



Exhibitor Kit

Seventh Annual MichBio Expo & Conference

Wednesday, November 2 & Thursday, November 3
DeVos Place - Grand Rapids, Michigan

www.michbio.org/expo

Checklist/Table of Contents

Target Date:	Done:	Item Description:
ASAP	<input type="checkbox"/>	Review Exhibitor Handbook and familiarize yourself with all forms, services, requirements, rules, etc.
ASAP	<input type="checkbox"/>	Review needs for booth furniture and other decorator services and process orders through Art Craft Display.
ASAP	<input type="checkbox"/>	Select Table and return request to Expo office.
ASAP	<input type="checkbox"/>	Review needs and, if necessary, plan for shipping of exhibit materials to DeVos Place.
ASAP	<input type="checkbox"/>	Review needs for electrical service and return form to show office Due September 30, 2011 .
ASAP	<input type="checkbox"/>	Review needs for Internet service and telephone service and process orders through the DeVos Place.
ASAP	<input type="checkbox"/>	Company Description/Logo in program book Due September 30, 2011 .
ASAP	<input type="checkbox"/>	Advertisement artwork Due September 30, 2011 .
ASAP	<input type="checkbox"/>	Review hotel requirements and place reservations with the Amway Grand Plaza Hotel (616-776-6400 or 1.800.253.3590), room rate is \$124.00, cut-off date is October 2, 2011. Tell them you are with the MichBio Conference. On-line reservations using the MichBio group rate can be made directly through the Amway Grand Plaza Hotel .
October 17, 2011	<input type="checkbox"/>	Review and complete the badge request form. Please return by October 17, 2011 .
November 2 & 3, 2011	<input type="checkbox"/>	Exhibit Set Up is 8:00 a.m. - 12:00 p.m. on Wednesday, November 2, 2011. Opening Reception in Exhibit Hall, Wednesday, November 2, 2011, 5:00 p.m. - 7:00 p.m. Open 12:00 p.m. - 7:00 p.m., Wednesday, November 2, 2011 and 8:00 a.m. - 1:00 p.m., Thursday, November 3, 2011.
November 3, 2011	<input type="checkbox"/>	Exhibits must remain intact until 1:00pm Thursday, November 3, 2011. Teardown is 1:00pm - 3:00pm.
November 4, 2011	<input type="checkbox"/>	Complete the Exhibitor Evaluation.

MichBio Information

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The following forms and information is available online through Art Craft Display Expo Services, Inc. website. For instructions on accessing Art Craft Display website, see page 13 of this document.

Credit Card Authorization & Payment Policy
Trade Show Furnishings
Rental Furnishings Form
Freight Handling
Freight Handling Form
Shipping Labels
Labor Service Form
Fork List Services Form
Signs, Graphics & Banners
Signs & Banners Form
Audio-Visual Equipment
Audio-Visual Equipment Form
Terms, Conditions, and Policies

About The Show

The MichBio Expo will take place on **November 2 & 3, 2011**. The event will be held at the **DeVos Place, Grand Rapids, Michigan**. Attendance is expected to exceed 500 participants from Michigan, with nationally known speakers and guests.

New This Year...

MichBio is excited to offer Sandler Training and exhibitor networking time on Wednesday, November 2 from 1:00 – 3:00pm. The hall will be closed to attendees during this time. The session is titled “**Getting the Most Out of Trade Show Booths**” and is an interactive session on the most common mistakes companies make when running trade show booths – and how to avoid them. Learn practical, proven best practices for maximizing the return on your exhibit hall investment.

2011 Hall Dates & Hours

Exhibit area will be “open” during the entire conference. Specific exhibit hours are as follows (*Hours subject to change*):

Wednesday, November 2

Hall is Open – 12:00 - 1:00pm; 3:00 - 7:00pm

Thursday, November 3

Hall is Open – 8:00am - 1:00pm

Inquiries

For more information please contact:

Erin Dwyer

Phone: 734-677-0503

Fax: 734-677-2407

erin@michbio.org

Rules and Regulations

> Security

Security will not be provided in the exhibit hall area. It is your responsibility to remove all valuable items when your booth is not being attended. The doors will be locked at night.

> Cancellations

In the event of cancellation by the exhibitor at any time, or if the rental space is unoccupied on opening day, the Exhibits Manager shall have the right to retain the exhibit fee as liquidated damages. Exhibitors may not sublease, reassign, or apportion a whole or any part of the space assigned.

> Table and Decorations

The rental plan for space is as shown in this contract. Each table is 8' long. The height of the back wall shall be 10'. No construction in the exhibit hall shall be in excess of 10'. Display boards and other tall exhibits shall not be placed in a manner which will interfere with other exhibits.

> Dismantling

The Exhibitor agrees not to dismantle the booth or do any packing before 1:00pm, Thursday, November 3, 2011, and further agrees to have all material removed by 3:00pm, Thursday, November 3, 2011.

> Compliance with Fire Regulations

Fire-hose cabinets must be left accessible and be in full viewing at all times. THIS EXHIBIT HALL IS A SMOKE FREE ENVIRONMENT.

> Insurance

In all cases, Exhibitors wishing to insure their goods must do so at their own expense.

> Liability

Neither MichBio, the Exhibits Manager, the DeVos Place, the Decorator, nor others associated with the management of the Conference, will assume responsibility for the safety of the property of the exhibitor, its officials, agents, or employees, from theft, damage by fire, accident or other causes, but will use reasonable care to protect against such loss.

> General

These Rules are subject to approval by MichBio, and all points not covered herein are subject to its decision. These rules have been formulated for the best interest of the Exhibitors, as well as MichBio, and exhibitors are respectfully requested to cooperate in observance of them.

Directions to DeVos Place

> From the North

Travel US-131 South: 1.) The best exit is Pearl Street. 2.) At the end of the ramp turn left onto Pearl Street, then a quick left onto Scribner Avenue. 3.) Take Scribner Avenue to Bridge Street and make a right. 4.) Go straight on Bridge Street, which turns into Michigan Street at the river. 5.) The entrance to the DeVos Place parking ramp will be on your right, just past the river.

> From the South

Travel US-131 North: 1.) The best exit is Pearl Street. 2.) At the end of the ramp go straight onto Scribner Avenue. 3.) Take Scribner Avenue to Bridge Street and make a right. 4.) Go straight on Bridge Street, which turns into Michigan Street at the river. 5.) The entrance to the DeVos Place parking ramp will be on your right.

> From the West

Travel I-96 East to US-131 South: 1.) The best exit is Pearl Street. 2.) At the end of the ramp turn left onto Pearl Street, then a quick left onto Scribner Avenue. 3.) Take Scribner Avenue to Bridge Street and make a right. 4.) Go straight on Bridge Street, which turns into Michigan Street at the river. 5.) The entrance to the DeVos Place parking ramp will be on your right, just past the river.

Travel I-196 East: 1.) Use the Ottawa/Downtown Exit (77C). 2.) Turn right onto Michigan Street at the bottom of the ramp. 3.) The entrance to the DeVos Place parking ramp will be on your left, just past Monroe Avenue before you cross the river.

> From the East

Travel I-96 West to I-196 West: 1.) Use the Ottawa/Downtown Exit (77C). 2.) Turn right onto Michigan Street at the bottom of the ramp. 3.) The entrance to the DeVos Place parking ramp will be on your left, just past Monroe Avenue, before you cross the river.

Parking

DeVos Place does not operate or control any public parking areas. Parking is available in the DeVos Place Parking Ramp which is directly beneath the building and can be accessed from the entrance on the North West corner of DeVos Place on Michigan Street or the South West corner of Lyon Street. Additional parking may be available in the City-County Building on Monroe Street (across from DeVos Place) or several other parking structures within walking distance. Vehicles that are too large to fit in a parking structure may be given a permit to park on Scribner Street during the dates of the event. Parking on Scribner Street is available on a first come—first served basis.

Booth & Electrical Form

Company Information:

Company/Organization Name: _____

Contact Name: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____

Company Description/Logo:

To increase your visibility to the attendees of the MichBio Expo, please submit a brief (50 word) description of your organization in the space below or e-mail your description to erin@michbio.org by September 30, 2011. This description will be reproduced in the Exhibitor Directory in the onsite Conference Program. MichBio reserves the right to edit copy. Your logo will be printed with your description. (Please email a high resolution version of your logo to erin@michbio.org by September 30, 2011.)

Space Choice:

Please refer to the diagram on the next page. Please indicate your first, second, and third choices of exhibit space. Space assignments are assigned on a first come, first served basis. We will use the utmost care in assigning any special requests.

1st _____ 2nd _____ 3rd _____

Table Sign:

One 7" by 44" sign will be provided per booth. The following is the correct lettering of our company name, as it should appear (please print):

Competitors:

List the category of company from which you desire booth separation:

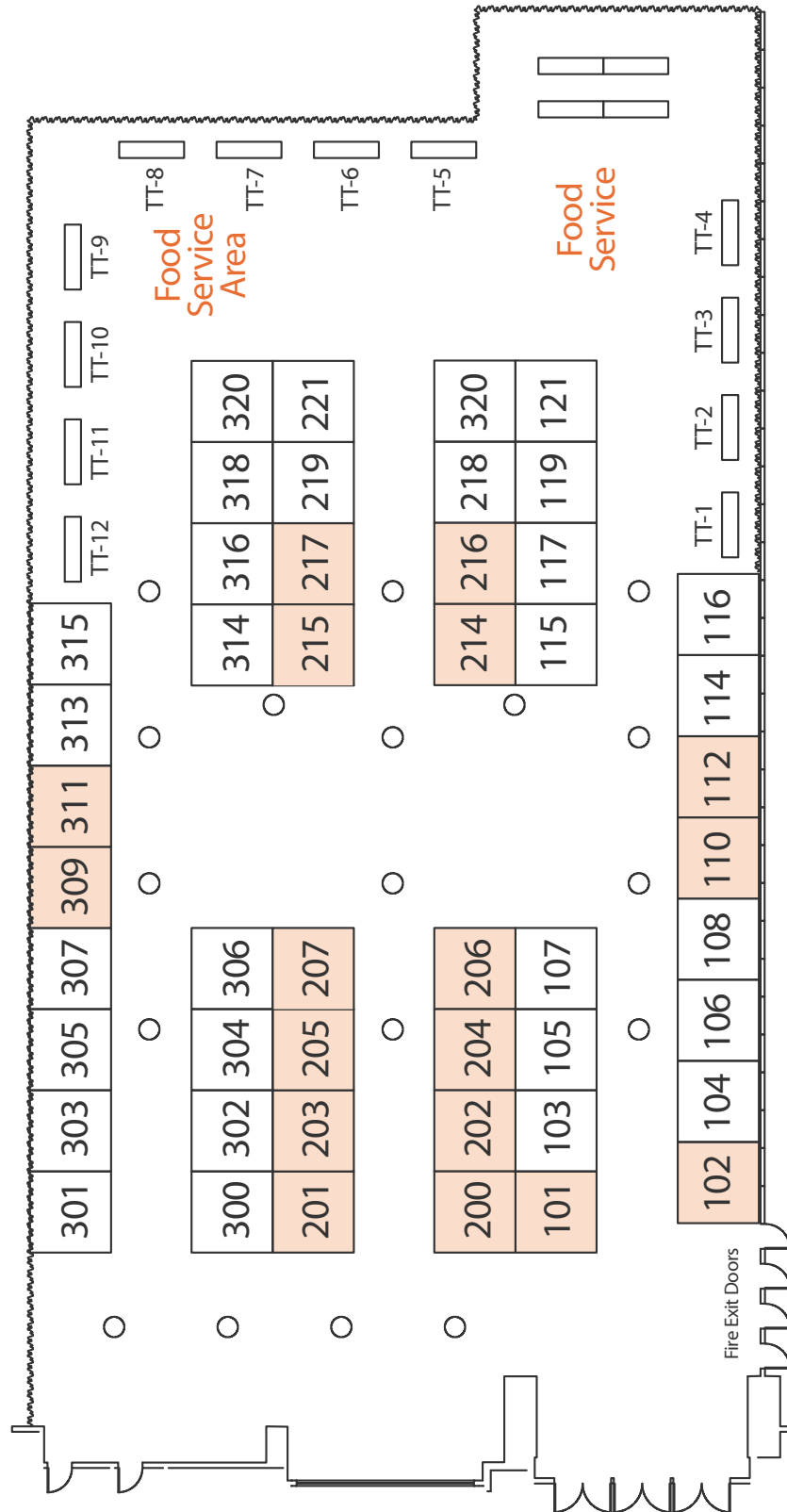
MichBio will provide one complimentary 110 volt outlet for each booth. Exhibitors are responsible for bringing their own extension cords. Please help MichBio with the planning process by letting us know if you will be using the outlet by **September 30, 2011**.


- No, I will not be using electricity this year.
- Yes, I will be using the complimentary 110 volt outlet.
- I need more than (1) outlet, please contact me.

Return by
September 30, 2011 to:

MichBio
1390 Eisenhower Place
Ann Arbor, MI 48108
Tel: 734-677-0503
Fax: 734-677-2407
Email: erin@michbio.org

DeVos Center Expo Layout



 = Premium Booths: Reserved for MichBio Preferred Providers and members that select the Premium Booth option.

Badge Request Form

Please print. What you put on this form is what will be printed on your badge. Each booth is entitled to two (2) badges per booth. Additional badges may be purchased for \$75.00 per badge.
Badges needed for those manning the booth only.

Company:

Name Badge(s):

1.) _____

2.) _____

An Additional Name Badge can be purchased for \$75.00:

(Limit 1 per booth)

1.) _____

Payment Information:

Check or Credit Card: Visa Mastercard Discover American Express

Card Number: _____ Exp. Date: _____ CVV Code: _____
3 or 4 digit code on back of card

Name on the card: _____

Credit Card Billing Address: _____

Return by October 17, 2011

MichBio, 1390 Eisenhower Place, Ann Arbor, MI 48108

Tel: 734-677-0503, Fax: 734-677-2407

Email: erin@michbio.org

Acceptable File Formats

When submitting advertisements please submit your artwork in electronic format only. High resolution PDF files (Portable Document Format) are preferred and can be emailed to: erin@michbio.org. If you are unable to provide a high resolution PDF file, please contact the MichBio office at 734-677-0503. **Important Note:** Please be sure to embed all fonts and graphics when converting to a PDF file. If you have any questions regarding artwork, please contact Keith Bretzius by phone at 734-677-0503 or email: kbretzius@ManagedByAMR.com

Ad Sizes

The finished trimmed size of the on-site program will be 8.5" wide by 11" tall. Following are the available ad sizes:

Full Page with Bleed*	8.5" wide x 11" tall
Full Page	7.5" wide x 10" tall
Half Page (horizontal)	7.5" wide x 4.75" tall
Half Page (vertical)	3.5" wide x 10" tall
Quarter Page	3.5" wide x 4.75" tall

*Advertisements that bleed require an additional 1/8" bleed on all four sides.

Color

The MichBio Conference Program book will be printed in 4-color process. Please supply ads in CMYK color mode.

Proofs

It is the advertiser's responsibility to provide a "hard-copy" proof of the ad by FAX (734-677-2407) or mail to insure proper printing and conversion. If the final output is printed incorrectly, and a customer supplied proof is not supplied, MichBio is not responsible for any errors that may have occurred.

Setup Fees

Set up of advertisements is available for a \$75 initial design fee (includes 1 hour). Additional hours will be billed at \$50/hour.

Advertising Deadline is
September 30, 2011

Shipping and Packages

All freight handling will be provided by ArtCraft Display. See pages 8-10 of the online exhibitor kit for specific instructions and shipping labels. Please note that shipments must be prepaid and will not be accepted more than 30 days prior to the event.

Where to Ship:

Please label EACH PIECE per example below:

TO: (EXHIBITOR NAME) BOOTH # _____
MichBio Tradeshow - November 2 & 3, 2011
C/O Art Craft Display, Inc.
303 Monroe Ave, NW
Grand Rapids, Michigan 49503
Number of boxes (i.e. 1 of 2)

Load-In Information

The Michigan Street loading docks (located on Michigan Street on the North end of the building), service the Exhibit Halls, Grand Gallery, Grand Gallery meeting rooms, Gallery Overlook and River Overlook meeting rooms. Exhibitors will need to check-in with the Traffic Control Guard on the loading dock, letting him know which booth they are in AND in which event/show they are participating. The guard will direct them to the dock available for their show.

PLEASE NOTE: DeVos Place does not accept any liability for equipment, goods, displays or other materials that arrive unmarked or fail to arrive at the hotel. The group or individual is responsible for insuring its property of loss or damage.



AUDIO VISUAL EQUIPMENT RENTAL

BlueWater Technologies is the on-site, full-service audio/visual provider for DeVos Place.

All rental prices are charged per item, per day.

This list shows only a portion of our extensive inventory. Call BlueWater today for a detailed quote for your next event.

PROJECTION / DISPLAY EQUIPMENT

LCD Projector (Data or Video) 2,000 lumens	\$ 175.00
LCD Projector (Data or Video) 3,000 lumens	\$ 250.00
LCD Projector (Data or Video) 5,000 lumens	\$ 350.00
LCD Projectors 5,000 - 25,000 lumens	CALL
Overhead Projector	\$ 30.00
DVD Player	\$ 35.00
27" Television	\$ 40.00
32" LCD Monitor	\$ 125.00
ELMO Document Camera	\$ 100.00
Laptop Computer	\$ 150.00
17" LCD Computer Monitor	\$ 45.00
21" LCD Computer Monitor	\$ 100.00
Plasma Display Monitor (42-61") **	\$ 275-500

** Additional labor charges apply

PROJECTION SCREENS & STANDS

8' Tripod Screen	\$ 25.00
12' x 12' Cradle Screen	\$ 55.00
9' x 12' Stumpfl Screen with Dress Kit	\$ 200.00
10.5' x 14' Stumpfl Screen with Dress Kit	\$ 250.00
12' x 16' Stumpfl Screen with Dress Kit	\$ 350.00
15' x 20' Stumpfl Screen with Dress Kit	\$ 475.00
Safelock Projector Stand (adjustable height)	\$ 15.00
A/V Cart	\$ 15.00

AUDIO EQUIPMENT

Wireless Microphone (Handheld or Lavalier)	\$ 75.00
Wireless with Countryman E6 Headset Mic.	\$ 100.00
Microphone Mixer (12 Channel)	\$ 35.00
Microphone Mixer (16 Channel)	\$ 60.00
CD Player	\$ 35.00
Powered Computer Speaker (4.5" Woofer)	\$ 25.00
Full-range Powered Speaker (12" Woofer)	\$ 50.00
Patch to House Sound System	\$ 50.00
Custom Sound System Packages	CALL

LIGHTING

Custom Lighting Packages	CALL
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PRESENTATION AIDS

Power Strip	\$ 5.00
Power Extension Cord	\$ 5.00
VGA Extension Cable (25' or 50')	\$ 7.00
Easel (For Displaying Small Signs)	\$ 10.00
Wireless Presenter (PowerPoint Remote)	\$ 25.00
Whiteboard with Eraser & Markers	\$ 30.00
Flipchart with Paper Pad & Markers	\$ 35.00
Executive Lectern with Lamp, Clock, and Timer	\$ 40.00

POPULAR PACKAGES

Executive Lectern with Gooseneck Microphone	\$ 65.00
LCD Projector (Data or Video) Package	\$ 230.00
2000 Lumen Projector, Tripod Screen, Projector Stand, Power and VGA cables	
"Bring Your Own Projector"	\$ 117.00
Your Computer and LCD Projector.	
We provide: Tripod Screen, Projector Stand, Power Strip, Power Extension Cord, VGA Extension Cable, Technical Set-up Assistance.	
27" Television & DVD Package	\$ 75.00
Television, DVD, Cart	

LABOR

BlueWater's on-site technical staff provides the expertise you need to make your event a success!

All events are unique and require various amounts of labor. Please call for a detailed labor estimate.

Local I.A.T.S.E. stagehand labor is not included and may be required by the DeVos Place.

DVPW-03-01-09

For additional information contact BlueWater Technologies at 616-742-6641

4245 44TH STREET SE, SUITE 1 * GRAND RAPIDS, MI 49512 * FAX 616-742-6642

www.BlueWaterTech.com



**BROADBAND INTERNET
ACCESS ORDER FORM**

DATE: _____

PLEASE TYPE OR PRINT ALL ENTRIES. THIS FORM MUST BE FILLED OUT COMPLETELY.
IMPORTANT: In order to ensure having service on the date desired, this application and payment must be received 14 days prior to the requested service date.

WIRED ACCESS

QTY.	PRICE	TOTAL
_____	(\$300 per connection)	_____

REQUESTED DATE FOR CONNECTION _____

Please note: There is an additional \$100 charge if this form is not received at least 14 days before the show. No refunds within 72 hours of show.

WIRELESS ACCESS

QTY.	PRICE	TOTAL
_____	(\$50 per computer)	_____

TOTAL DUE:

DAY OF SHOW CONTACT (name) _____ (cell #) _____ (email) _____

<p>Mail or Fax Form to:</p> <p>DeVos Place 303 Monroe Ave. NW Grand Rapids, MI 49503 TEL: 616-742-6500 FAX: 616-742-6590</p>
<p>Internal Use Only:</p> <p>Date Order Rec'd: _____</p> <p>_____ Bill to SMG</p>

<p>IMPORTANT: Credit cards are the only accepted form of payment. Your card will be charged within 5 days of completion of the event.</p>	<p>_____ Master Card _____ Visa _____ American Express</p>	
	<p>Credit Card # _____</p> <p>Exp. Date _____</p> <p>Card Holders Name (PRINT) _____</p> <p>Authorized Signature _____</p>	
Event Name		
Firm Name	Event Dates	Booth#
Address	Telephone #	
City, State, Zip	Fax #	
Signature	Contact Name	



Art Craft Display, Inc.

3140 Three Mile Rd. NW · Grand Rapids, MI 49534 · (616)791 8024 · (800)292 2033 · Fax (616)791 8154
www.artcraftdisplay.com

NOTICE OF ON-LINE EXHIBITOR KIT

Re: MichBio Expo
November 2-3, 2011
DeVos Place
Grand Rapids, Michigan

Dear Exhibitor:

Art Craft Display, Inc. has been selected by your show management to serve as your official exposition service contractor.

YOUR EXHIBITOR KIT FOR THIS EVENT IS AVAILABLE ON-LINE. IF YOU DO NOT HAVE INTERNET ACCESS, ART CRAFT DISPLAY CAN FAX OR MAIL THE KIT BY CALLING (616) 791-8024.

IF YOU NEED ADDITIONAL EQUIPMENT OR SERVICES, YOU CAN DOWNLOAD ORDER FORMS USING THE FOLLOWING PROCEDURES:

Go to the following website: www.artcraftdisplay.com
Click on: "Get Exhibitor Kit"
Enter Event Code 183852

ADVANCE ORDER DEADLINE IS THURSDAY, OCTOBER 20, 2011, 5:00 PM.

If we can be of any further assistance, please contact us.

We are looking forward to being of service to you.

Yours for better show service,

ART CRAFT DISPLAY, INC.