Faculty of 1000
FASB
Faxtron
Fine Science Tools
Fitzgerald Industries International
Flexcell International Corp.
Fusion Biosciences
Formulatrix, Inc.
Full Moon Biosystems, Inc.

GE Analytical Instruments
GE Healthcare
Gene Tools, LLC
GeneCopoeia, Inc.
GeneDirex (TAQKEY
Science Co., Ltd.)
GeneTel Laboratories GmbH
Genex Corporation
GeneScript USA Inc.
GraphPad Software, Inc.
Grass Technologies /
Natus Neurology Inc.
GVS Maine
Hamilton Corporation
Harlan Laboratories, Inc.
Harvard Apparatus
Hiltof Lab Animals, Inc.
Hoefler, Inc.
Hugo Sachs Elektronik/
Harvard Apparatus
ibidi LLC
iDEXX Bioresearch
ITC Inc.
Implem, Inc.

Indus Instruments
Innovative Instruments, Inc.
Inotech Laboratories
Integrated DNA Technologies
Invivogen
IonOptix
IPCEIO® Injection Pumps by Primitech Corporation
ISS, Inc.
Wexon Systems, Inc.

Jackson ImmunoResearch Laboratories, Inc.
Jones & Bartlett Learning
Kent Scientific Corporation
Kinnamon
Knock Out Mouse Project
Labconco Corporation
LabLogic Systems, Inc
LabX Media Group
Lafayette Camphen Neuroscience
Lampire Biological Laboratories, Inc.
LC Sciences LLC
LI-COR Biosciences
Living Systems Instrumentation
LKT Laboratories
Lonza
Lucell Bioscience
MATREYA LLC
MBL International
Mead Johnson Pediatric Nutrition Institute
MED Associates, Inc.
Mecoridia
Metabon, Inc.
Michelson Prize & Grants Millar, Inc.

Millar, Inc.
Minus Bio LLC
MO BIO Laboratories, Inc.
Molecular Devices, LLC
Mouse Instruments, Inc.
Mouse Specifics, Inc.

MP Biomedicals
Mycobacterium
NAPCo, Inc.
National BrIDGs and TRND
National Institute of Standards and Technology
National Research Council of the National Academies
Nature Publishing Group
NeoBioLab
Neogen Corporation
Nestle Nutrition Institute
New England Biolabs
Newport Corporation
Nih BrDGs and TRND
Nih Office of Dietary Supplements
NuAire, Inc.

Omni International, Inc.
One World Lab, Inc.
OPTEX, Inc.
ORAU
OriginLab Corporation
Otto Trading Inc.
OZ Biosciences

Pacific Immunology, Inc.
Panasonic
PeepTech, Inc.
Peptides International Inc.
PerkinElmer
Phoenix Pharmaceuticals, Inc.
PhosphoSystems
Physiologic Instruments, Inc.

Plastics One, Inc.
Primal Pictures Ltd
Prio Scientific
PRD Scientific
PromoCell GmbH
ProSci Inc.
Purina LabDiet

R&D Systems, Inc.
Ranin Instrument, LLC
RayBiotech
Razel Scientific Instruments
ReadCube
Research Diets, Inc.
Research in Germany
Research Products
International Corp.
Reboz Surgical Instrument Co., Inc.

Rockland Immunocenomics, Inc.
Rocky Mountain Diagnostics
Routledge Journals
RWD Life Science Co., Ltd
Sable Systems International, Inc.
SanMedica International, LLC
Sarstedt, Inc.
Science/AAS

ScienCell Research Laboratories
Scientific Industries, Inc.
SOREDI USA Inc.
Seahorse Bioscience, Inc.
Sequenom Inc.
Shamrock Scientific Specialty Systems, Inc.
Shimadzu Scientific Instruments, Inc.
Society for Experimental Biology
and Medicine
Society for Neuroscience
SOLVIO Biotechnology
Source BioScience
Springer

St. Jude Children’s Research Hospital
Stanford Photonics, Inc.
Starr Life Sciences Corp
Strain Measurement Devices
Stryker Instruments, Inc.

Surgihold MD
Sutter Instrument
SynWin

The Histochernical Society
The Jackson Laboratory

The New York Times
The Physiological Society
Thieme Publishers
Thomson Reuters
Thorlabs Inc.
Tiemann Surgical Instruments
Tocris Bioscience
Touch of Life Technologies
Transonic

Triangle BioSystems International

TnlLink BioTechnologies, Inc.

TSE Systems, Inc.

TSL Inc

Universe AS
USB Products From Affymetrix, Inc.

UVP, LLC

V&P Scientific, Inc.

Vector Laboratories

VisionSonics

W.H. Freeman & Company

Wadsworth, Cengage Learning

Wasatch Photonics, Inc.

Wiley

Wolters Kluwer Health

World Precision Instruments

Wortbington

Biochemical Corporation

WPI Instruments

ZenBio, Inc.

Zymo Research Corp.
Guest Societies

AAA
Anatomical Society (AS)
International Society of Vertebrate Morphology (ISVM)

APS
American Federation for Medical Research (AFMR)
Association of Latin American Physiological Societies (ALACF)
Biomedical Engineering Society (BMES)
Microcirculatory Society (MCS)
The Physiological Society (TPS)

ASBMB
Biochemical Society
Division of Biological Chemistry – American Chemical Society
Pan-American Association for Biochemistry and Molecular Biology (PABMB)
Society for Experimental Biology and Medicine (SEBM)

ASIP
American College of Veterinary Pathologists (ACVP)
American Society for Matrix Biology (ASMB)
Association of Pathology Chairs (APC)
The Histochemical Society (HCS)
Society for Cardiovascular Pathology (SCVP)
Society for Toxicologic Pathology (STP)
Societa Italiana di Patologia e Medicine Traslazionale/Italian Society of Pathology and Translational Medicine (SIPMeT)

ASN
Academy of Nutrition and Dietetics (AND)
American Society for Animal Science (ASAS)
Association of Nutrition Departments and Programs (ANDP)
Brazilian Society for Food and Nutrition
Canadian Nutrition Society
Chinese Nutrition Society
ILSI North America (ILSI)
Japan Society of Nutrition and Food Science
Korean Nutrition Society (KNS)
Nutrition Society of Taiwan (NST)
Plant Phenolics and Human Health Research Interest Group (PhenHRIG)
Society for Nutrition Education and Behavior (SNEB)
The Nutrition Society (NS)
The Nutrition Society UK
Southern Society for Clinical Investigation (SSCI)

ASPET
Behavioral Pharmacology Society (BPS)
Important Dates

**August 29, 2014**
Booth Assignments (based on priority points)

**Early October**
Exhibitor service kits on line

**November 10, 2014**
Balance of booth payment due

**December 16, 2014**
Deadline for Product Workshop Application

**December 16, 2014**
Deadline for exhibit space application – information to be printed in the meeting program

**March 20, 2015**
Deadline for advance warehouse shipment

**March 27-28, 2015**
Exhibitor Move-in

**March 29-31, 2015**
Exhibits Open

**March 31-April 1, 2015**
Exhibitor Dismantling

Complete details at www.experimentalbiology.org