

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

Dear Exhibitors and Company Representatives,

The 36<sup>th</sup> Annual Meeting of the **American Society for Virology (ASV)** 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 6 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 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.

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. 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.

The ASV and our local meeting hosts would like to invite you to participate as an exhibitor at our conference, because we are confident that your products would be of interest to our enthusiastic scientific audience. Exhibits will be located in the Lakefront Commons, the main entrance to all conference dining and poster sessions. The proposed exhibitor schedule is as follows:

Exhibitor Setup:	Sunday, June 25	8:00 a.m. – 10:30 a.m. in Lakeside Commons
Exhibits Open:	Sunday, June 25	10:30 a.m. – 10:30 p.m. (flexible hours; staffing during meal times)
	Monday, June 26	8:30 a.m. – 10:30 p.m. (flexible hours; staffing during meal times)
	Tuesday, June 27	8:30 a.m. – 2:00 p.m. (flexible hours; staffing during meal times)
Exhibit Takedown:	Tuesday, June 27	2:00 p.m. – 4:00 p.m. in Lakeside Commons

The exhibit registration fee of \$1,500 includes one 8' x 10' booth, 3' side rail drapes, one 8' x 30" topped and skirted table, two chairs, one identification sign, one electrical outlet upon request on your exhibitor setup materials, and one full meeting registration. The meeting registration also provides conference materials, three lunches and three dinners (Sunday, Monday, Tuesday), a welcome reception on Saturday, refreshment breaks, three evening socials, a banquet and entertainment on Tuesday night, and access to all scientific sessions beginning on Saturday afternoon at 3:30 p.m. Additional company representative(s) may be registered for a fee of \$500.00. Any exhibitor needing additional items should coordinate with Valley Expo through the Exhibitor Kit.

Exhibitor space is LIMITED and early registration (before May 2, 2017) is advised. The conference web site: <https://extensionconferencecenters.uwex.edu/asv2017/> has extensive information about ASV and the scientific program planned for the meeting. The Monona Terrace website (<http://www.mononaterrace.com/>) has pictures and maps of the venue.

We will be working again this year with Valley Expo to coordinate the shipping in and out of your materials, the booth setups, and any miscellaneous equipment that you require.

If you would like to join us as an exhibitor, please review the policy for Exhibitors, then complete the Exhibitor Registration and Agreement Form, and send the three documents, along with the appropriate registration fees, to the indicated address. Exhibitor applications will be processed when full payment is received.

For questions regarding exhibiting or registering, please contact our local conference planner, 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](mailto:ann.feist@ecc.uwex.edu)

We look forward to seeing you in June in Madison, WI for ASV 2017!

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 Exhibitor Facts

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

### Exhibit Booth Fee – \$1,500

#### Included:

- An 8x10' exhibition booth with back and side drapes
- Clickable company logo or name listed on conference website when paid in full
- A 8' x 30" topped and skirted table
- 2 chairs
- Electricity when requested
- General lighting
- Standard heating/air conditioning
- One representative
  - (Additional booth representatives will have to register for \$500 each.)

#### Not Included:

- Set up and dismantling of individual displays
- Cleaning or janitorial services
- Liability coverage/insurance
- Fire, theft, or loss coverage/insurance
- Conference lodging
- Extra tables or drapes in a booth space
- Security
- Booth staffing

### Set Up Schedule

- Sunday, June 25, 2017 • 8:00 a.m. – 10:30 a.m.

### Conference Exhibit Schedule Staffing During Meal Times. Flexible Schedule

- Sunday, June 26, 2017 • 10:30 a.m. – 10:30 p.m.
- Monday, June 27, 2017 • 8:30 a.m. – 10:30 p.m.
- Tuesday, June 28, 2017 • 8:30 a.m. – 2:00 p.m.

### Breakdown Schedule

- Tuesday, June 28, 2017 • 2:00 p.m. – 4:00 p.m.

### Refunds

No refunds will be issued

### Character of Exhibit

University of Wisconsin reserves the right to decline or prohibit any exhibit that is not suitable to, or is not in keeping with, the character of the conference. No exhibitor may assign or sublet any portion of the space contracted without approval of the conference planning committee. An exhibitor may not display any product not regularly manufactured or handled by their firm.

### Security

No security provided

### Exhibitor's Responsibilities

- Nothing should be posted, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the conference center.
- All printed advertising, flyers, etc., should be distributed from the exhibit booth.
- Valuables are the responsibility of the Exhibitor and should be secured when the booth is left un-staffed.

### Payment for Space

- Exhibit space is available on a first-come, first-served basis.
- Payment for the exhibit space is expected with the return of the registration form.
- Your check will be returned if all available spaces are sold before receipt of payment.
- Checks should be made payable to: University of Wisconsin-Extension and should be received by May 2, 2017.
- Please include a notation on the check to indicate it is for ASV 2017.
- Payment may also be made by Visa, MasterCard, or American Express credit cards or Bank Wire Transfer.

### Agreement for Exhibitors

- The enclosed **Agreement for Exhibitors** should be signed and returned along with the **Exhibit Registration Form**.
- A copy of the release must be on file before an exhibit may be displayed.

### Advance Shipments and AV Equipment

- Valley Expo will contact your company contact by email 30 days prior to start date of the conference and will be handling all freight.

### Company Logo

Provide a high resolution vector EPS, .jpeg, or .pdf file of your company's logo for inclusion on the website and in the conference program. Any colors should be converted to CMYK. Make sure all fonts have been converted to paths or outlines. Email files to: Ann Feist at [ann.feist@ecc.uwex.edu](mailto:ann.feist@ecc.uwex.edu) by May 2, 2017.

Logos received after May 2, 2017 are not guaranteed to be in materials. Logo or names will not be listed until fees have been paid in full.

### Registration

By May 2, 2017 return three documents:

- Exhibitor Agreement Form (Page 3)
- Exhibitor Registration Form (Page 4)
- Exhibitor Payment Form (Page 5)

### Mailing 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](mailto:Ann.feist@ecc.uwex.edu)

# Exhibitor Agreement Form

Exhibiting Company Name: \_\_\_\_\_

In consideration of participating as an Exhibitor during the 36th Annual Meeting of the American Society for Virology sponsored by the University of Wisconsin-Madison, and with the intent to be legally bound, named Exhibitor hereby acknowledges as follows:

1. Exhibitor hereby releases, quitclaims, and forever discharges University of Wisconsin – System, the American Society for Virology, and the Monona Terrace Convention Center, its representatives, officers, agents, and employees from any and all liability for loss, damage, theft, destruction, or other harm or injury to any personal property which the Exhibitor places on or about the premises.
2. Exhibitor agrees to indemnify and hold harmless the University of Wisconsin – Madison, the American Society for Virology, and the Monona Terrace its representatives, officers, agents, and employees from and against any and all liabilities, claims, causes of action, damages, loss, or expenses, including responsible attorney fees, caused by or arising out of the acts, negligent acts, or omissions of the Exhibitor.
3. Exhibitor agrees to obtain and maintain, during the time the Exhibitor participates in the exhibit, general liability and property damage insurance to such coverage and in such amounts as are approved by University of Wisconsin - Madison, and to name the University of Wisconsin- Madison and the American Society for Virology as additional insureds under such policies of insurance.
4. Exhibitor agrees that all personal property shall be removed from the Monona Terrace on or before 4:00 p.m. on June 27, 2017.
5. All exhibits must have a recognized educational or public service value to program participants.
6. Appropriateness of exhibits shall be determined by the conference organizers.
7. All out-of-pocket expenses incurred because of the exhibit must be paid for by the exhibitor.
8. Exhibitors shall be expected to be present at the booth during peak times, which are meal times and poster sessions times.
9. Exhibitors may not post signs or exhibit materials on the wall of the facility.
10. No personal food or beverage, except refillable water bottles, may be brought into the facility per the Monona Terrace’s policies.
11. University of Wisconsin – Extension has contracted Valley Expo as the shipping and receiving company for all materials.

**By signing this form, I agree and my organization agrees to all terms:**

Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name and Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

# Exhibitor Registration Form

Company/Organization Name: \_\_\_\_\_

Company URL: \_\_\_\_\_

Organization's name as you wish it to be listed on the website and materials.

\_\_\_\_\_

\_\_\_\_\_ By initialing here, I agree to allow the University of Wisconsin – Extension, the University of Wisconsin – Madison, and the American Society for Virology to use this email address to communicate with named Organization about all programs for which I register. This email address will also be used to communicate logistical information regarding the program.

### Primary Communicator:

Name \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_ Email \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Daytime Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

### Billing Contact:

\_\_\_\_\_ Same as listed above

Billing Contact \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_ Email \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Daytime Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

### Exhibitor Payment Form

\_\_\_\_\_ \$1,500 Exhibit Booth (includes one complimentary representative registration)

\_\_\_\_\_ \$500 per Additional Booth Representative \$500 x \_\_\_\_\_ = \$ \_\_\_\_\_

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

\_\_\_\_\_ I plan to stay for the banquet and draw the winner of my gift card following the meal.

\_\_\_\_\_ I will not be staying for the banquet, but please announce my gift in the raffle on my behalf.

I will require electricity for my display \_\_\_\_ Yes \_\_\_\_ No

### Complimentary Representative On Site Registration

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Daytime Phone No.: \_\_\_\_\_ Email: \_\_\_\_\_

Please indicate any medically necessary (or vegetarian/vegan) dietary restrictions: \_\_\_\_\_

### Additional Booth Representative(s) Registration (\$500 each)

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Daytime Phone No.: \_\_\_\_\_ Email: \_\_\_\_\_

Please indicate any medically necessary (or vegetarian/vegan) dietary restrictions: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Daytime Phone No.: \_\_\_\_\_ Email: \_\_\_\_\_

Please indicate any medically necessary (or vegetarian/vegan) dietary restrictions: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Daytime Phone No.: \_\_\_\_\_ Email: \_\_\_\_\_

Please indicate any medically necessary (or vegetarian/vegan) dietary restrictions: \_\_\_\_\_

### 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 May 2, 2017.

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

**Refunds:** No refunds will be issued after May 3, 2017

**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 US mailed, given to the registrar over the phone, or faxed. No credit card information will be processed by voicemail or email.)

Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

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

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

**Office Use:** Paid: \_\_\_\_\_ Amt: \_\_\_\_\_ Check # \_\_\_\_\_ Logo Rcd. \_\_\_\_\_ Logo Posted \_\_\_\_\_ Exhibit Booth Number \_\_\_\_\_ Confirmed \_\_\_\_\_ Donor \_\_\_\_\_