
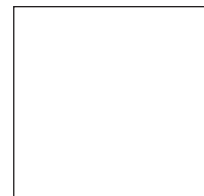


annual meeting & exhibit hall
 scabb 2012
 april 18-21 • austin, texas



 south central association of blood banks
 2901 richmond road, suite 130-176
 lexington, ky 40509



exhibitor prospectus

booths

Booth Assignments

An Exhibit Hall layout is included with this Prospectus. Please select your booth space from the layout. Exhibit space will be assigned in the order of receipt of deposit. If there is a conflict, the vendor-partner with the longest history of continuous support of the Association will be given priority if the request is received by the deadline for contracts- December 15, 2011.

SCABB will include a brief description of services offered by exhibitors in the Final Program. To guarantee inclusion in the final program, the 35-word description must accompany the contract and arrive by the contract deadline.

Booth Occupancy Policy

If two or more divisions of the same company wish to exhibit together, they may exhibit under one company name. All exhibitor personnel badges and Exhibitor Directory listings will be conducted in one name only. The contact person signing the Exhibitor & Sponsorship Agreement is deemed the official booth representative and must coordinate all booth activities.

Booth Sharing Under One Company

- Exhibiting company sharing exhibiting booth space, but would like to exhibit under one company name. This policy applies to all exhibitors who share a common parent company. The parent company must notify SCABB Show Management of all exhibitors who fall under the same parent company in writing by March 1 prior to the opening of the current year's show.

The company is limited to a maximum of one sharing company for a 10'x10' booth and a maximum of three sharing companies for island booths 10' x 20'. At the time of booth reservation, the exhibiting company will assign a primary booth contact that will receive communications of important deadlines and one primary booth contact that will be able to submit ordering forms. The total booth fee will be split equally per company, unless otherwise requested during the booth reservation process. Each company will receive a separate contract under its company's name and must abide by the show rules and regulations. When two or more companies have joint rights to a product, and the contract stipulates all company names must appear with the product, SCABB reserves the sole right to determine how or if the name of the non-exhibiting company will appear in any exhibit related materials. The full exhibit booth space fee must be paid before either company may exhibit.

The first booth: \$ 1,200.00, and the second, if requested is an additional \$900.00. Enclose payment with contract and mail by December 15, 2011 to SCABB, 2901 Richmond Rd., Suite 130-176, Lexington, KY 40509. Phone 866-649-6550, Fax 866-649-6590. Each exhibiting company will receive up to four (4) complimentary exhibit badges for booth personnel and entrance to all educational sessions, breaks and luncheons.

booth fees



Exhibitor Services

Freeman, the official show decorator, will provide Exhibitor Services Kit for this show in mid-February, 2012. Show Management will distribute this kit to all contracted exhibitors via their primary contact's email address. The kit will contain complete information on show rules and regulations, installation and dismantling of exhibits and services such as carpentry, drayage, signs, carpet, furniture rental, utility services and cleaning. The kit will also include other valuable information to assist you in preparing for the show. A decorator service area in the Exhibit Hall will be available to process on-site orders for services.

Freight

Freight is handled through the decorator. Complete shipping instructions will be included in the Exhibitor Service Kit.

Booth Specifications

Booth spaces are 10' x 10', and furnished with a 7" x 44" identification sign, a wastebasket, one draped/skirted table and two chairs. Exhibitors may order, at their own expense, furnishings, utility connections and other services using order forms that the decorator will provide in the Exhibitor's Service Kit. If selecting multiple booths, booth numbers MUST BE in consecutive orders (e.g. 203 & 204, or 304 & 305, etc.) There will be no end caps, walls, partitions, decorations, or other obstructions that may be erected which in any way interfere with the view of any other exhibitor. No exhibit will be permitted to span any aisle with ceiling or floor covering. Please note: The Exhibit Hall is fully carpeted.

The South Central Association of Blood Banks Annual Meeting and Exhibit Show is a forum that offers your company the perfect environment to develop relationships with a highly targeted audience of blood banking, transfusion medicine and cellular therapy health care professionals. The 2012 Annual Meeting & Exhibit Show will bring together members and supporters to experience this outstanding education, resource and networking forum. We look forward to your participation and to seeing you in Austin!

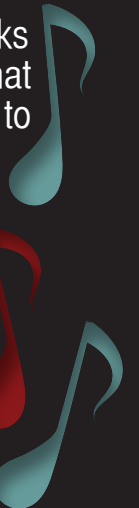


exhibit hours

Exhibit hours are scheduled to allow Exhibiting Sponsors to attend educational sessions, while at the same time maximizing time spent with attendees on the show floor.

when what

| Decorator Setup | Exhibitor Setup |
|---|--|
| Monday, April 16, 2012 8:00 am – 6:00 pm | Tuesday, April 17, 2012 8:00 am – 4:00 pm |
| | Wednesday, April 18, 2012 8:00 am – 4:00 pm <i>(Exhibitors MUST be set by 4:00 pm on the 18th)</i> |

| Show Hours | | |
|---|--|--|
| Wednesday, April 18, 2012 5:30 pm – 8:00 pm | Thursday, April 19, 2012 11:15 am – 12:30 pm Lunch in Exhibit Hall | Friday, April 20, 2012 11:15 am – 2:15 pm Lunch in Exhibit Hall |
| Welcome Reception Exhibit Hall Opening <i>(Exhibitor personnel must be at their booth by 5:00 pm)</i> | 3:45 pm – 6:00 pm Exhibit Hall Open | Tear Down Friday, April 20, 2012 2:30 pm <i>(No Exhibits may strike prior to this time.)</i> |

Exhibit Hours are set to give the Exhibitors the maximum amount of time with the attendees without interruption or competition from activities. Exhibitors are restricted to product and services related to the professional nature of the association. Exhibits must remain open during show hours and takedown of exhibits is prohibited prior to the close of the show.

Installation and Removal

Exhibit installation must be complete no later than 4:00 pm on Wednesday, April 18 and remain open during the show hours. Tear down of exhibits prior to 2:30 pm on Friday, April 20 is prohibited.

The Exhibit Hall will be available for Exhibitor setup as outlined above. SCABB meeting management will assign labor to any Exhibitor that is not in the process of being installed by 2:00 pm Wednesday, April 18. Labor charges will apply and will be paid by the Exhibitor.

The official decorator will be available to install and remove exhibits. There are certain exclusive contractors with specific responsibilities for services such as electrical, drayage, plumbing and cleaning with which exhibitors must contract.

SCABB reserves the right to deny space to any company whose representation is objectionable to the Association.

Exhibit Area Requirements

All exhibitors are required to wear their exhibitor badges during all show hours. Exhibitor personnel are required to keep equipment, merchandise and promotional or advertising materials within the confines of the exhibit space contracted.

Solicitation in the Exhibit Hall by persons other than Exhibitor personnel is prohibited. Persons conducting unauthorized solicitations will be expelled from the hall. There will be no exceptions.

Copyright Laws

Copyright laws forbid the playing of music in any form at the Annual Meeting without paying a fee to, or obtaining the permission of, the composer. Any exhibitor providing music in an exhibit booth or hospitality/social event is responsible for obtaining the appropriate music licensing for such activities.

Insurance Liability

If the exhibitor wishes to insure its property, it must be done so at their own expense. Exhibitors are advised to have a representative in their booth at all times. The South Central Association of Blood Banks will provide a secure exhibit hall during off hours. SCABB will not be responsible for any damage or loss of exhibitors' property from fire, theft, water or any other cause. SCABB will take reasonable measures to protect the property against such loss.

It is expressly understood that by signing the Exhibitor/Advertising Agreement the exhibitor agrees to accept the rules stated herein and will make no claim of any kind against SCABB or any of its officers, agents, servants or employees.

Exhibitors will be fully responsible to pay for any and all damages to property owned by The AT&T Conference Center, its owners or managers, which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless The AT&T Conference

In-Booth Drawings

The Annual Meeting Exhibits Committee will facilitate an "Exhibit Traffic Plan" activity that will include drawings/give-away at each Exhibitor's booth. Details will be included in your Exhibitor Services Kit.

Hotel Accommodations

The AT&T Conference Center in Austin, Texas is the headquarter hotel for the 2012 Annual Meeting for the South Central Association of Blood Banks. Conference rates are available to meeting attendees and Exhibitor personnel based on availability. The education sessions and exhibit area are all located at The AT&T Conference Center. The Preliminary Program, which includes hotel reservation details, will be available after December 15, 2011.

Booth Personnel Registration

Exhibitors are encouraged to register personnel in advance using the appropriate forms. This allows the South Central Association of Blood Banks' Central Office to mail meeting information directly to those who will be working the show. The Exhibitor Personnel Form must be completed and returned no later than March 15, 2012.

Center, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting from exhibitor's use of property. Exhibitor's liability includes all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or person, including the Exhibitor, its agents, employees and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, The AT&T Conference Center or any part thereof.

Infectious or Dangerous Materials

No exhibitor shall display or bring onto the premises any substance or material which is biohazardous, infectious or dangerous to the health, safety or well being of attendees.

Telephone and Internet Service

The Message Center will be located in the meeting registration area of The AT&T Conference Center. Messages cannot be delivered to exhibit booths and no paging system will be provided. Wireless Internet Service will be available in the Exhibit Hall. However, Exhibitors must use their own providers to connect at their own cost.

Fire Regulations

All materials used in the Exhibit Hall must be non-flammable to conform to the fire regulations of the city. Electrical wiring and equipment installation must conform to appropriate city codes. Material not conforming to such regulations will be removed immediately at the exhibitor's expense.

Demonstrations

Adequate space should be available within the confines of the individual exhibitor's booth for demonstrations. Infringement on other booths or interference with normal traffic flow is not permitted.

General Conduct

The exhibitor is permitted to demonstrate the firm's equipment and to make formal presentations regarding the product line or service in the booth. "Hard sell" sales tactics are considered inappropriate. Attention getting devices in the form of entertainment or amusement are strictly prohibited. The exhibit hall must be staffed during all open hours. Packing of equipment materials or the exhibit cannot begin until after 2:30 pm, on Friday, April 20. The strike schedule is strictly enforced.

Non-Contracted Exhibit Space

No person, firm or organization not having contracted with the SCABB Meeting Management for the occupancy of space in the Exhibit Hall will be permitted to display or demonstrate any products, processes or services, solicit orders or distribute advertising materials in The AT&T Conference Center or annual meeting contracted hotels. Any non-compliance with this regulation will result in the prompt removal of the offending person and property from the area.

Cancellation & Refund Policy

All cancellations must be made in writing to SCABB Meeting Management. A cancellation fee of 50% of exhibitor fee will be assessed for all cancellations received prior to February 15, 2012. Cancellations after February 15 will receive no refund. Any refunds due to an exhibitor as a result of cancellation will be made within 30 days post show.

Meeting Cancellation

It is mutually agreed that, in the event of cancellation of the Annual Meeting due to fire, strikes, government regulations or causes that would prevent its scheduled opening or continuance, then and thereupon this agreement shall be terminated. The South Central Association of Blood Banks' Planning Committee shall determine an equitable basis for the refund of such portion of the exhibitor fees as is possible after consideration of expenditures and commitments already made.

Hospitality Suites/Vendor Demonstrations/Classes

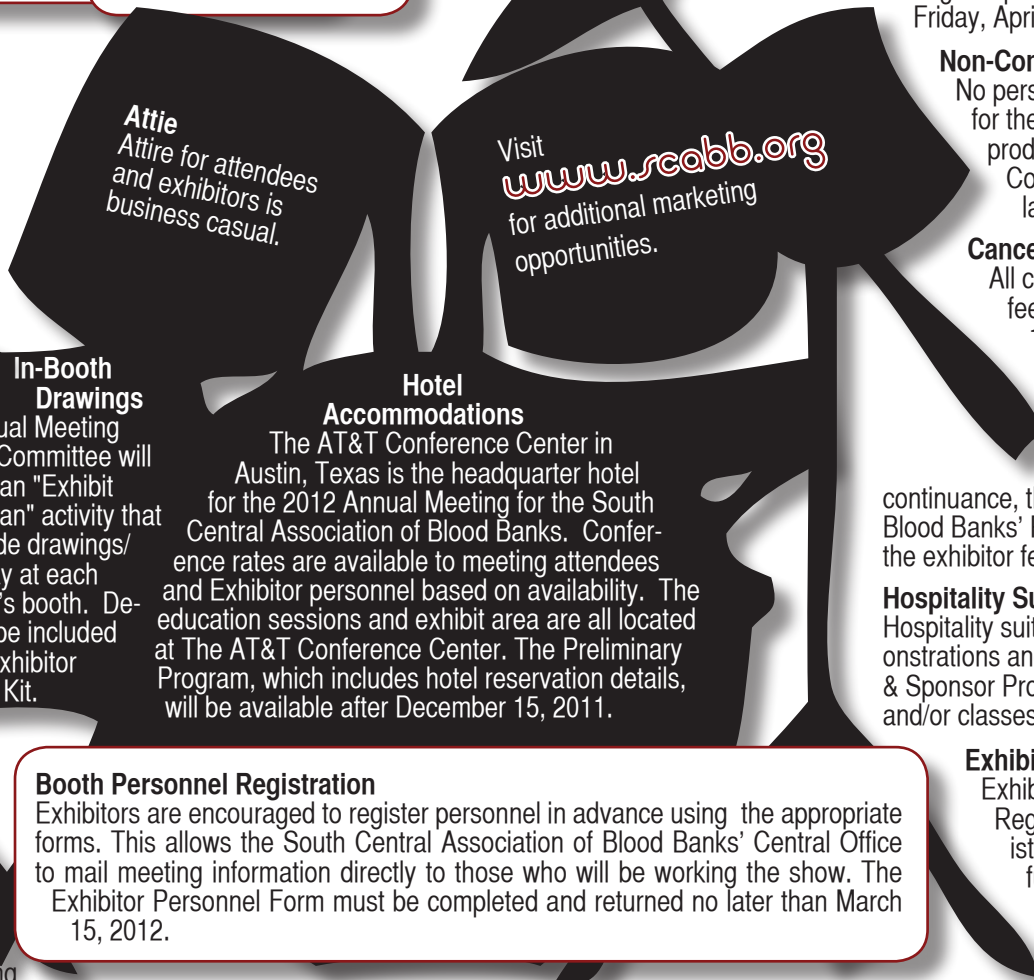
Hospitality suites must be approved by the South Central Association of Blood Banks. Vendor demonstrations and/or classes must be presented in the forum of Industry Workshops. See the Exhibitor & Sponsor Prospectus Detail for specifics on hosting an Industry Workshop. All other demonstrations and/or classes are prohibited.

Exhibitor's Participation

Exhibitors are encouraged to attend the educational programs offered at the Annual Meeting. Registration is complimentary as outlined in the Exhibitor & Sponsor Prospectus Detail. Registration, for a maximum of 4 exhibit personnel, includes educational sessions and social functions of the meeting.

Exhibitor Feedback Meeting

The Exhibitor Feedback meeting will be held Friday, April 20 from 2:30 pm – 3:00 pm. Attendance is limited to one (1) representative per exhibitor's company. The purpose of this forum is first, to thank the exhibitors for their participation and second, to share ideas for improving future meetings.



Attire for attendees and exhibitors is business casual.

Visit www.scabb.org for additional marketing opportunities.