



EXHIBITOR MANUAL

isct-na2019.com

MEETING INFORMATION

Name: ISCT North America 2019 Regional Meeting
Dates: Friday, Sept. 13 – Sunday, Sept. 15, 2019

Host Venue: **Monona Terrace**
1 John Nolen Drive
Madison, WI
53703
USA

Meeting Management: **ISCT Head Office**
744 West Hastings Street, Suite 325
Vancouver, BC, Canada
V6C 1A5
T: 604.874.4366
E: isct@celltherapysociety.org

Key Contacts: Alan Lee, Manager, Conferences & Meetings
T: 236.521.4152
E: alan@celltherapysociety.org

Madeline St. Onge, Manager, Outreach and Meeting Programs
T: 778.945.6387
E: madeline@celltherapysociety.org

Exhibitor Services: **Valley Expo & Displays**
-Material handling Exhibitor Services Department
-Advance Warehouse T: 815.873.1500
-Booth Enhancements E: events@valleyexpodisplays.com
-Flooring Click [HERE](#) for access to the online Exhibitor Portal
-Furnishings **be sure to have your login details ready*
-Shipping Labels

Venue Services: **Monona Terrace**
-Audio Visual Michelle Marx, Event Coordinator
-Lighting T: 608.261.4091
-Power E: mmarx@mononaterrace.com
-Internet and phone
-Rigging

-Catering Marcia Terrones, Catering Sales Manager
T: 608.261.4037
E: mterrones@mononacatering.com

GENERAL EXHIBIT INFORMATION

Welcome to the ISCT North America 2019 Regional Meeting. The exhibit hall will be set up in Exhibition Hall A located on Level 1 in the Monona Terrace. The exhibit hall will include all exhibits, poster displays and food & beverage to maximize networking opportunities with delegates.

It is recommended that you have at least one representative at your exhibit space throughout the meeting during the exhibit hall hours listed below.

EXHIBITOR REGISTRATION

All exhibitor registrations must be completed online by August 9th, 2019. To register, please click [HERE](#).

ACCOMMODATIONS

Special rates are available at select hotels in Madison for the ISCT North America 2019 Regional Meeting. Please click [HERE](#) for more information.

BOOTH ALLOCATION POLICY

ISCT will confirm exhibit space upon receipt of a signed application form with payment in full. Receipt of the application form by the ISCT shall not confer any claim to subsequent approval. Booth spaces will NOT be allocated until payment is received. Exhibit booth location is confirmed on a first-come, first-served basis.

EXHIBIT HALL HOURS

Day	Timing	Description
Thursday, Sept. 12	16:00 – 19:00	Exhibitor & Poster load-in
Friday, Sept. 13	08:00 – 11:00	Exhibitor & Poster load-in cont.
Day One – Friday, Sept. 13	12:00 – 20:30	Exhibit Hall Open
Day One – Friday, Sept. 13	18:30 – 20:30	Welcome Reception (in Exhibit Hall)
Day Two – Saturday, Sept. 14	07:00 – 18:15	Exhibit Hall Open
Day Two – Saturday, Sept. 14	18:30 – 22:30	Exhibitor & Poster tear down
Sunday, Sept. 15	07:00 – 12:00	Exhibitor tear down

**hours are approximate and subject to change*

EXHIBIT BOOTH INCLUSIONS

10' x 10' booths consisting of:

- 8' high back wall (black drape)
- 3' high side wall (black drape)
- 7" x 44" one-line company name sign

CUSTOM BOOTHS

1. Space only stands – you want to create your own structure in the exhibit space and do not want the standard pipe & drape package.
2. Complex stands – is any form of construction of any height, which would normally be designed by an engineer and/or has, through a risk assessment, been found to provide a significant risk. Structures over 2.4m in height and all suspended items are always considered to be Complex Structures unless demonstrably simple and possessing no significant risk.

Examples of complex structures:

- Any structure, regardless of its height, which requires structural calculations
- Any part of a stand or exhibit which exceeds 8.0 feet in height
- Suspended structures (does not include banners) e.g. lighting rigs
- Sound/lighting towers
- Temporary tiered seating
- Platforms and stages over 24" in height and all platforms and stages for public use (not including stand floor flats and platforms).

Please note that all custom booth structures may be a maximum of 8.0 feet in height.

Exhibitor Appointed Contractors (other than Valley Expo) must notify ISCT and provide a certificate of insurance **by August 9, 2019**

It is **MANDATORY** that all custom booths be approved by ISCT by no later than **August 9, 2019**. Please forward your drawings and specs for your booth or email questions to Alan Lee at alan@celltherapysociety.org.

EXHIBITOR & VENUE SERVICES

Valley Expo & Displays online portal will facilitate all orders of exhibitor services (material handling, advance warehouse, booth enhancements, flooring, furnishings, and shipping labels) as well as venue services (audio visual, lighting power, internet and rigging).

Upon completion of exhibit booth payment, all exhibitors will be provided with login details for the online Exhibitor Portal. Click [HERE](#) for access to the online Exhibitor Portal.

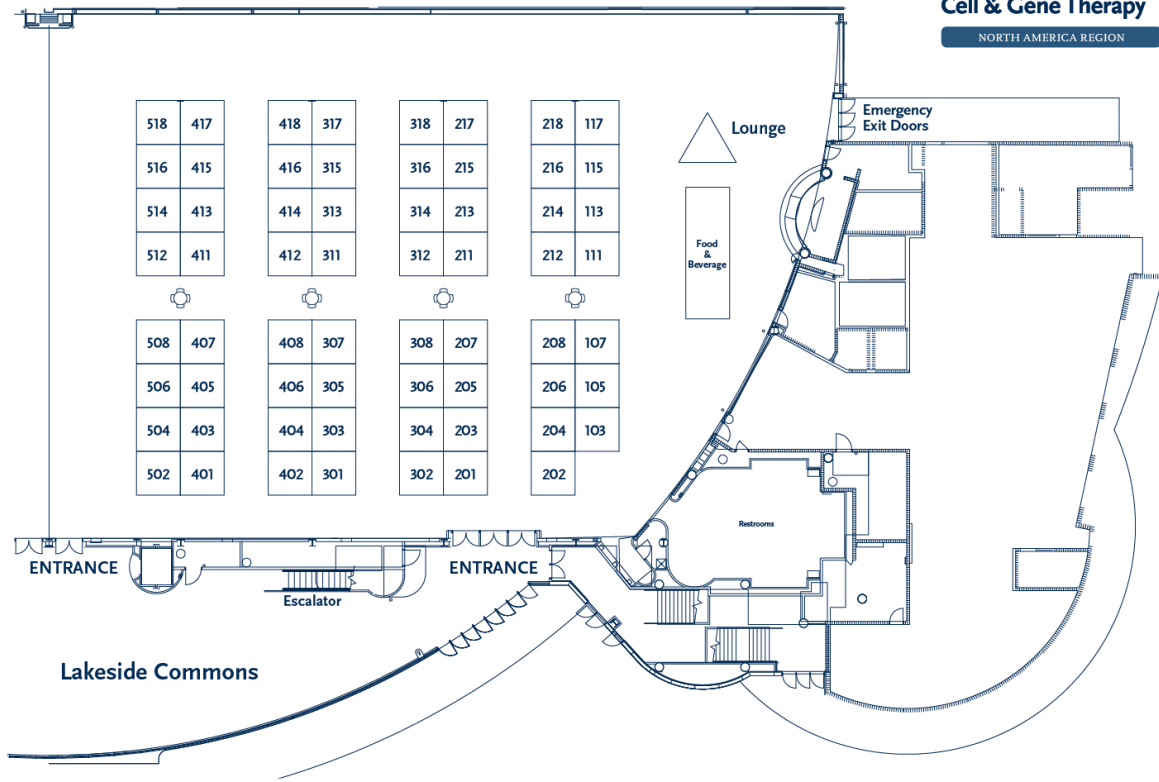
Questions relating to **Exhibitor Services** should be directed to Valley Expo & Displays T: 815.873.1500, E: events@valleyexpodisplays.com.

Questions relating to **Venue Services** should be directed to Michelle Marx, Event Coordinator at Monona Terrace T: 608.261.4091, E: mmarx@mononaterrace.com.

All requests for **Catering** should be directed to Marcia Terrones, Catering Sales Manager, T: 608.261.4037, E: mterrones@mononacatering.com.

EXHIBIT HALL FLOORPLAN

FLOORPLAN



SEPTEMBER 13-15, 2019
Monona Terrace, Expo Hall A

NORTH AMERICA REGIONAL MEETING
MADISON, WISCONSIN • USA

**layout is subject to change*

BOOTH RULES & REGULATIONS

1. Assigned exhibit/display space must be staffed at all times throughout designated show hours.
2. No background may be placed to obstruct, block or interfere with the lighting or visibility of an adjacent booth. Booth and display structures shall not exceed the given size requirements. Aisle space may not be used for exhibit purposes or for solicitation of business. Sidewalls of a single “inline” or corner booth may be no higher than 3 feet to ensure there is no obstruction of an adjacent booth. The height of the back wall or middle structure should be no more than 8.0 feet high.
3. Distribution of materials outside the booth is expressly forbidden.
4. Distribution of samples, etc. is permitted providing it does not interfere with an adjoining exhibitor and is conducted in a dignified manner. Noisemakers, blinking lights or any action which, in the opinion of the ISCT may be a source of annoyance or danger to the health or safety of others will not be permitted.
5. Distribution of food samples is permitted provided it follows the following guidelines:
 - i. Exhibitors may distribute free samples only of a food or non-alcoholic beverage that is made or sold in the ordinary course of business of the exhibitor. These samples must not exceed two ounces of food or three ounces of non-alcoholic beverage. In the event an exhibitor wishes to dispense alcoholic beverages, special conditions apply and arrangements must be made in advance with Monona Catering.
 - ii. A request to distribute free samples must be submitted to Monona Catering in writing a minimum of 14 days prior to the opening of the event, along with precise product descriptions and a signed Hold Harmless Agreement, indemnifying both the City of Madison and Monona Catering from any claims for injury or illness that may arise from said activity. Please contact Monona Catering directly to acquire the Hold Harmless Agreement.
6. The Exhibitor shall not close or remove the exhibit until the conclusion of the entire Trade Show, unless otherwise directed by the ISCT.
7. No signs or other articles are to be fastened to the walls, drapes, ceilings, etc. by any method whatsoever. The use of thumbtacks, scotch or double-sided tape, nails, screws, bolts or any tools or material which could mark the floor or walls is strictly prohibited. Robots, or other remote-control devices, should be limited only to the Exhibitor’s space. If you have any such devices that may not fit in your assigned space, please contact the ISCT prior to the trade show and we will try to accommodate your needs.
8. The Exhibitor shall be responsible for all damage to structures, furnishings, etc. which may be caused by their representatives, employees or guests. All exhibits not in accordance with booth regulations and any proposed structural changes must be forwarded to the ISCT for written approval prior to August 9th, 2019.
9. The recording, either audio or video, of any event is not permitted without prior written authorization by the ISCT.
10. Exhibitors may not assign, sublet or apportion all or any part of the space contracted for/by them, and may not advertise or display goods or services other than those manufactured, distributed, or sold by them in the regular course of their business. Space contracted for/by an exhibitor is for the sole use of that exhibitor.
11. Exhibitors wishing to make special security arrangements for their exhibit are required, at their own expense, to utilize the services of the official security firm for this event. Please notify the ISCT of any special requirements.
12. Only exhibitor personnel wearing official show badges may enter the exhibit hall one hour prior to the opening of the exhibition and may remain in the exhibit hall one hour after the close of the exhibition each day. If extra access is required, exhibitor personnel will need to receive prior approval from the ISCT.

GENERAL TERMS & CONDITIONS

Exhibit Hall Access

All freight entering the exhibit hall must enter through the appropriate loading bays as determined by the Monona Terrace. It is strictly prohibited to utilize the public entrance for the movement of furniture, equipment or materials. The right to exhibit is limited to those individuals, partnerships, and corporations who have submitted a duly completed and executed Sponsor/Exhibitor Commitment Agreement, provided a copy of their Certificate of General Liability Insurance and which has been accepted by notification by the ISCT and who have paid in full for their exhibit or display space by September 12th, 2019. Only personnel authorized by the ISCT shall participate in the set-up, operation and dismantling of booths. Any violation of this ruling, false certification, or misuse of Exhibitor's badges will result in the expulsion of the violator from the exhibit hall and Regional Meeting without obligation by the ISCT to refund exhibit fees or honor claims for damage.

Lighting and Electrical Requirements

Adequate general lighting as determined by the ISCT will be furnished in the exhibit hall. Special lighting and electrical requirements can be arranged in advance directly through the Monona Terrace at the users cost. NOTE: Any additional wiring, installation and connections shall be made at the Exhibitor's expense and solely by personnel designated by the ISCT. Power conditioning and spike protection is the responsibility of the exhibitor. ISCT shall not be held liable either for damage or loss caused by technical faults resulting from fluctuations in electrical supply, or from Acts of God, or for interruptions in supply ordered by the public electricity utility.

Monona Terrace Service Requirements or Restrictions:

- i. Electrical power supplied to an exhibitor shall not be shared with any other exhibitor.
- ii. Electrical power for lights and displays will be turned on one half (1/2) hour prior to show opening time and off at show closing time daily.
- iii. Under no circumstances shall anyone other than authorized Monona Terrace personnel make electrical connections.
- iv. Special equipment requiring company engineers or technicians for assembly, service, preparatory work and operation may be executed without the Monona Terrace electrician. However, all service connections and overload protection to such equipment must be made only by the Monona Terrace electrician.
- v. Requests for special voltage and/or other "Special Connections" must be received by Monona Terrace fifteen (15) days prior to scheduled exhibitor arrival and move-in.
- vi. All material and equipment furnished by Monona Terrace for this service order shall remain in Monona Terrace and shall be removed ONLY by Monona Terrace personnel at the close of the show.
- vii. Rates quoted for connections cover only the delivery of service to the booth in the most convenient manner and do not include connecting equipment or special wiring. Rates for special services such as placing cords or relocating service(s) will include a labor charge.
- viii. Unless otherwise directed, Monona Terrace electricians are authorized to cut floor coverings to permit installation of service.
- ix. Obstructions blocking utility floor boxes are subject to relocation as necessary.
- x. All exhibitors' cords must be of 3 wire grounded type. All exposed non-current carrying metal parts of fixed equipment, which are liable to be energized, shall be grounded.
- xi. All equipment must be properly tagged and wired with complete information as to type of current, voltage, phase, cycle, horsepower, etc.
- xii. All equipment, regardless of source of power, must comply with all federal, state and local safety codes.
- xiii. Use of open clip sockets, latex or lamp cord wire, duplex or triplex attachment plugs in exhibits is prohibited.
- xiv. Wall, column and permanent building utility outlets are not a part of booth space and are not to be used by exhibitors.
- xv. Only Gaffers Tape may be used on our floors.

Limitation of Liability

Should the premises be destroyed or damaged by fire or the elements, Acts of God or by any other cause, or if any circumstances whatsoever, including strikes, shall make it impossible for the ISCT to permit any Exhibitor(s) to occupy the premises, the Exhibitor shall pay for space only for the period the space was or could have been occupied by such Exhibitor(s). ISCT is released from any and all claims for damage that might arise in consequence thereof. If for any reason the event is not held as proposed, or the event is interrupted, or an Exhibitor is, without being in breach or any provision of these Terms and Conditions or otherwise in breach under its agreement with the ISCT, unable for whatever reason to display its Exhibit in the manner contemplated hereby the Exhibitor shall be entitled to full and final compensation, for any loss, cost, damage or expense, direct or indirect, that it may incur, to be refunded all monies paid by the Exhibitor to the ISCT. Upon repayment of all monies paid to the Exhibitor, the ISCT shall be released from all claims for damage, loss, cost or expense, direct or indirect, in the present or future. The Exhibitor shall indemnify and save the ISCT and hold harmless in respect of any and all claims for loss, costs, damage or expense by the Exposition or anyone claiming under, by or through the Exhibitor.

Material Handling

Exhibitors are responsible for the shipment of their exhibits, furniture and materials. The Official Carrier and Show Services provider is listed in the Exhibitor Manual. Show services staff is in charge of handling from the loading dock to the booth and back to the dock at the end of the show. Refer to the handling form in the exhibitor manual.

Note: Exhibitors or exhibit contractors with specialized or dedicated equipment needs should contact Show Services. Exhibitors who do not use the services of the Exclusive Drayage Contractor must be prepared to supply their own labour, dollies and hand trucks etc. for unloading their material at the Monona Terrace.

Quality of Display

Agents, solicitors, and representatives of firms promoting commercial products in connection with the Regional Meeting will not be permitted to use rooms and space elsewhere at the Monona Terrace for display of their products, without the permission of the ISCT. Advertising, solicitation and distribution of literature for commercial products will not be permitted except in the booth space assigned in the Exhibit Hall and then only with the prior written approval of the ISCT and in accordance with such rules, regulations or conditions as ISCT may impose in that regard.

Compliance with Regulations

ISCT reserves the right to take such action and to make such changes including changes to these Terms and Conditions as are considered necessary or desirable to the efficient and proper conduct of the Trade Show. ISCT reserves the right to restrict exhibits or terminate the contracts of Exhibitors which, because of noise or any other reason, becomes objectionable. ISCT is released from any and all claims for damage, which might result in consequence thereof.

All matters not covered in these regulations are subject to the decision and control of the ISCT notwithstanding anything in the application for space or contained in these regulations. No verbal arrangements or any variation of the Agreement or its conditions is binding on the ISCT unless confirmed to the Exhibitor in writing by the ISCT.

EXHIBITOR GENERAL LIABILITY INSURANCE

Exhibitors must maintain and enforce, at all times during the meeting, policies of fire, theft, or other insurance, to cover all risks.

The International Society for Cell & Gene Therapy will take every reasonable precaution to prevent loss to Exhibitor's goods, but under no circumstances will either the ISCT or Monona Terrace assume any responsibility for loss and damage which might ensue from any cause in connection with transfer, installation, maintenance or removal of exhibits. Neither the ISCT, nor the Monona Terrace will be responsible, in any way, for goods while on exhibit or in storage.

Exhibitors are responsible, at their own expense, to maintain Commercial General Liability Insurance on an occurrence basis for a minimum amount of \$5,000,000 USD per occurrence and such other forms of insurance as maybe appropriate to cover obligations in connection with exhibiting at the ISCT North America 2019 Regional Meeting. The Commercial General Liability insurance policy must name the International Society for Cell & Gene Therapy and the Monona Terrace as additionally insured. A copy of the certificate of insurance must be received by the ISCT no later than August 9th, 2019.

International Society for Cell & Gene Therapy
744 West Hastings Street, Suite 325
Vancouver, BC, Canada
V6C 1A5

Monona Terrace
1 John Nolen Drive
Madison, WI, USA
53703

KEY DATES

The following list outlines all key dates for exhibitors. To provide an efficient and professional service to all exhibitors, all order forms, or arrangements must be completed by the dates listed below.

All onsite orders will be subject to additional fees and are subject to availability.

	Item	Due Date (EOD CST)
<input type="checkbox"/>	High-res Logo & Corporate Description (<i>max 250 words</i>)	June 28
<input type="checkbox"/>	Booth Allocation announcement	Upon Receipt of Payment
<input type="checkbox"/>	Advance Warehouse receiving window	August 8 – September 5
<input type="checkbox"/>	Deadline for Hotel Booking	August 9
<input type="checkbox"/>	Deadline for Exhibitor Registration	August 9
<input type="checkbox"/>	Advisement of the use and submission of a copy of Liability Insurance Certificate for an outside contractor	August 9
<input type="checkbox"/>	Submit a copy of your General Liability Insurance Certificate (<i>Please name ISCT & Monona Terrace as additionally insured</i>)	August 9
<input type="checkbox"/>	Order for Furnishings; Graphics & Flooring <i>(Discount Pricing Deadline)</i>	August 19
<input type="checkbox"/>	Order for AV; Internet; Power; Rigging & Telecommunications <i>(Discount Pricing Deadline)</i>	August 28
<input type="checkbox"/>	Order for Catering	September 4
	Move-in Date (16:00 – 19:00)	September 12
	Move-in Date (08:00 – 11:00)	September 13
	Move-out Date (18:30 – 22:30)	September 14