

MICHBIO 
EXPO
2 0 1 3

EXPO & CONFERENCE

OCTOBER 15-16, 2013
RADISSON PLAZA HOTEL
K A L A M A Z O O , M I

*Sponsor & Exhibitor
Kit*

MICHBIO.ORG/EXPO

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The following forms and information are available online through Art Craft Display Expo Services, Inc.'s website. For instructions on accessing Art Craft Display's website, see page 16 of this document.

- Credit Card Authorization & Payment Policy
- Trade Show Furnishings
- Rental Furnishings Form
- Freight Handling
- Freight Handling Form
- Shipping Labels
- Labor Service Form
- Fork List Services Form
- Signs, Graphics & Banners
- Signs & Banners Form
- Audio-Visual Equipment
- Audio-Visual Equipment Form
- Terms, Conditions and Policies

ABOUT THE SHOW

The MichBio Expo will take place on **October 15 & 16, 2013**. The event will be held at the **Radisson Plaza Hotel, Kalamazoo, Michigan**. Attendance is expected to exceed 500 participants from Michigan, with nationally known speakers and guests.

Exhibit Hall Dates & Hours

Exhibit area will be "open" during the entire conference. Specific exhibit hours are as follows (hours subject to change):

Tuesday, October 15

2:00 pm - 7:00 pm

Wednesday, October 16

7:30 am - 2:30 pm

Inquiries

For more information, please contact:

Jennifer Dickie

Phone: 734-677-0503

Fax: 734-677-2407

jennifer@michbio.org

Rules and Regulations

SECURITY

Security will not be provided in the exhibit hall area. It is your responsibility to remove all valuable items when your booth is not being attended. The doors will be locked at night.

CANCELLATIONS

In the event of cancellation by the exhibitor at any time, or if the rental space is unoccupied on opening day, the Exhibits Manager shall have the right to retain the exhibit fee as liquidated damages. Exhibitors may not sublease, reassign, or apportion a whole or any part of the space assigned.

TABLE AND DECORATIONS

The rental plan for space is as shown in this contract. Each table is 8' long. The height of the back wall shall be 10'. No construction in the exhibit hall shall be in excess of 10'. Display boards and other tall exhibits shall not be placed in a manner which will interfere with other exhibits. Includes a floor length linen, 2 chairs, pipe and drape for back and sides, plus a wastebasket.

DISMANTLING

The Exhibitor agrees not to dismantle the booth or do any packing before 2:30 pm, Wednesday, October 16, 2013, and further agrees to have all material removed by 4:00 pm, Wednesday, October 16, 2013.

COMPLIANCE WITH FIRE REGULATIONS

Fire-hose cabinets must be left accessible and be in full viewing at all times. THIS EXHIBIT HALL IS A SMOKE FREE ENVIRONMENT.

INSURANCE

In all cases, Exhibitors wishing to insure their goods must do so at their own expense.

LIABILITY

Neither MichBio, the Exhibits Manager, the Radisson Plaza Hotel, the Decorator, nor others associated with the management of the Conference, will assume responsibility for the safety of the property of the exhibitor, its officials, agents, or employees, from theft, damage by fire, accident or other causes, but will use reasonable care to protect against such loss.

GENERAL

These Rules are subject to approval by MichBio, and all points not covered herein are subject to its decision. These rules have been formulated for the best interest of the Exhibitors, as well as MichBio, and exhibitors are respectfully requested to cooperate in observance of them.

EXHIBITOR CHECKLIST

Target Date:	Done:	Item Description:
ASAP	<input type="checkbox"/>	Review <u>Exhibitor Handbook</u> and familiarize yourself with all forms, services, requirements, rules, etc.
ASAP	<input type="checkbox"/>	Review needs for <u>booth furniture and other decorator services</u> and process orders through Art Craft Display.
ASAP	<input type="checkbox"/>	<u>Select Table</u> and return request to Expo office.
ASAP	<input type="checkbox"/>	Review needs and, if necessary, plan for <u>shipping of exhibit materials</u> to The Radisson Plaza Hotel.
ASAP	<input type="checkbox"/>	Review needs for <u>electrical service</u> and return form to show office by September 20, 2013.
ASAP	<input type="checkbox"/>	Logo for program book is due by September 20, 2013.
ASAP	<input type="checkbox"/>	Make room reservations: Radisson Plaza Hotel 100 Michigan Avenue Kalamazoo, MI 49007 269-343-3333 Discounted group rate is \$135.00 single/double; \$145 triple; \$155 quad. Must mention you are with MichBio for discount when making reservations. Cut-off date for discounted rate is September 23, 2013.
September 20	<input type="checkbox"/>	Review and complete the badge request form by September 20, 2013.
October 15 & 16	<input type="checkbox"/>	Exhibit set up is 8:00 am - 2:00 pm on Tuesday, October 15, 2013. The Exhibit Hall is open Tuesday, October 15, 2013, 2:00 pm - 7:00 pm, and 7:30 am - 2:30 pm, Wednesday, October 16, 2013.
October 16	<input type="checkbox"/>	Exhibits must remain intact until 2:30 pm. Teardown is 2:30 pm - 4:00 pm.
October 17	<input type="checkbox"/>	Complete the Exhibitor Evaluation.

DIRECTIONS TO RADISSON PLAZA HOTEL

From Grand Rapids – US 131

Take 131 south until you reach exit 38-A, which is M-43 West Main going east. At the exit, you will turn right onto West Main. Close to downtown, West main will become a one-way street called Michigan Avenue. Stay on Michigan Avenue for about 6-7 blocks and look for the Radisson on the left-hand side. The hotel is located on the northeast corner of Rose Street and Michigan Avenue.

From Indiana – US 131

Take 131 north through the cities of Three Rivers and Schoolcraft. Take exit 36-A, Stadium Drive East. Stay on Stadium Drive for about 4-5 miles. Stadium Drive then becomes a one-way street called Michigan Avenue. Stay on Michigan Avenue for about 5-6 blocks and look for the Radisson on the left-hand side. The hotel is located on the northeast corner of Rose Street and Michigan Avenue.

From Detroit I-94 & Chicago I-94

(From Lansing, Take I-69 South to I-94 West)

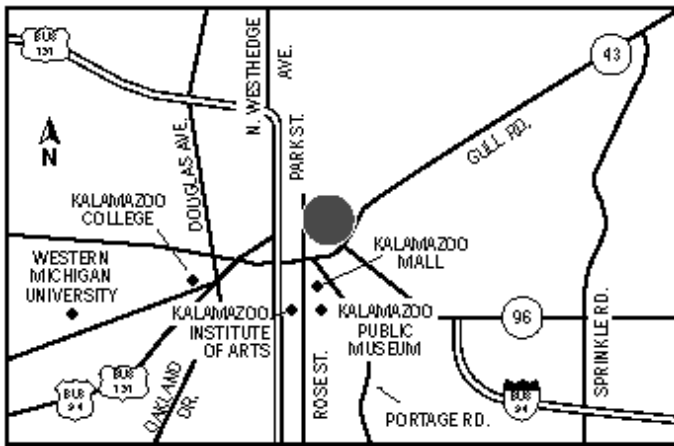
Take I-94 to exit 76-B, Westnedge Avenue North. Stay on Westnedge Avenue for 4.3 miles. Westnedge becomes a one-way street called Park Street. You will reach the intersection of Park Street and Michigan Avenue in the downtown area. Turn right onto Michigan Avenue and get into the left-hand lane. The hotel in one block down on the northeast corner of Rose Street and Michigan Avenue.

From the Airport

From the Airport turn right onto Portage Road. Follow Portage Road north for approximately 5 miles until you reach the intersection of Portage Road and Lovell Street. Turn left at Lovell Street and get into the right-hand lane. Go straight for 3 blocks and turn right onto Rose Street. The hotel is ahead two blocks on the corner of Rose Street and Michigan Avenue.

To the Airport

From the parking structure, turn left onto Church Street. Turn left at Michigan Avenue and get in the right-hand lane. Turn right at Portage Road. Proceed for approximately 5 miles; before Cork Street and the I-94 interchange you will see airport signs. The airport is on the left-hand side of Portage Road.



PARKING

For those driving to the Radisson Plaza Hotel, a parking garage is available on a complimentary basis to hotel guests.

If you are coming in just for the day, parking in the attached garage to the Radisson Plaza Hotel is \$2.00 per hour, or a maximum of \$20.00 for the day. Valet services are also available at the same rate.

NOTE: When you enter the parking structure, you will be on the ground level. The entrance to the hotel is on the next level.



BOOTH & ELECTRICAL FORM

Company Information:

Company/Organization Name: _____

Contact Name: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____

Company Description/Logo:

To increase your visibility at the MichBio Expo, please submit a color logo and a brief (50 word) description of your organization in the space below or e-mail both items to jennifer@michbio.org by September 20, 2013. MichBio reserves the right to edit copy.

Space Choice:

Please refer to the diagram on the next page. Please indicate your first, second and third choices of exhibit space. Space assignments are assigned on a first come, first served basis. We will use the utmost care in assigning any special requests.

1st _____ 2nd _____ 3rd _____

Table Sign:

One 7" by 44" sign will be provided per booth. The following is the correct lettering of our company name, as it should appear (please print):

Competitors:

List the category of company from which you desire booth separation:

MichBio will provide **one complimentary 110 volt outlet for each booth.**

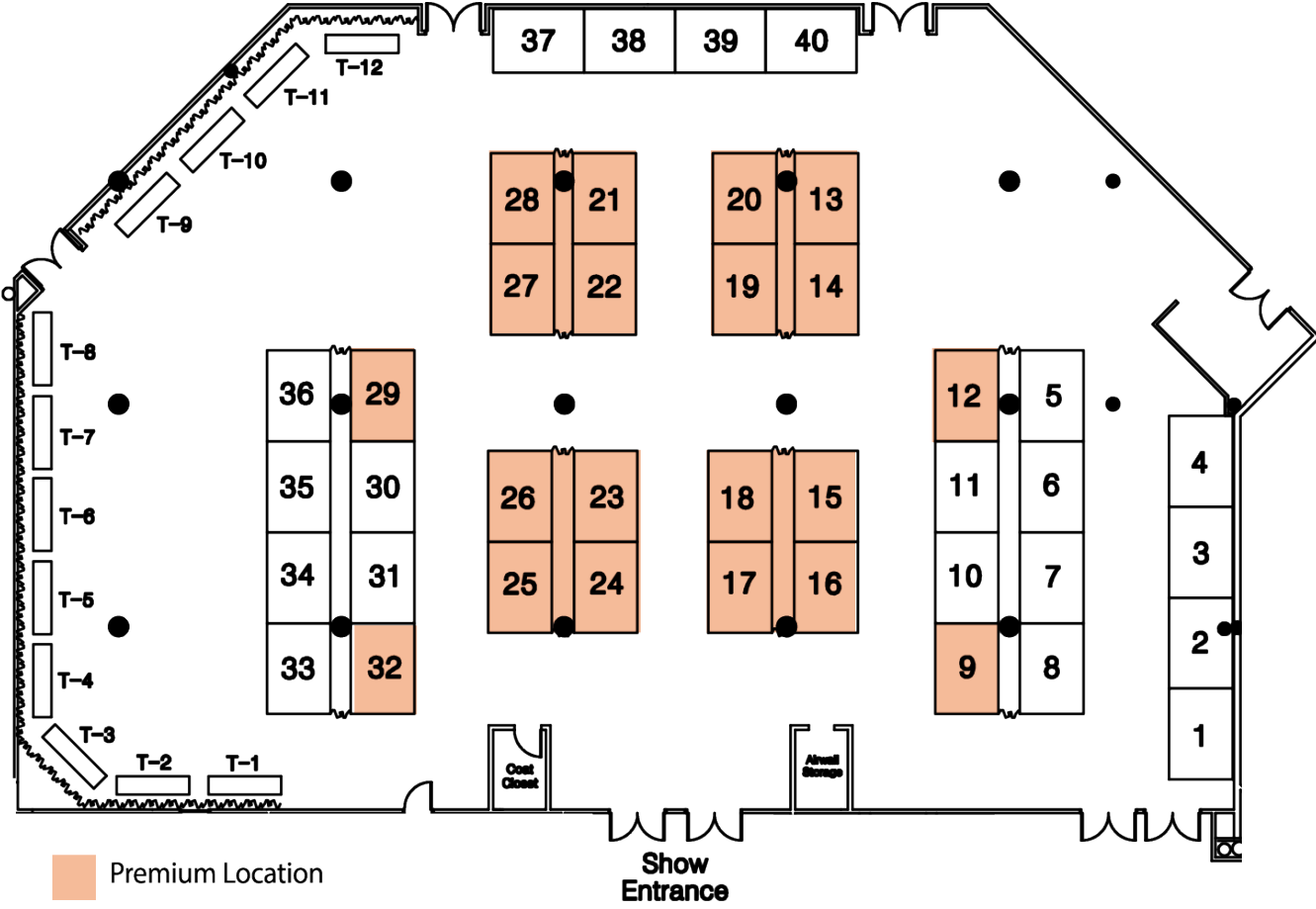
Exhibitors are responsible for bringing their own extension cords. Please help MichBio with the planning process by letting us know if you will be using the outlet by **September 20, 2013.**


- No, I will not be using electricity this year.
- Yes, I will be using the complimentary 110 volt outlet.
- I need more than (1) outlet, please contact me.


RETURN BY
SEPTEMBER 20,
2013 TO:

MichBio
1390 Eisenhower Place
Ann Arbor, MI 48108
Tel: 734-677-0503
Fax: 734-677-2407
Email: jennifer@michbio.org

RADISSON PLAZA HOTEL EXPO LAYOUT*



 Premium Location

 = Premium Booths: Reserved for members of the MichBio Preferred Program and members that select the Premium Booth option.

* Subject to Change



BADGE REQUEST FORM

Please print. What you put on this form is what will be printed on your badge. Each premium booth is entitled to two (2) badges per booth, each standard booth is entitled to one (1) badge per booth. Additional badges may be purchased for \$75.00 per badge. *Badges needed for those manning the booth only.*

Company:

Name Badge(s):

1) _____

2) _____

An Additional Name Badge can be purchased for \$75.00:

(Limit 1 per booth)

1) _____

Payment Information:

Check Visa Mastercard Discover American Express

Card Number: _____ Exp. Date: _____ CVV Code: _____
3 or 4 digit code on back of card

Name on the Card: _____

Credit Card Billing Address: _____

Signature: _____ Date: _____

Return by September 20, 2013

MichBio, 1390 Eisenhower Place, Ann Arbor, MI 48108

Tel: 734-677-0503, Fax: 734-677-2407

Email: jennifer@michbio.org

FREIGHT HANDLING INFORMATION

Shipping & Packages

All freight handling needs to be done through the Radisson Plaza Hotel. Please note, shipments must be prepaid and will not be accepted more than 3 days prior to the event.

PLEASE NOTE: The Radisson Plaza Hotel DOES NOT accept any liability for equipment, goods, displays or other materials that arrive unmarked or fail to arrive at the hotel or conference center. The group or individual is responsible for insuring its property of loss or damage.

Label EACH PIECE with the following information:

HOLD FOR: (Name of Onsite Contact)

MichBio Conference

October 15-16, 2013

ATTN: Erin Ording

Ship To:

Radisson Plaza Hotel
100 W. Michigan Ave.
Kalamazoo, MI 49007

See the Following Pages for Loading/Unloading Information!



Dear Exhibitor:

We are excited to serve as your host for the upcoming MichBio Annual Conference. Your exhibit booth will be – a 7' x 10' and includes an 8 foot table, a floor length linen, 2 chairs, pipe and drape for back and sides and a wastebasket.

Enclosed are labor services forms, additional equipment request forms, shipping instructions, loading and unloading information, and credit card authorizations.

To better assist you with your conference needs, please make sure your inbound and outbound shipping needs are coordinated five (5) days prior to the start of your show.

Payment must accompany order and be received by our office a minimum of five (5) days prior to exhibitors arrival. MasterCard, Visa, Discover, and American Express are the acceptable forms of payment. Please be sure to complete the enclosed Credit Card Payment Authorization Form.

If there are any questions on billing, special requests or further information is needed; please contact your Convention Services Manager Erin Ording, CMP, at 269-384-2656

Thank you,

Erin Ording, CMP
Senior Convention Services Manager

Radisson Plaza Hotel & Suites | 100 W. Michigan Ave., Kalamazoo, MI 49007 |
Direct: 269-384-2656 | Cell: 269.720.3988 | Fax: 269.226.3158

Loading/Unloading Information

The Radisson Plaza Hotel and Suites is shown on the downtown map (below).

We recommend loading and unloading of smaller items be done at the Main Entrance of the Hotel on Rose Street.

We recommend loading and unloading of larger items be done at the loading dock of the hotel, located on Water Street. The dock platform has a height of 3 ½ feet.

There are two freight elevators that are located at the loading dock of the hotel, for your use. Please let an associate know if you need assistance with operating these elevators. Measurements: 9'L X 6'W X 8'H; 8'L X 6'W X 8'H

***Please note that all loading and unloading will be on a first come, first serve basis.**

The hotel receives regular deliveries on a daily basis from several vendors in this area. Please load and unload your items in a timely fashion as to better serve all of our guests.

Each vendor is responsible for providing their own carts, packaging materials, and packaging slips.



Credit Card Payment Authorization

FAX back with Additional Equipment forms to ATTN: Erin Ording, CMP, at 269-226-3158

(Please print)

Credit Card Number: _____ Expiration Date: _____

Name on Card: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

I authorize the **Radisson Plaza Hotel & Suites** to process charges to my credit card for:

Exhibitor Name: _____ Booth # _____

Authorized Signature: _____

Date: _____

HOTEL USE ONLY – Do Not Print Below This Line

EVENT DATES: 2013-10-14 00:00:00 - 2013-10-16 00:00:00

ESTIMATED AMOUNT APPLIED TO CARD: _____

HOTEL REPRESENTATIVE: _____

CC: Reservations
Accounting
Night Audit

LABOR SERVICES FORM

(Please Type or Print and Duplicate Form for Your Records.)

NAME OF EVENT: MichBio Annual Conference BOOTH: _____

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

AUTHORIZED BY: _____ TITLE: _____

TELEPHONE: _____ FAX: _____

EMAIL: _____

**All Vendors/ Exhibitors must complete the enclosed Payment Authorization Form.*

**All truck/ semi shipments must have their own crew, supplied by the company bringing it, to unload the contents of the truck/ semi or the company will be charged for the hotel staff to unload the truck at \$15.00 per hour with a 1 hour minimum.*

LABOR SERVICE RATE

Standard Labor – Set-Up/Tear Down Assistance \$15.00/HR (1 HR Minimum)

LABOR SERVICE REQUEST

IN _____ Assistance Required at _____ (am, pm) on _____ (date) for _____ hrs.

OUT _____ Assistance Required at _____ (am, pm) on _____ (date) for _____ hrs.

SPECIAL REQUIREMENTS: _____

AUTHORIZED SIGNATURE: _____ DATE: _____

**All requests must be submitted no later than five (5) days prior to event for scheduling purposes*

ADDITIONAL EQUIPMENT FORM

FAX to Catering Department ATTN: Erin Ording, CMP, at 269-226-3158
(Please Type or Print and Duplicate for Your Records).

NAME OF EVENT: MichBio Annual Conference BOOTH: _____

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

AUTHORIZED BY: _____

TELEPHONE: _____ FAX: _____

E-MAIL ADDRESS: _____

Please complete the enclosed Payment Authorization Form.
All prices on a Per-Day basis and subject to 20% Service Charge and 6% Sales Tax .
All requests must be submitted no later than five (5) days prior to event date.

Each 7 x 10 Booth Includes:
Pipe & Drape
1 – 8' Table, Clothed & Skirted
2 Chairs
1 Wastebasket

Each Table Top Exhibit Includes:
1 – 8' Table, Clothed & Skirted
2 Chairs
1 Wastebasket

#	EQUIPMENT	PRICE
	<i>VIDEO EQUIPMENT</i>	
	42" Monitor with DVD and Cart	\$ 275.00
	42" Computer Monitor/	\$250.00
	<i>MISCELLANEOUS EQUIPMENT</i>	
	110V Electric	\$15.00
	220V Electric 208 Power Distro	\$250.00
	Extension Cord	\$15.00
	Power Strip	\$15.00
	Lap Top	\$150.00
	Telephone Hook-Up	\$55.00
	Easel	\$10.00
	Tall Cocktail Table	\$5.00
	DSL Line – First Line	\$150.00
	DSL Additional Lines	\$75.00 Each
	5 or More DSL Lines	\$60.00 Each

FREIGHT HANDLING INFORMATION

INBOUND SHIPMENTS

All shipments to be received no more than 3 days prior to event.

Please check with the Banquet Manager or the front desk upon arrival to confirm delivery of items to your booth.

Any Boxes or Skids that arrive more than 3 days prior will be charged a storage fee of \$3.00 per box/ per day and \$20.00 per skid/ per day.

***If you will be shipping more than 10 boxes to us, please contact your Convention Services Manager at (Erin Ording, CMP, at 269-343-3333), so we can coordinate proper storage space for your materials.**

WHERE TO SHIP *Please label EACH PIECE per example below:*

TO: (EXHIBITOR NAME) BOOTH # _____
MichBio Annual Conference
C/O Erin Ording
100 W. MICHIGAN AVENUE
KALAMAZOO, MI 49007
Number of boxes (i.e. 1 of 2)

OUTBOUND SHIPMENTS

Each exhibitor will have a welcome letter upon arrival to their booth. If a vendor requires that their materials be shipped out after the show, please make sure that they contact their Banquet Manager to make those arrangements in order to ensure materials will be shipped in a timely manner.

*The hotel will remove shipments from booth and reload on outgoing carrier.

*All shipment labels must be provided and completed by exhibitor.

Please note that the hotel will not provide labels.

*Outbound freight will be shipped within 2 business days after the close of the show, once labels are completed properly.

***Our Shipping and Receiving Office is open Monday-Friday 8AM—4:30 PM**

For any additional Shipping and Receiving questions,
please contact Erin Ording, CMP, at 269-343-3333 or Shipping and Receiving at 269.226.3159

PLEASE NOTE: Radisson Plaza Hotel does not accept any liability for equipment, goods, displays or other materials that arrive unmarked or fail to arrive at the hotel.

The group or individual is responsible for insuring its property of loss or damage.



Art Craft Display, Inc.

500 Business Centre Drive · Lansing, MI 48917 · (517)485 2221 · (800)878 0710 · Fax (517)485 4178
www.artcraftdisplay.com

NOTICE OF ON-LINE EXHIBITOR KIT

Re: MichBio Expo & Conference
October 15-16, 2013
Kalamazoo Radisson Hotel

Dear Exhibitor:

Art Craft Display, Inc. has been selected by your show management to serve as the Official Exhibition Service Contractor for this event.

YOUR EXHIBITOR KIT FOR THIS EVENT IS AVAILABLE ON-LINE. IF YOU DO NOT HAVE INTERNET ACCESS, ART CRAFT DISPLAY CAN FAX OR MAIL THE KIT BY CALLING (517) 485-2221.

IF YOU NEED ADDITIONAL EQUIPMENT OR SERVICES YOU CAN DOWNLOAD ORDER FORMS USING THE FOLLOWING PROCEDURES:

Go to the following website: www.artcraftdisplay.com
Click on: "Get Exhibitor Kit"
Enter Event Code: 219641

**ADVANCE ORDER DEADLINE IS TUESDAY, OCTOBER 1, 2013,
5:00PM**

If we can be of any further assistance, please contact us.

We are looking forward to being of service to you.

THANK YOU FOR YOUR PATRONAGE