



Human, Education, Animal, Laboratory, Training, Husbandry

## 2017 AALAS TRI-BRANCH SYMPOSIUM

Dear Prospective Exhibitor:

The 2017 AALAS Tri-Branch Committee invites your company to exhibit at the 2017 AALAS Tri-Branch Symposium. This year's symposium will be held at the **Tropicana Casino Hotel Grand Exhibition Center** in Atlantic City New Jersey on June 5, 6, 7<sup>th</sup> 2017. The theme this year is "One HEALTH: Human, Education, Animal, Laboratory, Training, Husbandry".

The Tri-Branch Symposium is one of the largest district meetings in the United States. This meeting offers an excellent opportunity to reach highly qualified decision-makers in the laboratory animal field.

- Table top booths and literature can be shipped directly to the General Exposition Services or hand transported via escalator or elevator.
- Dedicated vendor time in the morning and in the afternoon.
- Exhibit Hall will close for lunch for 1.5 hours on Tuesday.
- One half hour dedicated vendor time on Wednesday morning. During those breaks we are planning beverage service and some light snacks. We are planning Continental Breakfast for "exhibitors only" both mornings which will be a half hour prior to exhibit hall opening.
- A cocktail reception will be held on Tuesday afternoon
- Silent Auction during the reception. Vendors are encouraged to bring Silent Auction Items. See "Silent Auction" section on TriBranch.org Vendor page.
- There will be a limit of 2 tables per company, priced at \$550 for inside and \$650 for outside (perimeter) tables. Outside tables will be assigned on a first come-first serve basis. **Electric power will be included for all tables at no additional charge.**
- Each Exhibitor may purchase up to two (2) table tops (First come, First serve basis, based upon availability)
- **All Booth applications, attendee registration and payments shall be Web "on line" through 123SignUp** <https://www.123signup.com/register?id=npvrt>
- We have also added some more affordable sponsorship opportunities for those who would like to have some exposure at the local level.

If you would like to increase your visibility at the meeting, please see the enclosed flyer with “Sponsorship Opportunities”. Sponsorships maximize your presence at Tri-Branch and inform meeting attendees that you support the organization and its goals. The generous contribution of sponsors towards the meeting helps improve the quality of the meeting experience for all attendees. All sponsors will be duly noted in the program, as well as at your specific booth.

If you should have any questions, concerns, or comments, please feel free to contact us. We look forward to seeing you in June 2017 at the Tropicana Casino Hotel Convention Center. Thank you for your continued support of AALAS and the Tri-Branch Symposium.

Sincerely,

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## Schedule

### **Booth Set Up (Grand Exhibition Center Halls 1, 2 & 3) Monday, June 5th**

- 3:00 pm. - 8:00 p.m.
- ATA Meeting 4:30 – 5:30 pm

### **Exhibit Hall Hours: (Exhibit times subject to change)**

#### Tuesday, June 6th

- 8:00 a.m. – 8:30 a.m. (Exhibitors only) Complimentary continental breakfast.
- 8:30 a.m. - 12:00 p.m. and 1:30 p.m. – 4:30 p.m. (Open to all attendees).
- 10:00 a.m. – 10:30 a.m. and 3:00 p.m. - 3:30 p.m. Breaks/Beverages (All Attendees)
- 12:00 pm – 1:30 p.m. Exhibit Hall closed for Lunch
- 5:15 – 7:00 pm Cocktail Reception and Silent Auction – Exhibit Area

#### Wednesday, June 7th

- 8:00 a.m. - 8:30 a.m. (Exhibitors only) Complimentary continental breakfast.
- 8:30 a.m. – 12:00 p.m. (Exhibits open to all attendees).
- 10:00 a.m. - 10:30 a.m. Breaks/Beverages (All Attendees)
- **Tear-down:** 12:00 p.m. – 3:00 p.m. (All exhibits must be removed Wednesday).

**Non-compete times TBD.** At these times, there will be limited or no educational sessions presented. This time is dedicated for attendees to visit the exhibit area.

The Poster Session will be located adjacent to the Exhibit Hall

### ***Booth and Hotel Information***

**Location: Tropicana Grand Exhibition Center 2<sup>nd</sup> floor**  
**See attached booth layout**

Both outside and inside vendor tables are available. The exhibit fee for this year's program will be as follows:

Inside Tables: \$550.00 each

Outside Tables: \$ 650.00 each

Exhibit fee shall include:

- 1 each - 6' wide x 2'deep draped table
  - 2 each - chairs
  - 1 each - Standard Head sign. Sign will contain Company Name and Booth Number. Signs will be Black lettering on White Board.
  - 1 each Wastebasket
  - 1 each 110 volt 15 amp Electricity
  - Registration for 2 people
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- Inside Tables: Shall be limited to literature only **and displays under 24 inches high**. Registration is for 2 persons.
  - Outside Perimeter Tables: Height restrictions for outside tables only will be 8 ft. from the floor.
  - Prior to the 2015 Tri-Branch the decision was made to not have exhibitors choose specific booth numbers. This was done to make the assignment process smoother and remove a reoccurring source of disappointment.
  - If you pay for a perimeter table you will be assigned a perimeter table. 123Signup will not accept outside table orders when outside tables are sold out. Every effort will be made to not have obvious competitors next to or directly opposite each other. Please keep in mind that with a table top show, you will be able to see your competitors. ☺
  - Thank you for your support of the Tri-Branch Symposium where you'll be seen by today's decision makers and the decision makers of tomorrow.

Table selection is on a first come, first serve basis. The exhibit area will be carpeted. **You MUST be a registered Tri-Branch Vendor to solicit or display.**

**THE DEADLINE FOR REGISTRATION IS April 14, 2017.**

You may also register additional representatives on line at a fee of \$25.00 each. Also attached is a list of major sponsorships that you and your company may choose to sponsor. All sponsors will be recognized!

Booth requests will be honored on a ***first come – first serve basis***. Every effort will be made to avoid competing vendors to be in close proximity to each other, but cannot be guaranteed. Please fill out and **submit the on-line form(s) with payment** via Credit Card. NO MAIL IN FORMS WILL BE ACCEPTED.

*Non-Profit Exhibitor tables shall be located inside the exhibit area if available.  
Exhibitor packets and booth confirmations will be sent via **E-mail Only**.*

#### **PAYMENT INFORMATION**

*The 2017 Tri-Branch Vendor application, booth attendee registration, booth layout, and sponsorships are web based and will be accepting **credit cards only**.*

Credit Card Payments: ***VISA, MasterCard or Amex for On-line Application***

#### **TO ACCESS Online APPLICATION FORMS go to:**

<https://www.123signup.com/register?id=npvrt>

***Credit card payments will be charged immediately. Booth selection is first come, first serve.***

#### **HOTEL RESERVATION INFORMATION:**

You must make your own reservations with the hotel. Please call the Tropicana Casino Hotel reservation partner at (800) 843-8767 and use the code HTBS17. Or use the links below. Remember to ask for the Tri-Branch Room Block when making hotel reservations. Parking shall be \$10.00/day for our entire stay. Rates require you make your reservation by May 16th, 2017.

Room Reservation Code - <http://tropac3.net/offercode/HTBS17>

#### **DRAYAGE / EQUIPMENT SHIPPING INFORMATION**

Trade show drayage information will be supplied directly by GENERAL EXPOSITION SERVICES, INC. General Exposition will be contacting all exhibitors directly or you may also contact them at (610)-495-8866. Do not ship equipment directly to exhibit hall prior to set up date and time and ***please contact General Exposition prior to shipping materials.***

**Pre shipments must be sent to General Exposition directly. Tropicana cannot accept any shipments or store exhibit materials. General Exposition can accept shipments up to 30 days before the show.**

#### **Contact Information**

General Exposition Services  
205 Windsor Road  
Pottstown, PA 19464  
(610) 495-8866

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**EXHIBITION RULES AND REGULATIONS**

Assignment of booth space or sponsorship by the Tri-Branch committee representing the Delaware Valley, Metro New York and New Jersey Branches of AALAS will be considered “accepted” unless rejected by the exhibitor within 10 days from written notification of space assignment. The contract may not be cancelled without penalty after acceptance of booth space assignment.

1. Each exhibiting firm shall designate an official on-site representative.
2. False certification of individuals as exhibitors’ employees/representatives, or misuse of Tri-Branch badges to assist unauthorized persons to gain entrance to meetings or exhibits, shall annul the right to enter or occupy space on the exhibit floor.
3. Canvassing or distributing advertising matter outside of the exhibitor’s assigned booth is not permitted. Showing of equipment or product presentation to registered members or guests, other than on the exhibit floor or in official meeting rooms, is expressly prohibited.
4. Exhibitors may not display or use live animals in any manner in exhibit halls. Special needs and human assist animals are permitted.
5. All exhibit backgrounds must conform to the following standards:
  - (A) No side panels, counters or displays may exceed 24” in height for inside tables
6. Noise producing apparatus must be muffled so that it does not interfere with other exhibitors.
7. Only product samples and literature may be distributed.
8. X-ray and ultrasonic equipment may be exhibited but not operated.
9. Smoking is prohibited in the exhibit hall.
10. **Tropicana Requirement: It is the sole responsibility of each individual exhibitor to obtain and continuously maintain their own general liability insurance policy with limits of at least \$1,000,000.00 relating to the event.**
11. Exhibits must be in place prior to the opening of the exhibit halls. All exhibitors agree not to remove materials from the exhibit areas before the exhibit areas are officially closed.
12. Recording devices such as cameras and video equipment are prohibited in the exhibit areas.
13. It is expressly understood and agreed between the exhibitor and the Delaware Valley Metro New York and New Jersey Branches of AALAS (Tri-Branch) and its agents that the Tri-Branch shall be under no liability for loss of, or damage to, goods or property of exhibitors. Each exhibitor, on signing a space contract, expressly releases the Tri-Branch from such, holds harmless, and indemnifies the Tri-Branch against all claims of liability, which may arise or accrue by reason of the exhibitor’s use of booth(s) assigned to him/her.
14. Games of “chance” or “raffles” are prohibited.
15. **REFUND POLICY:** Refunds for cancelled booth space(s) will be made only in accordance to the following:
  - i. **Before March 9, 2017** – 100% of booth cost.
  - ii. **After March 9, 2017-** If we are able to resell the booth, all but a \$100.00 processing fee will be returned.