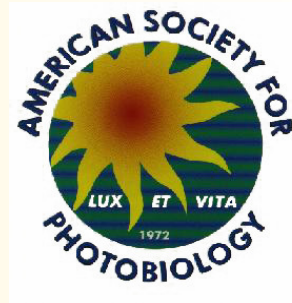


# American Society for Photobiology



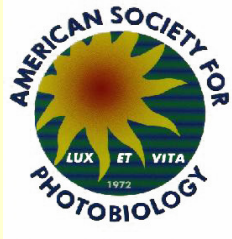
## Call for Exhibitors



34th Biennial Meeting

June 20-25, 2008

Hyatt Regency San Francisco Airport  
Burlingame, CA



## Why You Should Exhibit at The ASP 34th Biennial Meeting!

Thanks to all of the exhibitors who helped make out last biennial meeting such a success. It's time to make plans to attend our 34th Biennial Meeting at the Hyatt Regency San Francisco Airport, Burlingame, CA, June 20-25, 2008.

Reasons why your company should exhibit:

- Share your latest products and services in a fun atmosphere
- Make contacts with your targeted audience
- Networking opportunities
- Exposure through our printed Program/Abstract book and website

Whether you sell products or services the 34th ASP Biennial Meeting is the place to be! We look forward to seeing you there.



### **What is the ASP Biennial Meeting?**

Photobiology is that branch of biological science which studies the interactions of light with living organisms. Photobiologists are involved in research which tries to understand how these interactions work and in the case of harmful ones, how organisms, including humans can protect themselves against their harmful effects. The Society holds its scientific meeting at which Symposia (current areas of research activity), Photobiology Schools (basic concepts and techniques used in the subspecialties), Lectures, Contributed Papers and Posters are presented. Workshops on new topics are also conducted periodically in conjunction with the meeting.

### **Who Attends?**

Attendees include members and non-members in a variety of fields, Professionals in research, medical, science in the fields of Photobiology and Photochemistry. (dermatology, Vitamin D, Cancer research, UV, PDT)

### **Booth Fees and Sponsorship**

Exhibitor booth fees: \$1500.00

Sponsorship Information included in this brochure

### **Site**

Exhibits to be held in the same ballroom as the Posters are displayed—Grand Peninsula D. Hyatt Regency



**American Society for Photobiology  
34th Biennial Meeting  
June 20-25, 2008  
Burlingame, CA**

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**Cancellation Policy**

Cancellations received in writing by May 5, 2008 will receive a full refund. There will be no refund for cancellations.

**Liability and Insurance**

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury to persons or damage to exhibitor's displays, equipment, or other property brought upon the premises of the Hyatt Regency, and agrees to indemnify, defend, and hold harmless the American Society for Photobiology, Hyatt Regency, and its owners, servants, agents, and employees against all claims or expenses for such losses, including reasonable attorney fees, arising out of the use of the hotel premises excluding any liability caused by the negligence of the American Society for Photobiology or Hyatt Regency or its owners, servants, agents and employees.

The exhibitor acknowledges responsibility for obtaining insurance coverage in such amounts as it deems appropriate to comply with its obligations herein and for its own protection.

The American Society for Photobiology will not be responsible for delays, damage, loss or other unfavorable conditions caused by circumstances beyond its control. Under government order or emergency, or other fair reasons beyond its control, the American Society for Photobiology reserves the right to cancel the exhibition with no further liability to the Exhibitor than full refund of space rental payments made.

**Fire Regulations**

All doors and openings must be kept clear. Exhibitor signs, fire alarms, and extinguishers must be visible at all times. Combustible decorations shall not be used. All packing containers, excelsior, wrapping paper, etc are to be removed from the floor and must not be stored under tables.

**Exhibitor Rules and Regulations**

The following Rules and Regulations are designed to implement in a fair, effective and equitable manner the principles set forth in the preamble. These rules, along with the terms and conditions of the application for exhibit space, are in integral part of your contract with the ASP.

**Exhibit Installation**

Installation of exhibits in the American Society for Photobiology exhibit hall commences at 8:00am on Friday June 20, 2008. All exhibits must be fully operational by noon, June 20, 2008.

**Dismantling/Removal of Exhibit**

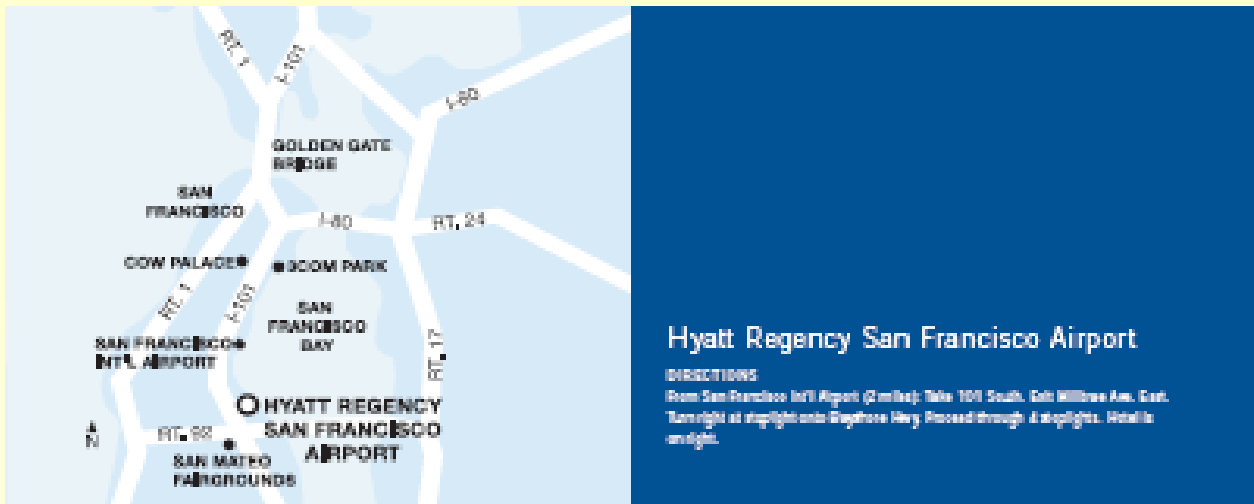
Each exhibitor will complete arrangements for removal of material from the Hyatt Regency in accordance with these rules. We prefer that no packing or dismantling take place until the official closing of the exhibit hours.

All exhibitor material must be packed and ready for shipment by 5:00pm June 25, 2008. All space occupied by an exhibitor must be surrendered in the same condition as originally leased at the commencement of occupation.

**Exhibit Shipping Information**

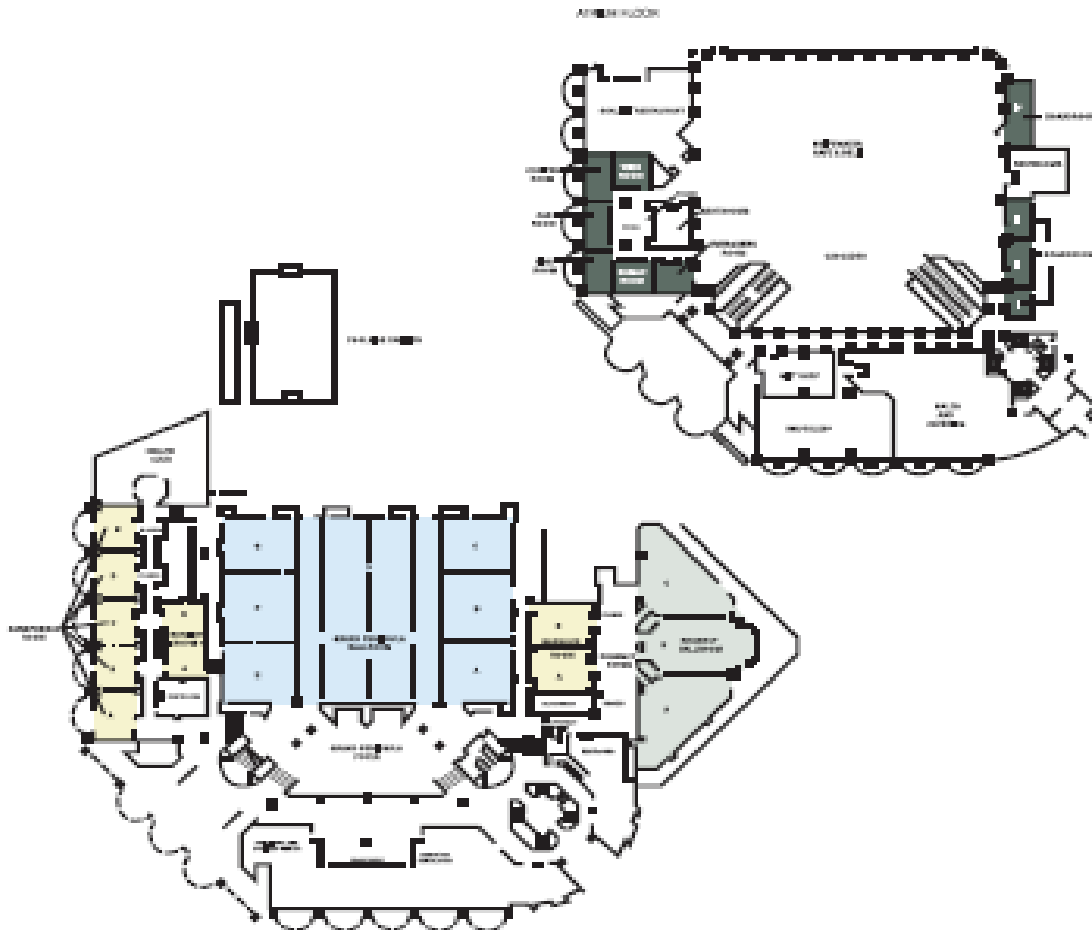
Exhibitors are responsible for any handling charges associated with their packages and it is recommended to use a traceable service. The shipping address, dates, and information will be located in the exhibitor kit sent directly to you. The ASP, the employees and agents are not responsible for

American Society for Photobiology  
34th Biennial Meeting  
June 20-26, 2008



### Hyatt Regency San Francisco Airport

**DIRECTIONS**  
From San Francisco Intl Airport (2 miles): Take 101 South. Exit Willow Ave. East. Turn right at stoplight onto Bayshore Hwy. Proceed through 4 stoplights. Hotel is straight.



# SPONSORSHIP OPPORTUNITIES

## ASP 34th Biennial Meeting—Providing Education and Recognition June 20-25, 2008—Hyatt Regency, Burlingame, CA

### **Banquet—\$30,000**

Sponsorship of one of the most important events at the meeting will allow your company's name to become a part of this annual meetings history.

- Booth Space in the Exhibit Hall
- 2 Banquet tickets and complimentary registration for your representatives.
- Company name and logo printed on the signage on the banquet tables.
- Listing in program if contract is received by April, 15, 2008
- Listing on the "Thank our sponsors" poster at registration
- One literature piece or specialty item placed inside the conference bag
- Recognition of sponsorship on the Society's Web Site, with link

### **Mentoring Lunch—\$5,000**

Sponsoring the Mentoring Lunch will give your company the opportunity to sponsor a luncheon for the students who are the future researchers, doctors and scientists.

- Company name and logo on signage at Luncheon entrance
- Listing in the program/abstract book if received by April 15, 2008
- Recognition of sponsorship on Society's Web Site, with link
- Listing on the "Thank Our Sponsors" poster at registration
- One literature or specialty item placed inside the conference bag

### **Welcome Reception—\$15,000**

Sponsorship of the welcome reception will allow your company the opportunity to be the first activity for attendees.

- Signage with your logo placed on site at the reception
- One literature piece or specialty item placed inside conference bag
- Listing in the program/abstract book if received by April 15, 2008
- Recognition of sponsorship on Society's Web Site with link
- Listing on the "Thank Our Sponsors" poster at registration

**Registration Bag Insert—\$500** Inserting your company brochure or catalog in the registration bag will ensure all attendees receive your information

- One piece of literature or specialty item placed inside conference bag
- Recognition of sponsorship on Society's Web Site, with link
- Listing on the "Thank Our Sponsors" poster at registration

### **Program/Abstract Books—\$7,000**

Sponsorship of the meeting program/abstracts will allow the attendees easy access to their daily schedule, sessions and symposia, listing of sponsors, listing of poster presenters and other meeting information.

- Listing of company logo and name for each event announcement
- Listing in program/abstract book if received by April 15, 2008
- Recognition of sponsorship on Society's Web Site, with link
- Listing on the "Thank Our Sponsors" poster at registration
- One literature piece or specialty item placed inside the conference bag

### **Tote Bags—\$3,500**

Sponsoring the tote bags allows your company's name and logo to be displayed while our attendees use the bags during the conference, and after.

- Company name and logo printed on each bag
- One literature piece or specialty item placed inside the conference bag
- Listing in program/abstract book if received by April 15, 2008
- Recognition of sponsorship on Society's Web Site, with link
- Listing in the "Thank Our Sponsors" poster at registration desk

### **Break—\$3,000**

Sponsoring a break during the meeting allows your company to show support of the attendees, while they rejuvenate themselves and socialize with their colleges.

- Signage with logo placed on site at the break area
- Listing in the program/abstract book if received by April 15, 2008
- Recognition of sponsorship on Society's Web Site with link
- One piece of literature or specialty item placed inside the conference bag
- Listing on the "Thank Our Sponsors" poster at registration

**SPONSORSHIP OPPORTUNITIES**  
**ASP 34TH Biennial Meeting—Providing Education and Recognition**  
**June 20-25, 2008—Hyatt Regency, Burlingame, CA**

## **PLATINUM**

\$10,000 and up

Includes:

- Exhibit Booth
- Complementary Registration
- Signage at Registration and other Events
- Link to your company on the ASP web site
- Registration Bag Insert
- One set of attendee labels

## **SILVER**

\$2,500—\$4,999

Includes:

- Exhibit Booth
- On Site Recognition
- Link to company on the ASP web site
- Registration Bag insert

## **EXHIBITOR**

\$1,500

Includes:

- 8x10 skirted Table
- Opportunity to Network
- On site recognition
- One complementary registration

## **GOLD**

\$5,000—\$9,999

Includes:

- Exhibit Booth
- Complementary Registration
- Signage at Registration
- Link to your company on the ASP web site
- Registration Bag insert

## **GENERAL**

\$500—\$2,499

Includes:

- On Site Recognition
- Link to company on the ASP web site
- Registration Bag Insert

### **CONTACT INFORMATION**

American Society for Photobiology  
Attn: Linda Hardwick  
810 East 10th Street  
Lawrence, KS 66044  
Phone: 785-843-1234 ext. 210  
Fax: 785-843-1274  
Email: [lhardwick@allenpress.com](mailto:lhardwick@allenpress.com)



### **ACCOMODATIONS**

The meeting will be held at the Hyatt Regency, Burlingame, CA. A special rate of \$155.00 (plus applicable tax) has been arranged. When calling for reservations, please identify yourself as an American Society for Photobiology attendee to secure this rate. Call 1 (415)-732-4037.



**American Society for Photobiology  
34th Biennial Meeting  
June 20-25, 2008  
Burlingame, CA**



- |  |   |
|--|---|
| <input type="checkbox"/> Banquet Sponsor .....\$30,000         | <input type="checkbox"/> Platinum Sponsor .....\$ _____ |
| <input type="checkbox"/> Program & Abstract Book .....\$ 7,000 | <input type="checkbox"/> Gold Sponsor .....\$ _____     |
| <input type="checkbox"/> Exhibitor .....\$ 1,500               | <input type="checkbox"/> Silver Sponsor .....\$ _____   |
| <input type="checkbox"/> Welcome Reception .....\$15,000       | <input type="checkbox"/> General Sponsor .....\$ _____  |
| <input type="checkbox"/> Conference Tote .....\$ 3,500         | <input type="checkbox"/> Break .....\$ _____            |
| <input type="checkbox"/> Conference Bag Insert .....\$ 500     |   |

Please check appropriate box

I hereby contract with the *American Society for Photobiology (ASP)* for sponsorship of their Biennial meeting as outlined in previous pages. I understand that the entire fee is due and payable by April 15, 2008. I agree to provide the ASP with an electronic, and hard copy in black and white, layout of our corporate logo and authorize use of this logo for the stated purpose of sponsor identification.

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

Person Authorizing Purchase: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Total Amount: \$ \_\_\_\_\_

- Check *Please make check payable to: American Society for Photobiology*  
 VISA                       MasterCard                       American Express

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expire Date: \_\_\_\_\_

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

Please note that this contract may not be changed or cancelled after the closing deadline of April 15, 2008. Please send contract and all materials to: Linda Hardwick, 810 East 10th Street, PO Box 1897, Lawrence, KS 66044. Order form may be faxed to: 785-843-1274  
Please call 800-627-0629 or 785-843-1234 ext. 210 for additional information.



## American Society for Photobiology

Send your contract and payment to:

ASP  
Attn: Linda Hardwick  
PO Box 1897  
810 East 10th Street  
Lawrence, KS 66044  
Or Fax to:  
785-843-1274



American Society for Photobiology  
PO Box 1897  
810 East 10th Street  
Lawrence, KS 66044