

## EXHIBITOR PROSPECTUS



## 7<sup>th</sup> International Chicago Lymphoma Symposium

April 23-24, 2010  
W Chicago City Center  
Chicago, IL

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***Please join us***

On behalf of The University of Chicago and Northwestern University, we invite you to exhibit at the **7<sup>th</sup> International Chicago Lymphoma Symposium** to be held April 23-24, 2010 at the W Chicago City Center Hotel, Chicago, IL.

**About the Conference**

The **7th International Chicago Lymphoma Symposium** will focus upon the widespread and difficult challenges of understanding and controlling Hodgkin's and non-Hodgkin's lymphoma. Chicago is a city rich in academic tradition, and we welcome you to join us at the only dedicated lymphoma symposium in the Midwest. Given the current pace of increasing information and knowledge, there is an important need to discuss the growing body of data regarding the biology and treatment of patients with Hodgkin disease and non-Hodgkin lymphoma in a peer to peer format. Our stellar speakers' list draws from local, national, and international expertise.

This symposium offers a tremendous opportunity to showcase your company products, services and achievements in front of a world stage of key decision makers and industry leaders. Increase your visibility and company profile by participating as an exhibitor at this exciting event.

The 7th Symposium is expected to attract over 200 leaders in the fields of medical, radiation and surgical oncology, fellows in training, oncology nurses and allied health professionals committed to preventing, controlling and eliminating lymphoma. This is an opportunity to market and showcase the broad range of products and services appropriate for Hodgkin's and non-Hodgkin's lymphoma.

We hope you will join us along with our growing number of exhibitors in Chicago 2010!

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## **EXHIBIT Guide**

The University of Chicago and Northwestern University are pleased to provide the following opportunities for organizations to advertise their products and services to attendees of the conference. Whether you are displaying your products in the exhibit space or interacting with participants at one of the meal functions, your message will reach key decision makers.

### **General Exhibit Information**

**Expected Attendance:** 200

#### **Exhibit Dates:**

Exhibit Dates: Friday & Saturday, April 23 - 24, 2010

Set-Up Time: Friday, April 23, 2010 from 12:00PM to 1:00PM.

Shipping Information:

**W Chicago Lakeshore-W Chicago City Center  
C/O 7<sup>th</sup> International Chicago Lymphoma Symposium  
644 N. Lake Shore Drive, Chicago, IL 60611**

Exhibit Move-Out/Breakdown – Saturday, April 24, 2010 after 2:00 PM

#### **Exhibit Hours:**

Friday, April 23, 2010      1:00PM – 6:00PM

Saturday, April 24, 2010    7:00AM – 2:00PM

#### **Exhibit Fees:**

Exhibit fee includes one six foot skirted table, two chairs, one wastebasket, one copy of the conference materials/syllabus and one complimentary registration for admittance to all general sessions.

1. Exhibit Display Fee - \$1,850

#### Benefits of Exhibiting

- One full conference registration pass
- Complimentary exhibitor name badges
- Company name listed in program material
- Build recognition of your company and awareness of your products
- Multiple opportunities to meet with influential decision makers in a direct sales environment

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## ***Payment and Cancellation Policy***

How to Reserve your Exhibit Booth/Space:

Mail: The Exhibitor Application and Registration Form, with payment to:  
The University of Chicago (Federal Tax ID#: 36-2177139)  
Center for Continuing Medical Education  
c/o 7<sup>th</sup> International Chicago Lymphoma Symposium  
950 E. 61<sup>st</sup> Street, Suite 101  
Chicago, IL 60637

Fax: Credit Card Payments only to: 773-702-1736

The display fee is due on or before March 31, 2010. No company may exhibit unless payment for exhibit space has been received in full. Applications received after March 31<sup>st</sup> will be considered based on availability.

All cancellations must be sent in writing. If written cancellation is received by: March 31, 2010, exhibitors will receive a 50% refund. No refunds will be issued after March 31, 2010.

Please also note that any special events (i.e. any organized social events or programs and seminars during and around the conference days) must be in consultation with, and formally pre-approved by the conference organizers. Without exception, all exhibitors and attendees of the symposium are required to strictly adhere to this condition.

### **Additional Information:**

For general questions and additional information regarding exhibitor registration, please contact Mahira Zec Bonomo, CME Manager at The University of Chicago at [mbonomo@bsd.uchicago.edu](mailto:mbonomo@bsd.uchicago.edu)

**Instructions**

Complete, sign and return the Application/Contract and Registration Form. Enclose a check payable to the University of Chicago (Tax ID# 36-2177139) or submit your credit card information.

Organization or Company Name

Display Name (if different from company name)

Contact Name (to whom all correspondence is sent)

Title

Exhibitor Address

City, State, and Zip

Phone

Fax

Email

**Display Fees**

**Exhibit Display Fee - \$1,850**

**Important Deadline: March 31, 2010**

- Payment is due.
- Company information is due for the program materials.

**Payment Options** (Federal Tax ID#: 36-2177139)

Check # Enclosed \_\_\_\_\_ payable to:  
The University of Chicago

Charge to: \_\_\_\_\_ Visa \_\_\_\_\_ MC \_\_\_\_\_ AMEX

Card #: \_\_\_\_\_

Exp Date: \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Via Fax:** Credit Card Payments only to: 773-702-1736

**Mail:** The Exhibitor Application and Registration Form, with payment to:  
The University of Chicago  
Center for Continuing Medical Education  
c/o 7<sup>th</sup> International Chicago Lymphoma Symposium  
950 E. 61<sup>st</sup> Street, Suite 101  
Chicago, IL 60637

We agree to abide by all of the contract provisions governing this exhibit and which are part of this application. Acceptance of the application by the University of Chicago constitutes a contract.

Authorized Signature

Date

## Contract Provisions

Exhibits and exhibitors are subject to the following regulations. The term "University" herein refers to The University of Chicago.

The University of Chicago and Northwestern University have produced this continuing medical education event for the registered physician, scientific researcher, nurse and other allied health professionals. Exhibitor is expected to display their products and/or discuss their services with awareness of the professional and practical needs of conference attendees. The University & Northwestern reserve the right to refuse space that, in its sole opinion, is unlikely to contribute to the overall objectives of this educational activity.

**Exhibitor Representative Responsibilities:** Exhibitor must name at least one person to be the official onsite representative and responsible party. The official representative will receive all relevant materials relating to the educational activity. That representative shall be authorized to enter into such agreements as may be necessary for fulfillment of obligations to the University and to other contractors and subcontractors. At least one representative must be at the display during exhibit times.

**Exhibit Dates:** Friday - Saturday  
April 23 - 24, 2010

**Exhibit Hours:** Friday, 1:00pm – 6:00pm  
Saturday, 7:00am – 2:00pm

**Payments and Cancellations:** Payment in full for exhibit space is due no later than March 31, 2010. Exhibitors who cancel before March 31, 2010, will receive a refund less a 50% cancellation fee. Exhibitors who cancel on or after March 31, 2010, will receive no refund. No cancellations shall be acknowledged unless received by the University in writing. The date upon which the notice of cancellation is received shall apply as the official date of cancellation.

**Space Agreement:** This application for exhibit space, the notice of assignment by the University and the full payment of rental charges, together constitute an agreement for a right to use the space. Exhibitors will be assigned space on a first-come, first-serve basis. The University reserves the right to make the final space assignment or change the space assignment should it be necessary in the best interest of the exhibit show.

**Arrangements of Exhibits:** Exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. The standard equipment provided to the exhibitor by the University will consist of one six-foot skirted table, two chairs, wastebasket, 1 program syllabus and one complimentary conference registration. Exhibit fixtures, components and identification signs will be permitted to a maximum of seven feet. All display fixtures over four feet in height and placed within 10 linear feet of an adjoining exhibit must be confined to the back half of the area.

**Fire Regulations:** All material used in the exhibitor area must be made of flame-proof materials and conform to all fire department regulations.

**Care of Buildings:** Exhibitors or their agents shall not injure or deface the walls or floors of the buildings, the booths and/or equipment or furnishings in the space provided. The Exhibitor will be held liable for any such damage caused by the responsible representative or his agent.

**Use of Exhibit Space:** No Exhibitor shall assign, sublet or share the whole or any part of the space allotted without the consent of the University and approval of the terms thereof. No Exhibitor is permitted to show goods other than those manufactured or handled in their regular course of business. No firm or organization not assigned space will be permitted to solicit business in any manner within the exhibit area.

**Sound Devices and Noise Level:** The use of devices for the mechanical reproduction of sound is prohibited. Any demonstrations or presentations must be conducted at a low volume so nearby exhibitors are not disturbed.

**Entertainment:** The Exhibitor agrees not to sponsor group functions such as hospitality suites, tours, film showings, speeches or other activities during the meeting and exhibition hours that would in any way interfere with member attendance at regular University education sessions or meetings or induce visitors away from the Meeting. The Exhibitor must receive approval from the University in advance for any intended group functions.

**Direct Selling:** In the event that Exhibitor engages in on-location transactions, Exhibitor will be responsible for complying with all federal, state and local laws regarding sales taxes and laws that may pertain to such sales.

**General Restrictions:** (A) Exhibitor can distribute only those food and drink samples that are manufactured or handled by them in the regular course of business. (B) The University reserve the right to restrict exhibits that, because of noise, methods of operation or for any reason become objectionable, and also to prohibit or evict without refund any exhibit or person that in the opinion of the University may detract from the general character of the Meeting. (C) No display material exposing an unfinished surface to neighboring exhibitors or an aisle will be permitted. (D) Exhibitor is not permitted to set up displays in hotel rooms, hotel suites or lobbies.

**Liability and Insurance:** Exhibitor will take reasonable precautions to safeguard exhibit. The University will not be liable for loss or damage to property of the Exhibitor or exhibitor representatives or employees from theft, fire, accident or any other cause beyond its control. Exhibitors are advised to insure themselves at their own expense against property loss or damage and against liability for personal injury. The University's liability for injury to persons or loss or damage to property shall be limited to such as may be caused by its negligence. Exhibitor will indemnify the University against, and hold harmless from, negligence of the Exhibitor in connection with its use of display space.

Exhibitors receive one conference registration per display purchased. The full registration pass admits the exhibitor representative to all general sessions, meal functions and/or social events.

**Complimentary Registration (1)**

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

**Additional Representative (1):**

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

**Additional Representative (2):**

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

**Additional Representative (3):**

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

Is this your first time exhibiting at this meeting     Yes     No

How did you hear about this meeting?    Mailing    Email    Internet    Colleague

Other, please specify \_\_\_\_\_