Exhibitor Prospectus

EB 2016
Experimental Biology

Transforming the Future Through Science

San Diego
April 2 – 6

Annual Meetings of:

American Society for Pharmacology and Experimental Therapeutics
American Society for Investigative Pathology
American Society for Nutrition
American Society for Pharmacology and Experimental Therapeutics
Welcome Prospective Exhibitor!

On behalf of the Experimental Biology Management Committee, it is my pleasure to invite you to participate in Experimental Biology (EB) 2016 at the San Diego Convention Center, April 2-6.

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, biochemistry and molecular biology, investigative pathology, nutrition, pharmacology, and physiology. 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!

Exhibitors play a vital role in meeting the needs of the members of the host and guest societies, as well as other registrants. Our scientists learn about the latest technologies from the exhibits and make important purchasing decisions based on their visits to the exhibit hall. Approximately 8,000 scientific posters will be displayed in the exhibit hall, guaranteeing that the exhibit booths will be easily accessible to the participants.

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 2016 EXHIBITOR TODAY!
We look forward to welcoming our returning exhibitors and first timers to this unique show. We are excited to help you achieve the highest return from your participation in EB 2016.

Sincerely,
Martin Frank, PhD
Executive Director, American Physiological Society
Chair, EB 2016 Management Committee

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
- Ten (10) guest of exhibitor badges
- Network 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
- Refreshment breaks scheduled in the exhibit hall to increase attendee interactions with exhibitors
- Complimentary listing in the EB Program so attendees can easily find you
2015 Meeting Demographics

2015 Attendance Distribution by Geographic Area
More than 65 countries annually in the fields of anatomy, biochemistry and molecular biology, investigative pathology, nutrition, pharmacology, and physiology.

- New England – 1,395
- Mid Atlantic – 991
- South Atlantic – 1,472
- E. North Central – 1,145
- W. North Central – 600
- E. South Central – 418
- W. South Central – 695
- Mountain – 311
- Pacific – 702
- Puerto Rico – 39
- Canada – 528
- Guam – 2
- Foreign – 2,001

Total 2015 Attendees (members and nonmembers, including students)

- Total 2015 Attendees: 14,321

Attendees from 2013 – 2015

Number of Scientist Attendees
- 2013: 11,238
- 2014: 9,814
- 2015: 10,299

Other Attendees
- 2013: 3,358
- 2014: 3,562
- 2015: 4,022

Demographics of 2015 Scientific Registrants
Total member and nonmember attendees, including students

- University – 8,620
- NIH – 50
- Other – 159
- Nonprofit – 348
- Industry – 715
- Government / Other – 407
- Foreign – 2,001
General Information

**Exhibit Hall Dates:**
Sunday, April 3 – Tuesday, April 5, 2016

**Location:**
San Diego Convention Center
111 West Harbor Drive
San Diego, CA 92101-7899

**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, 2015. Applications received after November 10, 2015 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 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, furnishing, shipping and all other related services for the exhibitors.

**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
- 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.

**Exhibit Installation:**
- Friday, April 1 8:00 AM – 4:30 PM
- Saturday, April 2 8:00 AM – 4:30 PM

**Exhibit Dates and Hours:**
- Sunday, April 3 9:00 AM – 4:00 PM
- Monday, April 4 9:00 AM – 4:00 PM
- Tuesday, April 5 9:00 AM – 4:00 PM

**Exhibit Tear-Down:**
- Tuesday, April 5 4:00 PM – 10:00 PM
- Wednesday, April 6 8:00 AM – 3:00 PM

**Cancellation Policy**
- All cancellations must be requested in writing
- Booths cancelled before October 8 will retain 10% of the booth cost for administrative fees.
- Booths cancelled from October 9 – November 10, 50% of the booth cost will be retained.
- If your booth is cancelled after November 10 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

**Booth Reservation:**
Visit [www.experimentalbiology.org](http://www.experimentalbiology.org) to complete an online application
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.

- **Exhibitor Showcase $500 New**
  We are offering exhibitors the opportunity to conduct a presentation, to educate the industry about their products, services, new launches, innovations and news. Each presentation will be scheduled for fifteen minute intervals on the exhibit floor and will be listed in the meeting program. The exhibitor showcase area will be located inside the exhibit hall and includes complimentary A/V.

- **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 January 7, 2016. A description of the presentation will be included in the meeting program if received by January 7.

- **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 located 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 exhibiting company – $365 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 ($250 value)
- Acknowledgement on the EB website
- Sponsor ribbon designation for you and your staff

- 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.

- Cyber Café
  $20,000 (Exclusive) – 4 Priority Points
  $7,000 (Individual Sponsorship) Limit 3 – 2 Priority Points each
  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.

- Mobile App
  $20,000 (Exclusive) – 4 Priority Points
  Our mobile application will put all meeting details of EB 2016 right at the user’s fingertips and their iPhone, Android smartphone or iPad. A splash screen and direct link to your corporate website are included.

- Convention Center WiFi
  Starting at $20,000 / Exclusive – $50,000
  As the exclusive sponsor of the wireless network, you will enable attendees to access the Internet in public areas of the convention center to stay in touch with work and family. Attendees will see your company’s specialized launch page of your design in order to log in to the network. The launch page may feature your company logo and booth number. Page content must be approved by EB. All other meeting sponsor benefits apply.

- 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.

- Hotel Key Cards
  $10,000 (Exclusive) – 2 Priority Points
  Be the last name attendees see when they go back to their rooms each night. Hotel room key cards 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 for a daily reminder.

We welcome sponsorship suggestions and will customize packages to meet your unique needs. Visit our Sponsorship application that is located on the EB 2016 website.
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.

Coffee and Refreshment Breaks
$5,000 - $10,000 – Each
Morning Coffee Break in Exhibit Hall: Sunday, Monday, Tuesday
Afternoon Refreshment Break in Exhibit Hall: Sunday, Monday, Tuesday
Meeting attendees look forward to their coffee/refreshment breaks, no matter the time of day! EB provides them this necessity and your company can help offset the cost with sponsorship.

For the minimum fee of $5,000, EB will recognize your company via logo on signage by the coffee tables in the exhibit hall. Your company may also provide napkins with logo.

For $10,000, EB will locate the coffee/refreshment break area near your booth to encourage traffic and your company may also provide cups with logo. All other meeting sponsor benefits apply.

Escalator Clings
$5,000 (Individual Sponsorship) Limit 4 – 1 Priority Point each
These decals will give your company logo and booth number prime visibility as they travel through the convention center. There are two sets of escalators that attendees will use to access session rooms.

Aisle Signs
$5,000 (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.

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.

Floor Locator Signs
$4,000 (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.

Charging Stations
$3,000 (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.

Upgrade your Online Booth
Increase your exposure and ROI!

Bronze Upgrade ($275)
Includes: Online virtual booth on the EB 2016 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 & Sponsors”
EB 2016
Floor Plan

Exhibit Dates and Hours:
Sunday, April 3  9:00 AM – 4:00 PM
Monday, April 4  9:00 AM – 4:00 PM
Tuesday, April 5  9:00 AM – 4:00 PM
2015 Exhibiting Companies

21st Century Biochemicals, Inc.
3T Gmbh & Co.KG
Abcam
Accurate Chemical & Scientific Corp.
ACEA Biosciences, Inc.
ACIS Publications
Addgene
ADInstruments
Adipogen International, Inc.
AEI Technologies
Agilent Technologies
Alfa Aesar, a Johnson Matthey Company
ALKO
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 Radiolabeled Chemicals, Inc.
American Society for Biochemistry and Molecular Biology (ASBMB)
American Society for Investigative Pathology (ASIP)
American Society for Nutrition (ASN)
American Society for Pharmacology and Experimental Therapeutics (ASPET)
American Society of Nephrology
AMS Biological, LLC
Analytik Jena
Anatrace
Anatomy In Clay Learning System
Annual Reviews
Applied BioPhysics, Inc.
Arbor Assays
Army Medical Recruiting
Art Robbins Instruments
ASBMB Journals

Aurora Scientific, Inc.
Avanti Polar Lipids, Inc.
Aviva Systems Biology Corporation
Axis-Shield PoC
Baker Ruskinn
B-Bridge International, Inc.
Bentham Science Publishers, Ltd.
Biological Society
BIPAC Systems, Inc.
Bio-Rad Laboratories
BioByt Ltd
Bio-Serv
BioSistemika
Bios, Inc.
Biotage
Bio-Technne
BioTek Instruments, Inc.
BioVision, Inc.
BMG LABTECH
BodyViz
Boster Immunoleader
Boston Biochem
BrandTech Scientific, Inc.
BriGHT DURHAM APPARATUS
Cambridge Electronic Design Ltd.
Cambridge University Press
Carl Zeiss Microscopy, LLC
CAS-Chemical Abstract Svc.
Cayman Chemical Company
Cedarlane
Cell Biologics, Inc.
Cell Signaling Technology
Charles River
Chembio Life Sciences
ChromatoK GmbH
Cincinnati Children’s Research Foundation
Cleat H20, Inc.
Clever SYS INC
Cloud Clone Corp
Columbus Instruments
International Corporation

Cooperative Human Tissue Network
Corn Refiners Association
Coulbourn Instruments/PanLab
Coy Laboratory Products
CPC Scientific, Inc.
CRC Press - Taylor & Francis
Data Sciences International
Delong America
Denator AB
DeNovix Inc.
DMT-USA, Inc.
DNA Genotek
Drummond Scientific
DRIVision Technologies
DV Biologics
Dyets, Inc.
Electron Microscopy Sciences
ELSEVIER, INC.
Emb Tec
EMD Millipore
emka TECHNOLOGIES
Endocrine Society
Enovative Technologies
Enzyme Research Labs/DSM
Pentapharm
Essen BioScience Inc.
Essential Pharmaceuticals, LLC
Expedeon, Inc.
Faculty of 1000
FASEB
Faxtron
Ferro Solutions, Inc.
Fine Science Tools
Fitzgerald Industries International
Flexcell International Corp.
Foxx Life Sciences
Garland Science / Taylor & Francis Group
GE Healthcare
Gel Company, Inc.
Gene Tools, LLC
Genea Biocells
GeneAll Biotechnology Co. Ltd.
GeneCoopiae, Inc.
GenScript USA Inc.
GraphPad Software, Inc.
Gubener Plastinate GmbH
Hamilton Company
Harlan Laboratories, Inc.
Harvard Apparatus
Hello Bio
Hilltop Lab Animals, Inc.
Hoefer, Inc.
Howard Hughes Medical Institute
Hugo Sachs Elektronik/Harvard Apparatus
ibidi LLC
IDEXX Bio Research
Innova Biosciences
Innovative Instruments, Inc.
Instech Laboratories, Inc.
Integrated DNA Technologies
IonOptix
iPRECI® Infusion Pumps by Primetech Corporation
iWorx Systems, Inc.
Jackson ImmunoResearch Laboratories, Inc.
Jones & Bartlett Learning
JOVE
Kent Scientific Corporation
Kerfash, Inc.
Kinexus
Lab Rat Gifts, LLC
LabLogic Systems, Inc
LabX Media Group
Lafayette Campden Neuroscience
Lampire Biological Laboratories, Inc.
LC Sciences LLC
L-COR Biosciences
LifeSensors
List Biological Laboratories, Inc.
Living Systems Instrumentation
LKT Laboratories
Luccel Bioscience
MATREYA LLC
Mayo Clinic Metabolomics
Research Core
MBF Bioscience
MBL International
Mead Johnson Pediatric Nutrition Institute
MED Associates, Inc.
Merckodia
Metabolon, Inc.
Michelson Prize & Grants
microfluidic ChipShop GmbH
Miliar, Inc.
miniPCR
Moor Instruments, Inc.
Morgan & Claypool Publishers
Mouse Specifics, Inc.
MP Biomedicals
nanoAnalytics / APicells
Nanolive SA

Nanoprobe Inc.
NanoTemper Technologies, Inc.
Narishige International USA, Inc.
NASA Space Life Sciences
Neogen Corporation
Nestle Nutrition Institute
New England Biolabs
NIH BrDGs and TRND
Norgen Biotek Corporation
NuAire, Inc.
NutriTech
Olympus
Omni International, Inc.
Optivia Biotechnology
Origen
Otto Trading Inc.
Oxford Biomedical Research
Oxford University Press
OZ Biosciences
PeproTech, Inc.
Peptides International Inc.
Percuro Life Sciences, LLC
Perimed Inc
Phoenix Pharmaceuticals, Inc.
Phospho Solutions
Physiologic Instruments, Inc.
Plastics One, Inc.
Primal Pictures Ltd
PRF Scientific Inc.
Promocell GmbH
Protechte Group, Inc.
Purina LabDiet
QuantaMatrix, Inc.
RayBiotech
ReadCube
Research Diets, Inc.
Research in Germany
Roboz Surgical Instrument Co., Inc.
Rockland Immunochemicals, Inc.
Routledge/Taylor & Francis
Journal
RWD Life Science Co., Ltd
Sable Systems International, Inc.
SAGE
Sage Science, Inc.
Sapphire North America
Sartstedt, Inc.
sbv IMPROVER
Scarlet Imaging, LLC
Science/AAAS
ScienCell Research Laboratories
Scientific Industries, Inc.
SCIREQ USA Inc.
Seahorse Bioscience, Inc.
Selleck Chemicals LLC
Shamrock Scientific Specialty Systems, Inc.
Shimadzu Scientific Instruments, Inc.
Sinclair Research Center
Society for Experimental Biology
Society for Neuroscience
Source BioScience
Springer
St. Jude Children’s Research Hospital
Starr Life Sciences Corp
STE
STEMCELL Technologies Inc.
Sutter Instrument
Taylorcustom
The Histochemical Society
The Jackson Laboratory
The New York Times
The Physiological Society
The Scale People, Inc.
Thieme Publishers
Thomson Reuters
Thorphas Inc
TMC Ameretta
Touch of Life Technologies
Transonic
Triangle BioSystems International
TSE Systems, Inc.
Unisense A/S
USB Products From Affymetrix, Inc.
UVP, LLC
Vector Laboratories
Vision Engineering
VisualSonic
W.H. Freeman & Company
Wake Forest Innovations
Warner Instruments
Wiley
Wolters Kluwer Health
World Precision Instruments
Worthington Biochemical Corporation
WPI Instruments
Wuhan Healthgen Biotechnology Corp.
ZenBio, Inc.
Zymo Research Corp.

www.experimentalbiology.org
Guest Societies

AAA
Brazilian Society of Anatomy

APS
American College of Sports Medicine (ACSM)
American Federation for Medical Research (AFMR)
APS Guest Society
Brazilian Society of Physiology (SBFiS)
Biomedical Engineering Society (BMES)
Microcirculatory Society (MCS)
The Physiological Society (TPS)

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

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

ASN
Academy of Nutrition and Dietetics
African Nutrition Graduate Students Network (AGSNet)
American Academy of Pediatrics
American Society of Animal Science
Association of Nutrition Departments and Programs
Brazilian Society for Food and Nutrition
Canadian Nutrition Society
Chinese Nutrition Society
ILSI North America

Institute of Food Technologists
International Colleges for the Advancement of Nutrology
International Society for Research in Human Milk and Lactation
Japan Society of Nutrition and Food Science
Korean Nutrition Society
National Board of Physician Nutrition Specialists
North American Society for Pediatric Gastroenterology, Hepatology and Nutrition
Nutrition Society of Taiwan
Plant Phenolics and Human Health Research Interest Group (PhenHRIG)
Society for Nutrition Education and Behavior
Society for Pediatric Research
The Nutrition Society (UK)
Southern Society for Clinical Investigation

ASPET
Academic Drug Discovery Consortium
Behavioral Pharmacology Society (BPS)
Global GI Club
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<td>Booth assignments (based on priority points)</td>
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<td>Early October</td>
<td>Exhibitor service kits on line</td>
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<td>November 10, 2015</td>
<td>Balance of booth payment due</td>
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<td>January 7, 2016</td>
<td>Deadline for exhibit space application information to be printed in the meeting program</td>
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