

*Dear Colleague,*

*On behalf of the Board of Directors of the Southeastern Association for Clinical Microbiology, I would like to invite you to be a part of our 27th Annual Meeting. This meeting will be held on November 9-12, 2005 at the Hilton Virginia Beach Oceanfront Resort.*

*Exhibits will be open from 3:30PM to 8:00PM on Thursday, November 10 and from 9:00AM to 10:30AM on Friday, November 11. The Corporate Liaison requested to eliminate the Friday afternoon break. The exhibit hall will offer 8'x10' booths.*

*This year SEACM will continue a policy of providing one Friday luncheon ticket per exhibit booth. Sustaining members will receive an additional ticket.*

*Because of the excellent response at our recent meetings, we are inviting all our*

*exhibitors to dress down and wear business casual attire.*

*Please take this opportunity to display your latest in technical instrumentation, supplies and services. It is the goal of SEACM to provide a high quality, low cost conference for microbiologists. Your continued participation and support have made the first 26 years possible and we hope you will continue to support our organization.*

*Enclosed is an Application to Exhibit and a Sustaining Membership Application. A hotel registration form will follow in the July mailing.*

*We look forward to working with you in 2005.*

**Brad Irvin**  
*Exhibit Chairman*

## ***Why Should Your Company become a Sustaining Member?***

### ***Exhibitor Only***

- 1. Newsletter*
- 2. Mailing list of meeting attendees*
- 3. One (1) Friday luncheon ticket*

### ***Sustaining Member Exhibitor***

- 1. Newsletter*
- 2. Mailing list of meeting attendees*
- 3. Two (2) Friday luncheon tickets*
- 4. Booth selection priority*
- 5. Mailing list of all current SEACM members (on request)*
- 6. Special recognition both at Annual Meeting and in Newsletter*

## 2005 SEACM EXHIBITS GENERAL INFORMATION/ RULES AND REGULATIONS

### DATE/LOCATION/RESERVATIONS

November 9-12, 2005  
Hilton Virginia Beach Oceanfront Resort  
Virginia Beach, Virginia

### EXHIBIT HOURS

Exhibits will be open from 3:30PM to 8:00PM on Thursday, November 10 and from 9:00AM to 10:30AM on Friday, November 11. We expect exhibitors to attend their booths until the exhibits close on Friday.

**BOOTH FEES** \$500.00 (one 8x10 booth)  
\$900.00 (two 8x10 booths)

### FEE FOR ONE BOOTH INCLUDES

- One booth, 10' wide x 8' deep
- One 6' table with cloth and skirting
- Corporate ID sign
- 2 chairs
- Back wall and side rail draping
- One duplex 110 outlet (if needed)
- General cleaning of area
- One Friday luncheon ticket (additional tickets available at \$20.00 each)

**The exhibitors at their own expense must provide all additional booth furnishings (e.g. additional tables, chairs, etc). These can be contracted through the Hilton Virginia Beach Oceanfront Resort.**

### BOOTH LOCATION

The exhibits will be located in one of the Ballrooms at the Resort.

### INSTALLATION AND DISMANTLING OF BOOTHS

Exhibitors may have access to the booths at 12:00PM on Thursday, November 10. The exhibits will close by 10:30AM on Friday, November 11, and must be dismantled and the hall cleared by 1PM.

### USE OF BOOTH

No exhibitor shall assign, sublet, or share the whole or any part of the booth space allotted. The SEACM Board is opposed to grouping of exhibitors. The only "bun-

dling" allowed is if the second company is owned by the primary exhibitor and/or the second company does not distribute its own products directly.

### BOOTH ASSIGNMENT

Booth **location** preference will be given to sustaining members according to the postmark date of the exhibit application (**including fee**). You must indicate on the Exhibit Booth Information Form if you wish **NOT** to be located near a specific company.

### CANCELLATION POLICY

An exhibitor who pays but is unable to exhibit may submit a written appeal to the Exhibits Chairperson for a refund. Consideration for a refund will be given by the Exhibits and Finance Chairpersons prior to the end of the fiscal year. The refund will be as follows:

- 4 months prior to meeting- 90% refund
- 120 to 30 days prior to meeting- 60% refund
- Less than 30 days prior to meeting- no refund

### HOLD HARMLESS CLAUSE

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the conference center and shall indemnify and hold harmless the conference center, agents, servants, and employees from any and all such losses, damages, and claims.

### SHIPPING AND HANDLING

Because the Hilton Virginia Beach Resort has **absolutely no storage space**, they are unable to store display material and/or show merchandise shipped in advance. At the conclusion of your set-up operation, all related equipment, crates, etc. **will be removed** from the display area by the drayage company and returned to the area no earlier than exhibit closing time on Friday. Storage and transportation must be arranged through the drayage company

### LATE FEE

SEACM will require a \$100 late charge for each booth fee not received at least two weeks prior to the meeting.