

The Intersection Between Genetics, Genomics, and Reproductive Biology

**SSR 43rd Annual Meeting
July 30–August 3, 2010
Milwaukee, Wisconsin
Midwest Airlines Center**



EXHIBITOR PROSPECTUS

Please join us as an Exhibitor at the SSR 2010 Annual Meeting in Milwaukee, Wisconsin. Participation provides you direct contact with over 1,200 research scientists, M.D.s, postdoctoral fellows, and graduate students in the field of reproductive biology. Delegates from five continents will come to participate in a forum of active discussion and learning, present data, discover the latest information in their field, collaborate with fellow scientists...and walk by your exhibit multiple times a day. This is an exciting opportunity to showcase your organization's latest technology, programs, products, and services to a highly engaged group of researchers and clinicians.

SSR 43rd Annual Meeting • July 30–August 3, 2010

Milwaukee, Wisconsin • Midwest Airlines Center

The Intersection Between Genetics, Genomics, and Reproductive Biology

Exhibit Spaces

Exhibits will be located in the heart of the SSR meeting and registration areas. All 8' x 10' table exhibits are priced at \$1,500, and include a skirted table, (2) chairs, wastebasket, and i.d. sign. Spaces can be further customized using the exhibit supplier's service manual.

Exhibitors will have access to meeting attendees during the Opening Reception on the evening of July 30, 2010, and at all poster sessions, continental breakfasts, and coffee breaks. Exhibitors may attend their spaces at any time during the hours of the Annual Meeting and may book individual appointments.

Benefits to Exhibitors

- Access to attendee contact information before and after the meeting, if requested
- Breakfasts and break refreshments are included with your fee
- Access to a securable exhibitor room
- SSR hotel room rates at connected hotels
- Opportunity to submit information to the SSR June Newsletter, prior to the meeting
- A listing in SSR's onsite newsletter
- Commercial sponsorship opportunities to enhance your presence at the meeting (see Sponsorship Opportunities page)

Exhibitor Registration

It is recommended that Exhibitor Registration Forms be mailed promptly, with payment in full, to assure optimum space assignments. Preference will be given to organizations that have supported or exhibited at previous SSR functions.

Space assignments for exhibitors who have paid in full will be made during the week of May 24, 2010.

Registrations for exhibits will be accepted through June 30, 2010 without a late penalty.

Exhibitor Services

SSR will contract with an outside show management service to provide exhibits. Upon receipt of the completed Exhibitor Registration Form and full payment, and once the show management service has been selected, SSR will instruct the vendor to send an Exhibitor Services Manual to each exhibitor, with show and shipping information, pricing, and order forms for the variety of display furnishings and services available. A complete schedule for exhibit set-up and dismantling will be included.

Staffing, Security, and Liability

Each exhibit space will be allowed a maximum of two personnel, for whom exhibitor badges will be provided. SSR and the Midwest Airlines Center assume no responsibility for the protection of exhibitors' property; however, a locked room will be available. SSR and the Midwest Airlines Center will not be responsible for loss or damage to displays while on the premises. Exhibitors will assume responsibility for providing their own liability insurance, including but not limited to coverage for damage to property, accidents, and injuries to exhibitors, convention center employees, or vendors as a result of the installation, occupancy, and dismantling or removal of their exhibits into and from the Midwest Airlines Center.

Cancellation

Half of the total exhibit space cost is refundable in the event of cancellation, provided written notice of the cancellation is received in the SSR Business Office on or before June 15, 2010. Cancellations after this date will result in the forfeiture of the entire exhibit fee.

Hotel Reservations

Hotel reservations may be made directly with the Hyatt Regency in Milwaukee. Use the SSR Reservation Code (**GSSR**) when making your reservation in order to ensure the SSR Group Rate for your room(s). Please contact:

Hyatt Regency Milwaukee
333 W. Kilbourn Avenue
Milwaukee, WI 53203
Phone: 1-888-421-1442
Fax: 1-414-276-6338

Website:

https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=1467586

SSR Contact Information

Questions regarding exhibits may be directed to:

Gwen Abramson
SSR Administrative Office
1619 Monroe Street
Madison, Wisconsin 53711-2063
Phone: 1-608-256-2777
Fax: 1-608-256-4610
Email: ssr-am@ssr.org

EXHIBITOR PROSPECTUS

SPONSORSHIP OPPORTUNITIES

(partial of full sponsorship for any of the following is welcome)

Society for the Study of Reproduction

43rd Annual Meeting

July 30–August 3, 2010

Midwest Airlines Center, Milwaukee, WI

Opening Reception (1200 attendees)	\$45,000
BBQ and Dance (1000 attendees)	\$75,000
Continental Breakfast (1200 attendees) - 4 total	\$15,000 each
Morning Coffee Break (1200 attendees) - 4 total	\$10,000 each
Afternoon Refreshment Break (1200 attendees) - 3 total	\$10,000 each
Emeritus/Senior Breakfast & Lecture (50 attendees)	\$1,250
Trainee/Mentor Lunch (200 attendees)	\$10,000
Past-President's Breakfast (35 attendees)	\$1,000
Wireless Internet Service at the Convention Center (for delegates; 4 days)	\$7,500
Registration area (refreshments for delegates; 5 days)	\$5,000
Local Arrangements Committee	\$10,000
Commemorative T-Shirts (Subsidize printing; proceeds from sale benefit Trainee Travel Fund)	\$7,500
Editorial Board Retreat	\$2,500
Trainee Travel Awards	Any amount
Meeting Accessories with Your Company Logo (Pens, highlighters, post-its, notepads, hand sanitizer, water bottles, mini flashlights, etc.)	Any amount

EXHIBITOR/SPONSOR PREREGISTRATION FORM - Please send this form by fax or mail to: SSR, 1619 Monroe Street, Madison, WI 53711-2063, FAX: 608-256-4610 (*Question?* tel: 608-256-2777; email: ssr-am@ssr.org)

Please type or print

Company _____
 Authorizing Officer _____
 Title _____
 Dept/Div _____
 Univ/Org _____
 Address _____
 City _____
 State/Country _____ Post/Zip Code _____
 Telephone _____
 FAX _____
 E-mail: _____
 Web site/URL: _____

Please list the name of the person(s) who will be responsible for staffing your exhibit area. This agreement includes exhibitor badges for two representatives for each exhibitor booth. **These badges do not permit attendance at scientific sessions.**

1. _____
2. _____

Badges for additional representatives may be purchased in advance or onsite at the SSR registration desk for \$50 per person. Please list representatives' names here and indicate below with payment.

3. _____
4. _____

All prices in U.S. dollars (USD).

Exhibit Booth Fees

	Quantity	Price	Total USD Funds
Single Exhibit Booth Fee: (Includes 2 Exhibit Representatives)	_____	@ \$1500.00	\$ _____
Double Exhibit Booth Fee: (Includes 2 Exhibit Representatives)	_____	@ \$2500.00	\$ _____
Additional Representative Badges (see lines 3 and 4, above)	_____	@ \$50.00	\$ _____

Additional Booth Requirements

For exhibit booth items such as additional tables, chairs, or electrical requirements, please contact Gwen Abramson at ssr-am@ssr.org.

Media Distribution Fee \$500.00 \$ _____
 per piece
 SSR will distribute your pamphlet or brochure with each delegate's registration packet. SSR reserves the right to accept or reject materials and will issue a refund if rejected. Media must be received at the meeting site by 28 July 2010.

Literature Exhibit Table \$250.00 \$ _____
 per piece
 SSR will place your literature on a table in the Exhibit area. SSR reserves the right to accept or reject materials for display and will issue a refund if rejected. Literature must be received at the meeting site by 28 July 2010.

Program Advertising Space (Black & White Only)
 (5" x 4 1/4") half page ad \$250.00 \$ _____
 (5" x 8 1/2 ") full page ad \$500.00 \$ _____
 CRC or electronic file due by 15 May 2010.

Other (please describe) \$ _____

TOTAL AMOUNT PAID (U.S. DOLLARS ONLY) \$ _____

PAYMENT INFORMATION (Note: All prices in US Dollars. Purchase orders are not accepted. Registrations will not be processed unless accompanied by payment.)

Bank Transfer (please contact the SSR Business Office for payment by wire transfer)

Check or Money Order enclosed (made payable to SSR)

Please make checks payable to the **Society for the Study of Reproduction** and send to: Society for the Study of Reproduction, 1619 Monroe Street, Madison, WI 53711-2063. Fax: **608-256-4610**. Faxed registrations will be processed only if paid with a credit card.

- Credit Card: Visa
 MasterCard
 American Express
 Discover

(No other cards accepted.)

Credit Card Number _____

Expiration Date _____ Security Code _____

Name of Cardholder: _____

Signature * _____

*Exhibitor assumes responsibility for, and agrees to indemnify and defend SSR and the Midwest Airlines Center and their respective employees and agents against, any claims or expenses arising out of Exhibitor's use of the exhibition premises. The Exhibitor understands that neither SSR nor the Midwest Airlines Center maintain insurance covering the Exhibitors' property and it is the sole responsibility of the Exhibitor to obtain such insurance. Upon signing this Exhibitor/Sponsor Preregistration Form, Exhibitor indicates acceptance of these terms and conditions printed above and recited in the Exhibitor Information Material.