



## 2012 APPLIED SUPERCONDUCTIVITY CONFERENCE

Oregon Convention Center ♦ Portland, OR USA

October 7 - 12, 2012

<http://www.ascinc.org>

# Exhibitor Prospectus

### You're Invited!

The ASC 2012 Exhibition Committee invites your company to exhibit at the 2012 Applied Superconductivity Conference, Inc.®, considered the conference of choice for individuals within the superconductivity community. ASC 2012 will be held October 7 – 12 in Portland, Oregon, USA, at the *Oregon Convention Center*. We expect an attendance of more than 1500 of the top scientists and engineers involved in research and development on applied superconductivity throughout the world.

A major Superconductivity Exhibition will be held in conjunction with the technical conference featuring a large number of exciting exhibit companies consisting of product manufacturers and service providers concerned with the field of superconductivity as well as other related areas. This is an exceptional opportunity to present your company's latest products, services and techniques in an intimate setting to a sophisticated audience sharply focused on this market.

The ASC 2012 Exhibition will be held in the same facility as the Conference itself, the *Oregon Convention Center*. The professional Exhibition begins on **Monday, October 8** and ends on **Thursday, October 11**. The Exhibitor Reception is to be held Tuesday, October 9.

### The Applied Superconductivity Conference, Inc.®

A myriad of technical and special sessions will update scientists and engineers within the superconductivity community with the latest scientific and technical developments. The Conference will include plenary, oral, and poster sessions as well as various social events and tours. Since 1998, the Applied Superconductivity Conference, Inc.® has attracted an average of 1520 attendees and 60 exhibits.

### Why Exhibit in the ASC 2012 Exhibition?

The ASC 2012 Exhibition offers your company a valuable opportunity for one-on-one interaction with researchers from industries, universities, and both private and government laboratories who are involved in making and/or influencing purchasing decisions for their companies and institutions.

### Show Information

#### Show Hours:

**Monday, October 8, 2012**

2:00 p.m. – 5:00 p.m. (approx.)\*

**Tuesday, October 9, 2012**

9:00 a.m. – 5:00 p.m. (approx.)\*

6:30 p.m. – 8:00 p.m. Exhibitor Reception

**Wednesday, October 10, 2012**

9:00 a.m. – 5:00 p.m. (approx.)\*

**Thursday, October 11, 2012**

9:00 a.m. – 12:00 p.m. (approx.)\*

#### Move-in Hours:

**Monday, October 8, 2012**

8:00 a.m. – 2:00 p.m.

#### Dismantle:

**Thursday, October 11, 2012**

12:00 p.m. – 3:00 p.m.

*\*Exact times for the exhibit will be determined after the technical program is finalized at the beginning of May.*

*Food and beverage will be available in prominent locations throughout the exhibit areas.*

## Booth Rental Rates & Benefits

10' x 10' Booth - \$2,350

10' x 20' Booth - \$4,550

Single booths will be 10' wide by 10' deep. Each booth will be equipped with 3' high fabric side-rails with 8' high fabric back-wall, and a 7" x 44" identification sign.

**Exhibit space is NOT carpeted and carpet cost is not included in the booth rates.**

The deadline for submitting your contract agreement and full payment is **July 20, 2012**.

**Exhibit space is limited and will be reserved on a first-come, first-served basis as payment is received.**

### Benefits to Exhibitors\*\*

- Pre- and post-conference listing on the ASC 2012 website with a hyperlink to your company's homepage.
- Two Full Conference Registrations with admittance to all technical sessions and social events are included in the 10 x 10 booth.
- One special conference issue (if requested) of the *IEEE Transactions of Applied Superconductivity* (fully peer reviewed papers submitted at the Conference will be published in June 2013).
- Discounted conference hotel room rates at the contracted conference hotels (*details will be made available on the conference website at <http://www.ascinc.org> at the beginning of May*).
- Food and beverage will be available in prominent locations throughout the exhibit areas.
- Wednesday afternoon Outreach Program located, in part, in the exhibit hall.
- Pre-registrant contact information available three weeks prior to conference in excel format. Contact Centennial Conferences by email at [asc@centennialconferences.com](mailto:asc@centennialconferences.com) to request the pre-registrant contact data. (*Note that only participants having given permission to be listed will be included.*)
- Full listing of all conference participants will be provided –if requested– after the conference via email in excel format. (*Note that only participants having given permission to be listed will be included.*)

**\*\*Benefits to exhibitors noted above will not apply unless payment is received.**

### Exhibitor Registration & Payment Information

Each 10' x 10' exhibit booth receives two (2) Full Conference registrations and one (1) special conference issue (if requested) of the *IEEE Transactions of Applied Superconductivity* (fully peer reviewed papers submitted at the Conference will be published in June 2013). Exhibitors registered as Full Conference attendees may attend all technical sessions and social events.

Additional company personnel are encouraged to attend. Individuals may attend as either additional Full Conference attendees or as "Exhibit Hall Only" personnel. Those wishing to attend ASC's technical sessions and social events must indicate Full Conference on the Exhibit Application & Contract Agreement (registration fees will be made available on the ASC 2012 website at the beginning of May). Companies will be invoiced for these additional Full Conference registration fees.

Any "Exhibit Hall Only" personnel must register for the \$150 rate on the Exhibit Application & Contract Agreement. This rate includes admittance **only** to the Welcome Reception, Exhibitor Reception, and Refreshment Breaks. It does not include access to the technical sessions and the Thursday Farewell reception.

Payments are accepted by check, Visa, MasterCard, Discover and Wire Transfer. Checks must be in U.S. dollars drawn on a United States bank and made payable to **ASC 2012**.

Application & Contract Agreements are date-stamped upon receipt as long as payment is included. Exhibit space will be assigned on a first-come, first-served basis as payment is received until sold out. Contract and payments must be received by **July 20, 2012**. Partial payments **will not** be accepted.

## **Cancellation**

If written notice of cancellation is received by **July 20, 2012**, an administrative fee of 20% of the total booth fee will be retained. Cancellations after July 20, 2012 will result in forfeiture of the exhibit fee.

## **Decorator**

Global Experience Specialists, Inc. (GES) is the official decorator for ASC 2012 and will provide the official exhibit service kit for the exhibit. The exhibit service kit will contain all necessary information required for ordering services from GES, Inc., and all other selected ancillary suppliers. Also included are any management materials such as event rules, information bulletins, etc. Exhibit service kits will be made available online.

## **Special Requests**

Helium, Nitrogen, Oxygen and Nitrous oxide tanks are allowed on the event floor with prior approval by the Fire Marshal. OSHA requires that all containers be properly labeled and display appropriate warnings. Tanks must be firmly secured in the upright position with valves protected against damage. Nitrous oxide and Oxygen tanks over 250 cubic feet are prohibited. Oxidizing gases (Oxygen or Nitrous oxide) in amounts in excess of 503 cubic feet may only be used in public assembly area under permit for Hazardous Materials. Exhibitors displaying or using hazardous materials must submit Material Safety Data Sheets to GES at least two months prior to move-in. Any container not clearly labeled will be removed from within the Oregon Convention Center, tested and disposed of at exhibitor's expense.

All special requests should be directed to GES **PRIOR** to submitting the Exhibit Application & Contract Agreement and full payment. Special requests could be, but are not limited to, needs for cooling water and drains, electrical requirements to accommodate the use of a compressor, chemical mixtures and liquid hydrogen. If your request can be accommodated and is approved, you will receive confirmation from GES by email. Please complete the Special Needs section on the Exhibit Application & Contract Agreement and attach the confirmation received from GES.

## **Assignment of Booth Space**

Application & Contract Agreements are date-stamped upon receipt as long as payment is included. Exhibit space will be assigned on a first-come, first-served basis until sold out. Contract and payments must be received by **July 20, 2012**. Partial payments **will not** be accepted. Exhibit Application & Contract Agreements **will not** be processed without full payment.

Booth assignments will be made by the Exhibit Chairman by **July 30, 2012**. To select your preferred booth area, please refer to the tentative exhibit floor plan included in this prospectus. Exhibitors wishing to avoid assignment of space adjacent to, or across from, particular companies should indicate so on the Exhibit Application & Contract Agreement. Careful consideration will be given to such requests whenever possible. Exhibit Manager reserves the right to adjust floor layout.

## **Hotel Accommodations**

ASC 2012 will have discounted conference hotel room rates at the contracted conference hotels. Reservations should be made through Travel Portland beginning on May 1, 2012. More information in regards to accommodation will be available on the conference website at the beginning of May.

**Beware of hotel scams. ASC and Travel Portland have been notified that calls might be made to exhibitors reportedly from or on behalf of ASC offering low rates for rooms. Please be aware this is a scam to secure credit card numbers. Travel Portland is the official housing department for ASC. Neither Travel Portland nor ASC is calling delegates to solicit credit card information.**

## **ASC 2012 Website Address and Exhibition Updates**

Exhibitors will be kept current with periodic ASC 2012 Exhibition updates found on the ASC 2012 Conference website. For this and other conference related information, please visit the ASC 2012 website at <http://www.ascinc.org>.

## **ASC 2012 Sponsorship and Advertisement Opportunities**

Sponsorship and advertisement opportunities will be made available at the ASC 2012 website.

**Register NOW to guarantee your participation in this prestigious event!**

## Tentative Schedule at ASC 2012

### Exhibitor Registration/Exhibit Installation

Monday, October 8, 2012

8:00 a.m. – 2:00 p.m.

Exhibitor Registration will be located in Exhibit Hall B, on lower level 1 in the Oregon Convention Center. All exhibit representatives must register prior to entering the Exhibit Hall. Exhibitors **MUST** wear their badges at all times in order to enter the exhibit area.

### Exhibitor Dismantle

Thursday, October 11, 2012

12:00 p.m. – 3:00 p.m.

Exhibits must dismantle by 3:00 p.m. on Thursday, October 11, 2012. Teardowns will **NOT** be allowed prior to noon on Thursday, October 11, 2012.

### Activities in the Exhibit Hall and Conference Schedule

#### Monday, October 8, 2012

2:00 p.m. – 5:00 p.m. (approx. \*) – Exhibit Open

10:00 a.m. – 4:30 p.m. (approx. \*) – Plenary Session, times to be determined

10:30 a.m. – 6:30 p.m. (approx. \*) – Concurrent Oral Sessions, times to be determined

10:30 a.m. – 4:30 p.m. (approx. \*) – Concurrent Poster Sessions, times to be determined

AM - Morning Break

PM - Afternoon Break

#### Tuesday, October 9, 2012

9:00 a.m. – 5:00 p.m. (approx. \*) – Exhibit Open

10:00 a.m. – 4:30 p.m. (approx. \*) – Plenary Session, times to be determined

10:30 a.m. – 6:30 p.m. (approx. \*) – Concurrent Oral Sessions, times to be determined

9:00 a.m. – 4:30 p.m. (approx. \*) – Concurrent Poster Sessions, times to be determined

AM - Morning Break

PM - Afternoon Break

6:30 p.m. – 8:00 p.m. – Exhibitor Reception

#### Wednesday, October 10, 2012

9:00 a.m. – 5:00 p.m. (approx. \*) – Exhibit Open

10:00 a.m. – 4:30 p.m. (approx. \*) – Plenary Session, times to be determined

10:30 a.m. – 6:30 p.m. (approx. \*) – Concurrent Oral Sessions, times to be determined

9:00 a.m. – 4:30 p.m. (approx. \*) – Concurrent Poster Sessions, times to be determined

AM - Morning Break

PM - Afternoon Break

#### Thursday, October 11, 2012

9:00 a.m. – 12:00 p.m. (approx. \*) – Exhibit Open

10:00 a.m. – 4:30 p.m. (approx. \*) – Plenary Session, times to be determined

10:30 a.m. – 4:30 p.m. (approx. \*) – Concurrent Oral Sessions, times to be determined

9:00 a.m. – 10:30 a.m. (approx. \*) – Concurrent Poster Sessions, times to be determined

12:00 p.m. – 3:00 p.m. – Exhibitor Dismantle

6:30 p.m. – Farewell Reception

AM - Morning Break

PM - Afternoon Break

#### Friday, October 12, 2012

9:00 a.m. – 10:30 a.m. (approx. \*) – Concurrent Poster Sessions, times to be determined

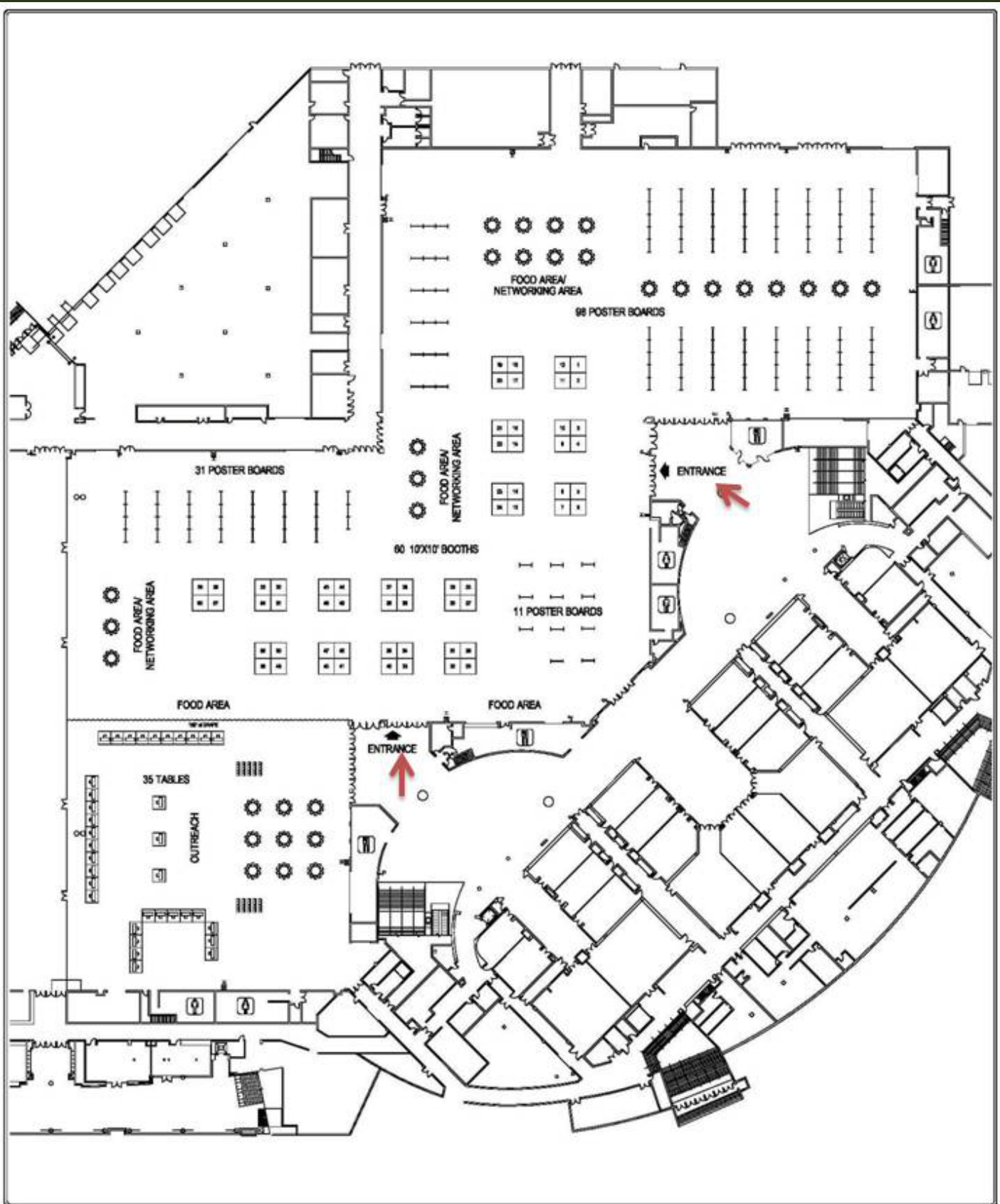
10:30 a.m. – 4:00 p.m. (approx. \*) – Concurrent Oral Sessions, times to be determined

AM – Morning Break

**Food and beverage will be available in prominent locations throughout the exhibit areas.**

*All published hours are subject to change.*

# Tentative Floor Plan



2012 APPLIED SUPERCONDUCTIVITY CONFERENCE  
 October 8-11, 2012  
 Oregon Convention Center - Hall A, A1, B & C

**CONFIDENTIAL PROPERTY OF GES**  
 File: 000-000-000-000  
 Revised: July 10, 2012  
 By: [Redacted]

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