The Human Anatomy & Physiology Society (HAPS) cordially invites you to attend and exhibit at our 35th HAPS Annual Conference. The exhibits portion of the conference is May 23-26. All paid staff registered as exhibitors are invited to attend the entire conference.

The HAPS Annual Conference will be presented using the platform Gatherly. The premise of Gatherly is that it is a virtual hotel with floors, and different things happen on different floors (an update speaker floor, a poster presentation floor, exhibit floors, a networking floor, and workshop floors). To get to another floor, you will move to the elevator and choose which floor you would like to travel to. If two people come in close proximity, they are added to a Zoom-like video chat with each other, with a limit of up to 15 people per chat group. In the navigation window you can hover over groups to see who is in them, then join or not. If you are looking for a person, there is a list of participants and what floor they are on - you can direct message people as well. If you are interested in testing out this platform, please visit https://test.gatherly.io/.

The HAPS Annual Conference concentrates A&P instructional faculty in a way that no other conference does, regardless of size. HAPS ensures that exhibitors have plenty of time to interact with attendees and generate actionable leads. This is your one chance each year to interact with so many A&P instructors.

Typically, the in-person HAPS Annual Conference brings in between 500-600 attendees. We anticipate the virtual conference bringing in similar attendance numbers. All attendees teach anatomy and/or physiology, most at the undergraduate level. Most attendees also teach an array of other courses in the biological sciences including general intro biology, neurobiology, microbiology, and genetics.

Deadline to guarantee space is March 5, 2021
Full payment is required to guarantee space.

Even if it is not possible for you to attend the conference, please see the enclosed information on alternative opportunities to showcase your products and services.
KEY DATES ASSOCIATED WITH HAPS 2021

March 5
• Completed forms and full payment must be submitted by this day to guarantee space in the exhibit hall.

March 5
• Deadline to submit a workshop or poster presentation. Registered exhibitors may apply to teach a workshop or present a poster. Any workshop or poster that focuses on a single product or institution will be considered a "sponsored" workshop or poster requires an additional fee of $150 per workshop session or $75 per poster session. Presentations will be scheduled at the discretion of the Conference Committee. **Note: Exhibitors are limited to one sponsored workshop.** Exhibitors are invited to discuss proposals for workshops that are co-sponsored with HAPS. Such workshops must substantially focus on a specific aspect of HAPS that is of particular interest to HAPS members. If approved, these workshops would be submitted using the normal process, will not count against the one workshop limit, and will not incur a fee. **Presentations MUST be submitted using the HAPS online form found on the HAPS 2021 webpage ([https://www.hapsweb.org/page/2021landing](https://www.hapsweb.org/page/2021landing)) by the deadline. Payment of a sponsored workshop does not guarantee acceptance.** If your presentation is not accepted, the fee will be refunded in full. If your presentation is not submitted by the deadline, the fee will be refunded in full. Late submissions will not be accepted.

April 1
• Deadline for advertisements to be placed in the conference book.

April 30
• Deadline to coordinate additional activities (focus groups, etc.) with HAPS.
• Deadline for Exhibitor Staff Registration

KEY DETAILS FOR 2021
• The registered attendee list will be distributed to all exhibitors on May 14th. Sponsors will receive the list earlier, based on their sponsorship level. (see pg. 6)
• Each exhibiting company will receive one complimentary membership. Please send the name and email address for the designated member from your company to broberts@hapsconnect.org.
By Region:
Central Region: 421
Eastern Region: 358
Southern Region: 360
Western Region: 310

By Membership Type:
Regular (Full-time Faculty and Conference Members): 1134
Contingent Faculty: 135
High School Faculty: 48
Retired Faculty: 20
Emeritus: 29
Post-Doc: 7
Grad Students: 63
Undergrad Students: 13
REGISTER TO BE AN EXHIBITOR

Standard Booth Package:
- Virtual Booth on Standard Exhibit Hall Floors, booth number displayed to indicate booth space, and registration for two staff members.............$500

Premium Booth Package:
- Virtual Booth on Premium Exhibit Hall Floors, company logo displayed to indicate booth space, and registration for two staff members.................................$800

Each additional staff member .............................................................................................................................................$100

*Please note: the maximum number of booth personnel per company is 3 at one time.*

SPACE ASSIGNMENT

Booth space will be assigned in the following order for all exhibitors who submit the completed application and provide full payment by March 5, 2021. All Priority Points are based on participation as an exhibitor or sponsor in past Annual Conferences and Regional Meetings. (See below for more details.)

1. Reservations will start on March 8, 2021. Each company will be given 24 hours to choose their location.
2. Reservations will be based priority points. If there are two companies with the same number of priority points, the company that submitted their application first will be given priority.
3. After March 5th, space will be assigned on a first come, first served basis. If necessary, Priority Points will be used as a tie-breaker.

PRIORITY POINTS

HAPS has created a Priority Point system based on participation as an exhibitor or sponsor in past Annual Conferences (2009 to 2019) or Regional Meetings (2012 to 2020).

- Annual Conference
  - 1 point for exhibiting at the Annual Conference
  - Extra points are gained via sponsorships. See pg. 6 for the Priority Points gained through each sponsorship level.

- Regional Meeting
  - ½ point for exhibiting at the Regional Meeting
  - ½ point for sponsoring an event ($1,000 or more)
EVENTS AVAILABLE FOR SPONSORSHIP AT THE 2021 CONFERENCE
For the complete list of sponsorship level benefits, please see page 6
All 2019 Sponsors have the right of first refusal

Platinum ($7,500)
- Welcome Reception – Sunday, May 23 from 5:30-6:30 pm
- Closing Social - Wednesday, May 26 from 5:30-7:00 pm

Gold ($5,000)
- First Timer’s Event – Sunday, May 23 from 12:35-1:40 pm
- Second Timer’s Event – Sunday, May 23 from 12:35-1:40 pm
- Logo on Gatherly Interface – The logo will be visible on every floor. There are 4 opportunities for this sponsorship (Sunday, Monday, Tuesday and Wednesday). Please specify which day you would like to sponsor.

Silver ($2,500)
- Update Speaker Introduction

Bronze ($1,000) – Each of these sponsorships are per day. Please specify which day you would like to sponsor.
- Logo on Lobby Floor (attendees signing on are automatically entered into this floor)

Patron ($500) - Each of these sponsorships are per day. Please specify which day you would like to sponsor.
- Logo on Poster Presentation Floor
- Logo on Networking Floor

The HAPS team is open to other sponsorship ideas that may not be included in this packet. If you are interested, please contact Brittney Roberts (broberts@hapsconnect.org).
<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL BENEFITS AT THE 2021 CONFERENCE</th>
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<tbody>
<tr>
<td><strong>Platinum Level -</strong> $7,500</td>
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<td>1 communication (up to 150 words) sent from HAPS to registered attendees (to be sent by HAPS Staff)</td>
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<td>Dedicated announcement within the platform</td>
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<td>Complimentary booth space</td>
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<td>Focus Group Fee Waived</td>
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<td>Questions included in Exhibitor Survey to HAPS Members</td>
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<td>Additional registration for staff members</td>
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<tr>
<td>Recognition at event with your company’s logo</td>
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<td>Early Distribution of the Registered Attendee List (Emailed on April 15th)</td>
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<tr>
<td>Ad in Electronic Conference Program (<em>placement depending upon availability</em>)</td>
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<tr>
<td>Additional Sponsored Workshops (*Note: Only 1 sponsored workshop per exhibiting company)</td>
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<tr>
<td>Booth Floor Location – booth fee not included for Silver, Bronze, and Patron levels</td>
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<tr>
<td>Promotion of Company on HAPS 2021 Sponsors webpage</td>
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<tr>
<td>Additional Priority Points towards next year’s exhibitor space selection</td>
</tr>
<tr>
<td>Recognition in the conference program for sponsored event/item</td>
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<tr>
<td>Distribution of registered attendee list on April 30th</td>
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</table>

*Please note: Sponsorship received after April 1st may result in certain benefits not being available. If this happens, HAPS will attempt to provide a benefit (of the same value) as a replacement.*
CANCELLATION
An exhibitor not making payments in accordance with specified instructions forfeits all rights, claims, and reservations to table/bulk space requested and assigned. Exhibitors canceling on or before April 1, 2021 will be charged a 25% processing fee. There will be no refunds of table/bulk space registration fees after April 1, 2021.

EXHIBIT RESTRICTIONS
HAPS reserves the right to refuse rental of display space to any company whose display of goods or services is not likely to be, in the opinion of HAPS, compatible with the general character and objectives of the exposition. The conference is a "closed trade show" designed to provide a showcase for equipment, goods, and services used by the participants of the Human Anatomy and Physiology Society. HAPS will refund the deposit of any prospective exhibitor whose Exhibitor Application is not accepted by HAPS. HAPS reserves the right to restrict exhibits which, because of noise, method of operations, or any other reason are deemed objectionable, and may also prohibit or evict any exhibit which, in the opinion of the Executive Committee of HAPS, may detract from the general character of the show. In the event of such restrictions or eviction, the HAPS is not liable for any refunds, rentals or other exhibit expenses.

USE OF SPACE
No exhibitor may assign, sublet, or apportion the whole or any part thereof, of space allotted nor exhibit therein any goods other than those manufactured or handled by the exhibitor in the regular course of his/her business, nor permit any representative of any other firm to solicit business, take orders, or sublet in his/her space.

“BE A GOOD NEIGHBOR”
No exhibits will be permitted to interfere with other exhibits, impede access to them, or impede free use of the common area. Booth personnel are required to confine their activities within the exhibitor’s booth space.

ADDITIONAL EXHIBITOR EVENTS (Public or Private)
Exhibitors wishing to schedule additional public or private functions must notify the HAPS Business Manager and receive approval for the event. These events include author dinners, focus groups, and other exhibitor-specific events. Events that conflict with any official HAPS Conference event will be denied. Exhibitors who conduct such events anyway will be fined $1,000, may be removed from the event, and may be denied access to future events. April 30, 2021 is the deadline for reporting events for approval to the HAPS Business Manager.

CANCELLATION OR POSTPONEMENT OF THE CONFERENCE
In the event that the Conference is postponed due to any occurrence not occasioned by the conduct of HAPS or Exhibitor, whether such occurrence be an Act of God or the common enemy or the result of war, riot, civil commotion, sovereign conduct, pandemic or other outbreak, or the act or conduct of any person or persons not party or privy to this Lease, then the performance of the parties under this Agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement. In the event that such occurrence results in cancellation of the Exposition, the obligations of the parties under this Agreement shall be automatically terminated and all payments made under this contract shall be refunded to Exhibitor, less a pro rata share of expenses actually incurred by HAPS in connection with the Conference. HAPS shall not be financially liable in the event the show is interrupted, cancelled, moved, or dates changed except as provided herein.
FOCUS GROUPS/PRIVATE EXHIBITOR EVENTS

Focus Groups/Private Exhibitor Events –
$750 – Monday, May 24 and Tuesday, May 25 between 5:00 – 7:30 pm
Host a group of HAPS attendees on your own floor in the Gatherly platform on both Monday, May 24 and Tuesday, May 25 between 5:00-7:30 pm. It is the company’s responsibility to invite attendees by using the list of attendees that will be provided at a later date. If you are interested in hosting a focus group, please reach out to Brittney Roberts (broberts@hapsconnect.org) for the Focus Group Request Form. Failure to abide by this policy may lead will incur a $1000 fine plus you may be removed from the event and be denied access to future events.

The HAPS team is open to other advertising/promotional ideas that may not be included in this packet. If you are interested, please contact Brittney Roberts (broberts@hapsconnect.org).
Place your advertisement in the 2021 Conference Book

- Ads may be sent to info@hapsconnect.org
- Deadline to submit an ad for the book is April 1, 2021.
- The exhibiting companies who reserved the full page inside front cover, full page inside back cover, or full page outside back cover for the 2021 Annual Conference have right of first refusal.

<table>
<thead>
<tr>
<th>Company</th>
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<td>Contact Name</td>
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<td>E-mail</td>
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<tr>
<td>Phone</td>
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<td>FAX</td>
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Ad Specification Sheet

If ordering ad space, please check with info@hapsconnect.org for ad placement availability.

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<tr>
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<th>Price</th>
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<tr>
<td>Full Color</td>
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<tr>
<td>Full page inside front cover</td>
<td>$225</td>
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<tr>
<td>Full page inside back cover</td>
<td>$200</td>
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<tr>
<td>Full page outside back cover</td>
<td>$275</td>
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<td>Black &amp; White</td>
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<tr>
<td>Full size</td>
<td>$175</td>
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<td>½ page</td>
<td>$125</td>
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<td>¼ page</td>
<td>$75</td>
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Artwork enclosed please circle yes / no

Artwork to follow please circle yes / no

Special Instructions:

Specifications & Requirements:
Final trim size – 8 X 10.5
All text at least ½ inch from edge
Color proof required for all color ads
Standard ad space (W X H)
½ page – 3.5 x 4.5
½ page – 7.5 x 5
Full page – 7.5 x 10

Electronic Formats:
- PDF – high resolution
- .jpeg files
- .eps files
- Photoshop .psd
- Illustrator .ai
Include all fonts and linked artwork.

If received artwork is not one of the above electronic formats, there may be additional charges. HAPS reserves the right to reject any advertising considered non-conforming to HAPS standards. Terms: No agency discounts given on quoted rates. All rates are payable at time of ad placement. Priority Placement: All ads will be placed on a “first come/first serve” basis. Cancellation/Refunds: Orders may be cancelled and refunds will be given till the reservation date. Cancellations after that time will not be eligible for refunds.
Exhibitor Application & Contract

Contact Person

Company Name

Address

City, State/Province

Zip, Country

Email

Phone

Website

Description of company for the conference program (1-2 sentences only please. This will be listed in the program):

Is this your first year exhibiting with HAPS? YES NO

Exhibitor Fees & Payment

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Description</th>
<th>Cost</th>
<th>Total</th>
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<tbody>
<tr>
<td></td>
<td>Standard Booth Package</td>
<td>$500</td>
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<td></td>
<td>Premium Booth Package</td>
<td>$800</td>
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<td></td>
<td>Workshop fee: (deadline to apply is March 5)</td>
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<td>$150</td>
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<td>NOTE: Exhibiting companies are limited to one sponsored workshop. Sponsors may have additional sponsored workshops based on the sponsorship level. (see pg.6)</td>
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<td>Poster fee: (deadline to apply is March 5)</td>
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<td>$75</td>
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<td>Sponsorship (check with <a href="mailto:info@hapsconnect.org">info@hapsconnect.org</a> for availability)</td>
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<td></td>
<td>Advertise in conference program (check with <a href="mailto:info@hapsconnect.org">info@hapsconnect.org</a> for availability)</td>
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TOTAL DUE

Please refer to page 5 for fee structure

Please refer to page 9 for fee structure
Key Policies for 2021

Please read this page and sign the bottom. Applications MUST include this signed page.

- **All** exhibitor-sponsored events open to conference participants must be coordinated through the Assistant Business Manager, Brittney Roberts. Notice should be given by April 30, 2021.
- Any service, token, or activity provided by an exhibitor must be available to all registered participants on a first-come, first-served basis.
- Exhibitor private events such as focus groups/private exhibitor events **must not** be held during times scheduled for seminars, workshops or even the evening socials. Focus group meeting times must be coordinated with the HAPS Assistant Business Manager, Brittney Roberts, by April 30, 2021. **Failure to abide by this policy may lead will incur a $1000 fine plus you may be removed from the event and be denied access to future events.**
- All table personnel must be registered in order to participate in the HAPS 35th Annual Conference. Registration includes admission to all conference events. Additional staff may be added above what is included with the booth space for $100 per person.
- This agreement is incorporated by reference to the Exhibitor Contract. All points not covered are subject to the decision of the HAPS and/or the HAPS Executive Committee.
- Exhibitors are invited to discuss proposals for workshops that are co-sponsored with HAPS. Such workshops must substantially focus on a specific aspect of HAPS that is of particular interest to HAPS members. If approved, these workshops would be submitted using the normal process. Please keep in mind of the proposal deadline – March 5, 2021.

By signing below my organization/company agrees to comply with the 2021 Human Anatomy and Physiology Society Annual Conference Terms and Conditions for exhibitors in this Contract and hereby incorporated by reference.

Signed: ____________________________________________ Date: ________________
Applications may be faxed (706-883-8215,) sent as an email attachment to info@hapsconnect.org

If paying by check, please mail application and check and signed page one of the contract to the address below.

Human Anatomy and Physiology Society (HAPS)
251 S. L. White Blvd.
LaGrange, GA 30241

This information will only be used for the Human Anatomy & Physiology Society. For your convenience; we will use this authorization to charge your credit card account (if not paying by check). We will advise you, prior to charging card, of any unpaid balances at the conference or any additional amounts incurred at the show-site by your representative(s). This information is confidential.

Check type of credit card: _____ MasterCard _____ Visa _____ American Express _____ Discover

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<td>Signature</td>
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By signing below, I authorize the Human Anatomy and Physiology Society to charge the card above.

Signed: ______________________________________________     Date: _____________
The Standard and Premium Booth Packages allow for two complimentary staff registrations. Additional staff may be added above what is included with a booth package for $100 per person.

Please submit this form by April 30, 2021. This form can be sent to broberts@asginfo.net

Please list how the staff name and company name should be listed on each name badge.

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<tr>
<th>Name</th>
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