

American Society for Virology
36th Annual Meeting
Monona Terrace Convention Center in Madison, Wisconsin
June 24 – 28, 2017



Dear Publisher:

The 36st meeting of the **American Society for Virology** will be held at the Monona Terrace Convention Center from Saturday, June 24 to Wednesday, June 28, 2017. The conference provides a forum to promote discussion and collaboration among scientists active in all aspects of virology. The meeting typically attracts 1,300 to 1,500 scientists from the U.S. and other countries. The ASV 2017 program will include approximately 1,000 participant-submitted abstracts, 20 invited symposium speakers, and 8 special-topic State-of-the-Art Speakers, with additional forums for educational techniques, career guidance for young scientists, editorial meetings, and business concerns of the Society.

The magnificent **Monona Terrace Convention Center** is located in the heart of downtown Madison on beautiful Lake Monona. This architectural gem provides state-of-the-art conference facilities, including exhibition space. Madison, Wisconsin is the home to the bustling University of Wisconsin with an active Virology community. It is also home to the Wisconsin State Capital and it sits on a one-mile-wide vibrant Isthmus between Lake Monona and Lake Mendota. June in Wisconsin is bursting with early summer excitement and diverse outdoor activities including the Dane County Farmer's Market, boating, fishing, and biking along the shores of Lake Monona. It is a wonderful time of year to visit Madison, WI.

The entire scientific program of ASV 2017, including symposia, poster sessions, workshops, satellite meetings, and all conference meals and dining will be accommodated within this venue. The conference will begin 3:30 p.m. Saturday, June 24 with a Welcome Reception for all participants followed by a Keynote Address and evening workshops. The conference includes 54 workshop sessions (afternoons and evenings) and morning Plenary Sessions that continue until noon on Wednesday, June 28. This year we will be offering a raffle at the banquet and will be giving away gift cards donated by our Exhibitors and Publishers. If you are interested in donating a raffle prize in the form of a gift card, please indicate this on your registration form and we will add you to the raffle program. This is another opportunity to get your name in front of the attendees and to help us celebrate all of the scientific achievements!

Therefore, the ASV and the local meeting hosts would like to invite you to participate by sending your materials for the conference attendees, because we are confident that your products and materials would be of interest to our enthusiastic scientific audience. ASV provides a display area for advertising materials by those publishers who offer reduced subscription rates to our ASV members. We also offer the opportunity for you to have your materials stuffed directly into the attendee's conference bags. Other publishers are able to send materials for a fee.

For questions regarding sending materials for display or stuffing, please contact Ann Feist at the University of Wisconsin – Extension Conference Centers Event Planning & Sales office at 608-890-0850 or at ann.feist@ecc.uwex.edu

For questions regarding the ASV program, please visit our website at <https://extensionconferencecenters.uwex.edu/asv2017/>

Thank you very much for your support of our meeting!

Associate Professor Kristen Bernard &
School of Veterinary Medicine
Local Organizer, ASV 2017

Professor Paul D. Friesen
Institute for Molecular Virology
Local Organizer, ASV 2017

ASV 2017 Publisher Facts

Publishers are an important aspect of this conference and you are invited, welcomed and encouraged to participate.

ASV provides a display area for advertising materials by those publishers who offer reduced subscription rates to our ASV members.

Current ASV Eligible Preferred Publisher Browsing Materials:

Fee for displaying materials for browsing – \$0
Materials Due by June 2, 2017

Current ASV Eligible Preferred Publisher Materials in Participants' Conference Bags:

Fee for materials inserted directly into participants' conference folders. -- \$100 per item
Materials Due by June 2, 2017
Payment Due by June 2, 2017

Current Eligible Publishers Listed Below:

Annual Reviews
Bentham Science Publishers
Elsevier Science
Future Medicine
International Medical Press
Lippincott Williams & Wilkins
MDPI AG
Nature Publishing Group
S. Karger AG Basel
Wiley-Blackwell Publishing

Other Publisher Browsing Materials

Fee for displaying materials for browsing – \$50 per item
Materials Due by June 2, 2017

Other Publisher Materials in Participants' Conference Bags

Fee for materials inserted directly into participants' conference bags. -- \$225 per item
Materials Due by June 2, 2017
Payment Due by June 2, 2017

Character of Materials

University of Wisconsin reserves the right to decline or prohibit any materials not suitable for, or not in keeping with, the character of the conference.

Registration for Publishers

- The enclosed **Publisher Registration Form** should be returned along with payment by June 2, 2017

Payment

- Payment is expected with the return of the registration form.
- Checks should be made payable to: University of Wisconsin-Extension and should be received by June 2, 2017.
- Please include a notation on the check to indicate it is for ASV 2017 Publisher
- Payment may also be made by Visa, MasterCard, or American Express credit cards or Bank Wire Transfer.

Advance Shipments and Deadline

- Materials can be sent at any point up until June 2, 2017

Shipping Address

University of Wisconsin – Extension
Conference Planning Services
C/O Ann Feist
702 Langdon Street, Room 110A
Madison, WI 53706

Contact

Ann Feist, Conference Planner
608 – 890 -- 0850
Ann.feist@ecc.uwex.edu

Exhibiting

Exhibit booths are available. If you are interested in having an exhibit booth, please visit the ASV 2017 website for more information.

Donation to the Banquet Raffle

Tuesday at the evening banquet, we will be raffling off gift cards donated by our exhibitors and publishers. If your company is interested in sending a gift card for the raffle, please indicate this on your registration form and we will announce your contribution during the banquet.

Publisher Registration Form

Primary Contact:

Company/Organization Name: _____

Company URL: _____

Name _____ Date _____

Title _____ Email _____

Company _____

Address _____

City _____ State _____ Zip _____ Country _____

Daytime Phone Number: _____ Fax Number: _____

_____ \$0 each item x _____ = _____ Preferred Publisher Browsing Table

_____ \$100 each item x _____ = _____ Preferred Publisher Materials Inserted into Participants' Bags

_____ \$50 each item x _____ = _____ Other Publisher Browsing Table

_____ \$225 each item x _____ = _____ Other Publisher Materials Inserted into Participants' Bags

_____ I will donate an additional gift card worth \$100 or more to be announced and given away at the Tuesday banquet raffle.

 _____ **TOTAL Fee** and _____ **Total Number of Items to be shipped**

Payment Method

All rates are quoted in US funds and payable in same. Full payment is required in order to receive confirmation of your registration. We accept VISA, Mastercard, American Express, Bank Wire Transfers, or check.

Deadline: All materials must be received by 5:00 p.m. CST on June 2, 2017.

Confirmation: The University of Wisconsin-Extension will confirm your registration.

Refunds: No refunds will be issued.

Method of Payment: Payment of registration fees is required prior to program attendance. Registration will be processed when payment is received in full.

Check Enclosed (Make payable to: University of Wisconsin-Extension and must be drawn on US bank in US dollars)
(There will be a \$50 processing fee on all returned checks)

Credit Card: Visa Mastercard American Express Bank Wire Transfer
(Credit Card Payments may be mailed or given to the registrar over the phone. No credit card information will be processed by voicemail or email.)

Return Payment to:

 University of Wisconsin – Extension
 Conference Planning Services, C/O Ann Feist
 702 Langdon Street, Suite 110A
 Madison, WI 53706

 Phone: 608-890-0850
 Secure PCI compliant FAX:
 FAX: 608-265-3163

Office Use: Amt: _____ Check # _____ Materials Received: _____