36th Annual NSH Symposium/Convention

September 24-29, 2010
Seattle, Washington

SHARING SOLUTIONS, DISCOVERING POSSIBILITIES

EXHIBITOR BROCHURE
DEAR PROSPECTIVE EXHIBITOR:

NSH is once again proud to open registration for the largest exhibition dedicated to the field of histology. Lab managers, active histotechs and practicing pathologists depend on the Annual Symposium/Convention Trade Show year after year to preview laboratory equipment, supplies and services for their busy labs around the world. There is considerable buzz about Seattle and we expect this to be one of our largest attendee turnouts.

Our 2009 convention survey shows that 98% of attendees visit the exhibit hall at least once during the show. NSH strives to provide as much non-compete time for attendees providing 3 uninterrupted hours on Sunday and an extended lunch break on Monday. In addition we provide a “Private Show Hours” option for vendors that want to hold one on one sessions or in depth demonstrations on the show floor in private. We also recognize the expense of attending a large trade and to assist with holding down your costs NSH allows an unlimited number of booth attendants at no additional cost to the vendor.

Don’t miss this golden opportunity to influence over 1,500 histology professionals needing your services. Booth spaces are assigned on a first come, first serve basis so don’t delay!

On behalf of the NSH Convention Committee I look forward to working with you to make your exhibition experience both easy & a quality return on your investment.

Kind regards,

Aubrey M.J. Wanner
NSH Meeting Manager
Direct: 443.535.4065 | Email: aubrey@nsh.org

WHERE & WHEN IS THE ANNUAL NSH SYMPOSIUM/CONVENTION?


Location: Washington State Convention & Trade Cener - Exhibition Hall 4 AB, Seattle Washington

Sometimes the difference between ordinary and amazing is where it happens.

Seattle is anything but ordinary. It’s a place where bike messengers share elevators with world-renowned researchers. Where fishermen have lunch alongside top surgeons. It’s a city where the extraordinary is commonplace and commonplace is anything but. And if you look closely, you just might discover that in Seattle there are amazing things happening all around you. From a jet engine to an espresso machine to grunge rock, Seattle’s world-changing events have all had a distinct sound. But the symphony doesn’t end there. Your visit to Seattle may bring you the sound of an orca blowing as it surfaces, the roar of the crowd at Safeco Field or the near silence of the Olympic rainforest. Come to Seattle and hear for yourself.
**Booth Options**

NSH offers Island Booths (those measuring 20x20 or larger), 10x10 inline booths and 10x10 corner booths. Island booth requests were submitted to NSH in the fall and are incorporated into the published floor plan however if you are interested in creating an island booth please contact the NSH Meeting Manager, Aubrey Wanner, aubrey@nsh.org with your request. NSH will do our best to accommodate requests. Peninsula booths are not permitted (i.e. an exhibitor may not purchase back to back booths at the end of two rows and open the booth to the cross aisle).

**10x10 Booth Fees**

Inline: $1750  
Corner: $1850

Fees include: 8’ back wall drapery and 3’ side rail drapery; One 7” x 44” booth identification sign Pre Show listing with unlimited product description on www.nsh.org; On Site Exhibition Guide listing with 50 word product description; Unlimited booth attendants Access to Private Show hours for demonstrations or one on one meetings; Full registration list for one time post show contact (mailing or emailing) of attendees.

**Island Booth Fees**

20x20 - $7400.00  
20x30 - $11,100.00  
30x30 - $16,650.00  
30x40 - $22,200.00  
40x40 - $29,600.00  
40x50 - $37,000.00  
40x60 - $44,400.00  
50x50 - $46,250.00

Fees include: Pre Show listing with unlimited product description on www.nsh.org On Site Exhibition Guide listing with 100 word product description Unlimited booth attendants Access to Private Show hours for demonstrations or one on one meetings Full registration list for one time post show contact (mailing or emailing) of attendees.

**Services**

Booth cleaning services, display units, chairs, carpeting, electricity, internet services etc are not covered in the booth fee. These items may be ordered through George E. Fern, the official show decorator and drayage firm for the 39th Annual Symposium/Convention Tradeshow. A comprehensive Exhibitor Service Kit containing order forms for all show services including shipping and lead retrieval will be available online at www.nsh.org May 1, 2010.

**Payment**

Exhibitor must pay 50% of the total fee at the time of application. The remaining balance is due August 27, 2010.

**2010 Exhibit Schedule**

**Friday, September 24**

Island Booth Set Up  8:00am – 5:00pm

**Saturday, September 25**

All Exhibitors Set Up  8:00am – 5:00pm

**Sunday, September 26**

Exhibitors Final Set Up  8:00am - 9:30am

Exhibits Open  9:30am - 4:30pm

**Monday, September 27**

Exhibits Open  9:00am – 3:30pm

Private Show Hours  3:45pm – 5:00pm

**Tuesday, September 28**

Exhibits Open  9:00am – 1:00pm

Exhibitors Move-Out  1:00pm – 9:00pm

**Wednesday, September 29**

Exhibitors Move-Out  8:00am – 10:00am
ADVANCE
American Master Tech Scientific, Inc.
American Society for Clinical Pathology
Anatech Ltd
Aperio
Apex Engineering Products Corp
Azer Scientific
B/R Instrument Corporation
BBC Biochemical
Biocare Medical
BioGenex Laboratories
Biological Stain Commission (BSC)
Boekel Scientific
Bradley Products
Brady Corporation
C. L. Sturkey, Inc.
Cancer Diagnostics, Inc.
Caris Diagnostics
CBG Biotech
Cedarlane
Celerus Diagnostics
Cell Marque Corporation
Cell Signaling Technology
Clarient, Inc.
Clinical and Laboratory Standards Institute (CLSI)
College of American Pathologists
Covance Research Products
Creative Waste Solutions, Inc.
CSI Laboratories
Dako North America, Inc.
Delaware Diamond Knives
Dermpath Diagnostics
Diagnostic BioSystems
Dorn and Hart Microedge Inc.
Electron Microscopy Sciences
Elekta Impac Software
EMD Chemicals
Energy Beam Sciences Inc.
Epitomics, Inc.
Evergreen Scientific
Experimental Pathology Laboratories, Inc.
Fisher HealthCare
General Data Company Inc.
Genetix Corp
Golden Bridge International, Inc.
Hacker Instruments & Industries, Inc.
Health Professionals Network (HPN)
Hologic
IMEB, Inc.
Intavis Inc.
Invitrogen Corporation
Jackson ImmunoResearch Laboratories, Inc.
JOKOH CO., LTD
Journal of Histotechnology
Lab Storage Systems, Inc.
Laboratory Supply Company
Leica Microsystems, Inc.
Medical Chemical Corporation
Medical Equipment Source, LLC
MEDITE, Inc.
Mercedes Medical
Milestone Medical
Millipore
Mopec, Inc.
mtm Laboratories, Inc.
National Accrediting Agency for Clinical Laboratory Sciences (NAACLS)
Newcomer Supply, Inc.
Niceware International, LLC
Nikon Instruments, Inc.
Novovision, Inc.
Pacific Southwest Lab Equipment, Inc.
Path-Tech
pfm-Produkte für die Medizin AG
Polysciences, Inc.
Prior Scientific Inc.
QC Sciences
Rankin Biomedical Corporation
Rowley Biochemical, Inc.
Rushabh Instruments, LLC
Sakura Finetek USA
SASCO Chemical Group, Inc.
Scientific Safety Solvents
Scimedx Corporation
ScyTek Laboratories, Inc.
Sigma-Aldrich
Simport Plastics Ltd
Spot Imaging Solutions - A Division of Diagnostic Instruments, Inc.
St. Jude Childrens Research Hospital
Statlab Medical Products, Inc.
Surgipath Medical Industries, Inc.
TBJ Incorporated
Tech One Biomedical Services, Inc.
Ted Pella, Inc.
Thermo Scientific
Triangle Biomedical Sciences, Inc.
US Labs
Vector Laboratories, Inc.
Ventana Medical Systems, Inc.
VWR International
SC 2010: SPONSORSHIP & ADVERTISING OPPORTUNITIES

Banquet Patrons: The Annual NSH Awards Banquet is a celebration of the best in histology. The NSH Awards committee works with vendor partners to handout out over $30,000 in awards and scholarships. It’s also at this event that NSH will announce the 2010 Histotech of the Year & the Histotech of the Decade. Vendors who reserve tables will be listed as Patrons in the Award Program and thanked on the large screens in the front of the room. Patrons will have their tables reserved in the hall and are welcome to distribute tickets to attendees or exhibit staff.

| 1 Table (10 tickets): | $360.00 |
| 3 or More Tables: | $320 per table |

Registration Brochure Advertisement: Place an ad in the book that kicks off the S/C. The registration brochure is mailed to over 8,000 histotechs, lab managers and pathologists in the country. Each ad is full color and space is sold on a first come first serve basis.

| Full Page Inside Front Cover: | $1800 |
| Full Page Inside Back Cover: | $1800 |
| Half Page Outside Back Cover: | $1500 |
| Full Page: | $650 |
| Half Page: | $400 |

Room Keys for Hotel Sleeping Rooms: Have your company name in everyone’s hand! The keycard may be designed by the vendor or have their logo incorporated in an NSH design.

| Cost: | $2,000 |

Convention Pens: Each attendee will receive a pen in their Totebag. The pen will include the NSH website and information of the Sponsor’s choosing – name, web address, phone number etc.

| Cost: | $2,500 |

Notepads: 8 ½ x 11 lined notepads would be provided to each of the attendees in their Totebags at check in. Each notepad contains the NSH logo as a header & the Sponsor logo as a watermark on each page of the Notepad.

| Cost: | $3,500 |

Lanyards: The name of the game at the S/C is networking & to do that everyone has to know who you are. Give your company exposure by letting attendees hang your company name or logo around their neck on their name badge lanyard.

| Cost: | $5,000 |

Exhibit Hall Signage: NSH will use aisles signs hung from the ceiling to assist attendees in find their way around the exhibit hall floor. With this sponsorship your logo can be found on these signs.

| 1 Aisle Sign: | $650 |
| Exclusive: | $7,000 |

Event Signs: A sign resting on an easel is placed outside of each NSH sponsored event. The sponsor will have the opportunity to supply artwork for the footer of each sign. Artwork may include the vendor’s logo, website or company tag line.

| Cost: | $5,000 |

Internet Café: Located in the Convention Center in the center of attendee activities the Internet Café provides you exposure to over 1000 attendees daily. The vendors name appears on each computer desktop and screen saver. In addition the Vendors logo will be added to all café signage.

| Cost: | $7,000 |

T Shirts: Added to the S/C in 2007 this has quickly become an S/C favorite! T-shirts are provided to each attendee in their tote bag. They display the convention logo on the front & sponsor logo on the sleeve. Watch as attendees wear your logo throughout the convention and when they return home.

| Cost: | $9,000 |
1.) **Application for Space:** Exhibit space is assigned by receipt of contract only. If several independent companies share the same space, this must be so indicated; likewise, if subsidiaries or divisions of a company are to be listed as exhibitors, their names should be furnished on the application and on the exhibitor registration form for badges. NSH reserves the right to reject applications for space, if in the best interest of the show.

2.) **Space assignment:** Applications will be recorded in order of receipt and space assigned on a first-come, first-serve basis. Every effort will be made to assign your booth preferences as indicated on the application. NSH reserves the right to exercise its discretion in booth assignments.

3.) **Floor Plan:** NSH may at anytime change the size or location of the exhibitor’s space or layout of the exhibition if NSH deems it necessary for the good of the show.

4.) **Signs:** Non island booths exhibitors will be provided one sign per company name and location. Additional signs may be contracted privately or through exhibit management.

5.) **Character of Exhibits:** NSH reserves the right to approve the character of all displays and to prohibit any display which, because of noise or other objectionable features, detracts from the general character of the exhibit. Standard IAEE rules and regulations regarding booth construction will prevail. Advertising signs and stunts which are aggressively promotional in nature, intended for use in the booths, the exhibit hall or the approaches thereto, must be submitted to NSH for approval.

6.) **Exhibitor Conduct:** Selling in the exhibit hall is prohibited with the exception of educational materials which require preapproval by NSH. No solicitation of any type shall be permitted outside of the exhibitor’s own booth. Samples, catalogues, pamphlets, souvenirs, and other promotional items may be distributed by exhibitors and their representatives only within their own booths. Promotional flyers are prohibited in meeting rooms. Solicitation is defined as seeking to obtain trade, contributions, magazine subscriptions or the like by persuasion, entreaty, request, or formal application. NSH reserves the right to close any exhibit leased herein, without liability, should exhibitor, the exhibit or any employee thereof engage in acts that are substantially disruptive and against the best interests of the show.

7.) **Photography:** No photography or video taping of exhibit displays or materials is allowed without the consent of the exhibiting company. The NSH Historian reserves the right to take photos or videos of exhibit booths and exhibitors for use by NSH in promotional campaigns and on the NSH website.

8.) **Use of Sound Devices:** The sound volume must be maintained at a level so as to avoid any interference with neighboring exhibitors and where objections are noted, it may be necessary for NSH to completely eliminate or limit operation to short time periods.

9.) **Food & Beverages:** All food and beverage served on the show floor must be ordered through the in house food & beverage provider (including bottles of water).

10.) **Cleaning:** NSH will provide general hall cleaning at the close of the show each day. The exhibitor is responsible for individual exhibit booth cleaning.

11.) **Admission:** Admission to the exhibit area will be controlled by official badges to be determined by NSH. Each exhibitor will furnish NSH the names of those personnel who will staff the booth. Entry to the exhibit area during set up times will be permitted by exhibitor badge only.

12.) **Security:** NSH will provide general security beginning the first day of move-in through and including the last day of move-out.

13.) **Damage:** Exhibitors will be liable for any damage caused by fastening fixtures to floors, walls or columns of the facility and for any damages to equipment furnished by NSH or service supplies designated by them.

14.) **Insurance:** Exhibitor, for itself and on behalf of decorators, contractors, service people or others employed by exhibitor shall, during the entire term of this lease, secure, furnish and maintain Comprehensive General Liability insurance, to include automobile coverage. Such insurance coverage shall name NSH and all their members, agents, servants and employees as additional insureds. Exhibitor shall furnish NSH with appropriate Certificates of Insurance reflecting such coverages, if requested. NSH, the Washington State Convention and Trade Center, the official show exposition management company and their agents cannot assume any responsibility for loss or damage to exhibitor’s property, exhibits, equipment, or personal belongings. Exhibitors are urged to take out a portal to portal rider available at a minimum cost on their own insurance policy protecting them against loss through theft, fire, damage etc.

15.) **Indemnity:** Exhibitor, on behalf of itself, its agents, servants, employees, customers and guests, hereby agrees to assume, defend at all times, indemnify, protect, save and hold harmless NSH and all their members, agents, servants and employees against claims or demands arising or resulting from the use of exhibitor of the space provided by NSH, including without limitation the claims of any employee or agent of the exhibitor, the claims of any other person for damages for bodily injury, sickness, mental anguish or death, and claims for damages to the property of any such employee, agent or persons. NSH shall not be liable for any loss, damage or injury to the property of the exhibitor which is sustained during the use by exhibitor of the space provided by NSH.

16.) **Cancellation/Refunds:** a.) If written notice of cancellation is received prior to August 27, 2010 and NSH is able to resell the entire space, exhibitor will receive a full refund. If NSH is unable to resell the space, exhibitor will be refunded 25% of booth rental. If more than one booth is rented and NSH resells part of the booth space, the refund will be adjusted accordingly. b.) If cancellation is received after August 27, 2010 exhibitor will forfeit 100% of the space cost. c.) Island booths that choose to reduce their booth size will be charged 50% of the prime 10x10 rate multiplied by the number of feet reduced. For example a 30x30 island booth space that reduces to a 20x20 island booth will be charged $4625 for the reduced space or 50% of 5 10x10 Prime Booths.

17.) **Damages:** Exhibitor expressly waives any recourse for damages against NSH in the event this agreement is revoked or cancelled by NSH for violation of any promises hereof. In case of acts of God, or conditions necessitating the canceling of the exhibit, NSH may revoke this agreement and refund any monies paid in advance.

18.) **Music Licensing:** Any exhibitor providing live or recorded music in an exhibit booth or at a hospitality/social event is responsible for obtaining the appropriate music licensing for such activities.

19.) **Social Functions:** Hospitality cannot be held during exhibit or program hours. Specifically hospitality cannot be held during the NSH Annual Awards Banquet scheduled for September 26, 2010.

20.) **Rules and Regulations:** Exhibitor agrees to abide by and adhere to all state laws, pertinent city and county ordinances and all exhibit policies adopted by NSH. all exhibit policies adopted by NSH.
Step 1: Exhibitor Pre Show Contact Information

Company Name: ____________________________________________________________________________
Address: ____________________________________________________________________________________
City: __________________________________ State/Province: ___________________________ Zip: __________
Country: __________________________________ Pre Show Contact: _________________________________
Phone: ___________________________________ Email: ____________________________________________

Step 2: Company Information for Publication (this information will be used on all official listings)

☐ Same Address As Above
Company Name: ____________________________________________________________________________
Address: ____________________________________________________________________________________
City: __________________________________ State/Province: ___________________________ Zip: __________
Country: __________________________________ Contact Name: _________________________________
Phone: ___________________________________ Email: ____________________________________________
Website: ____________________________________________________________________________________

Step 3: Select Your Booth Size

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Cost Per Booth x</th>
<th>Number of Booths</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’x10’ (inline space)</td>
<td>$1,750</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10’x10’ (corner space)</td>
<td>$1,850</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Step 4: Booth Location Preference Locations assigned on a First Come, First Serve Basis.

We request one of the following booth locations: 1. ______ 2. ____ 3. ____ 4. ____
Companies to avoid if possible: ___________________________________________________________
Companies to be near if possible: _______________________________________________________

Step 5: Exhibit Terms & Conditions

We agree to abide by all exhibit terms and conditions listed in the Exhibitor Registration Program. This application is made by the undersigned and constitutes a contract with NSH.
Signature: ___________________________ Date: ___________________________

Step 6: Payment (50% Upon Submission of Application; Remaining Balance Due 8/27/2010)

☐ A check payable to “NSH” for 50% of the Amount Due is included with this application.
☐ Please charge my Visa, MasterCard or American Express for 50% of the Amount Due.
Amount to be Charged: $_______________ Card Holder’s Signature: _____________________________
Card Number: ___________________________ Expiration Date: _____________________________

Step 7: Fax or Mail Completed Application

National Society for Histotechnology
10320 Little Patuxent Parkway, Ste 804
Columbia, MD 21044
Fax 443-535-4055

Sponsorships and advertisements are sold on a first come first basis. If you are interested in an opportunity please contact, NSH Meeting Manager, Aubrey Wanner, aubrey@nsh.org.

Once your application is received and processed you will receive an exhibitor confirmation email. Please allow 2-3 weeks to process your request.