



The 31st International Conference on Arabidopsis Research
ARABIDOPSIS as a NEXUS for
DISCOVERY, INNOVATION, APPLICATION, and IMPACT
6-10 July, 2020; Seattle, University of Washington, USA

Organizers: The North American Arabidopsis Steering Committee (NAASC)
www.araport.org/community/group/naasc

Lead Organizer: Joanna Friesner, NAASC Executive Director, arabidopsisconference@gmail.com

Sponsorship Opportunities (pp 1-3)
(Exhibition/Advertising: pp 4-6; Application, pp)

All prices contained in this document are in United States Dollars (USD)

10% discount on any 2+ sponsorship or exhibit items selected

Platinum Sponsor (3 available)

\$10,000+

Featured as **Platinum Sponsor** on all printed and electronic ICAR 2020 material¹

Entitlements:

- Prominent recognition and acknowledgement by Chairs at the Official opening session (6 July) and party (9 July)
- Four full conference registrations
- Four tickets for the ICAR 2020 Party (9 July at The Burke Museum)
- Exclusive naming rights for two sessions of your choice, *subject to availability* (includes name/logo prominently placed in program, on opening session slide and signage at sessions)
- Acknowledgement by session chairs at start of your named sessions
- Exclusive sponsorship of two coffee breaks including signage at events
- One full page interior ad¹ in the ICAR 2020 printed program
- Insert or promotional item placed in delegate bags¹ (up to journal size thick; design, printing shipping and handling costs excluded)
- Corporate logo and name featured prominently on
 - Slide slides shown at the start of all plenary sessions
 - Conference webpage
 - Printed program
 - Event Signage, including banner
 - Emails to attendees, pre-conference
- *Optional: reduced fee for exhibit booth (250 USD), subject to availability*

Exclusive Opening Keynote & Welcome Reception Sponsor (1 available) \$7,500

- Exclusive naming rights to Conference Opening Keynote & Welcome Reception: **6 July 2020**
- Two full conference registrations
- Acknowledgement by Conference Chairs at both the Opening Keynote Session and Welcome Reception
- **Opening Keynote Speaker: Detlef Weigel**, a German-American scientist, is Executive Director of the Max Planck Institute for Developmental Biology. He is a member of the US National Academy of Sciences, the German National Academy of Sciences Leopoldina and the Royal Society, and recipient of several scientific awards. Dr. Weigel will not only be speaking about his own work on natural genetic variation, but also about how the science community has been engaging with governments to ensure that Europe can benefit from both genetic variation that occurs naturally and that induced by genome editing.
- Four tickets for the Official Opening Keynote Session & Welcome Reception (6 July)
- Opportunity to give a welcome address (up to 3 minutes) during the Welcome Reception (6 July)
- 25 conference drink tickets to hand out to friends and colleagues
- Acknowledgement in the Conference Program¹ and in all Conference advertising
- Signage and exclusive promotional rights at the event, including corporate logo

Exclusive Conference Party Sponsor (1 available)

\$7,500

Entitlements:

- Exclusive naming rights to the ICAR 2020 Official Conference Party: 9 July, 2020 (evening) at The Burke Museum in Seattle; <https://www.burkemuseum.org>
- Two full conference registrations
- Opportunity to give a welcome address during the party (up to 3 minutes)
- Acknowledgement by Conference Chairs at: Opening Keynote Session (6 July) and at the ICAR 2020 Party
- Six tickets to the ICAR 2020 Party plus 25 drink tickets to hand out to friends and colleagues
- Acknowledgement in the Conference Program¹ and in Conference advertising
- Signage and exclusive promotional rights at the event, including corporate logo prominently featured

Gold Sponsor (5 available)

\$5,500

- Named as a **Gold Sponsor** on all printed and electronic material for ICAR 2020¹

Entitlements: All Silver Sponsor entitlements and add:

- Two full conference registrations (estimated \$800 value, each)
- Two tickets for ICAR 2020 Party (estimated \$75 value, each)
- Acknowledgement by session chair at start of your sponsored session
- Exclusive named sponsorship of 1 coffee break including prominent signage with name and logo
- *Optional: reduced fee for exhibit booth (500 USD), subject to availability*

Silver Sponsor (10 available)

\$3,000

- Named as a **Silver Sponsor** on all printed and electronic material for ICAR 2020¹

Entitlements: All Bronze Sponsor entitlements except instead of choice of A, B, or C you get all these:

- Exclusive naming rights for one session of your choice, *subject to availability* (your name/logo for session, on opening slide and signage at session)
- One full page interior black and white ad¹ in the ICAR 2020 printed program
- One page 8.5" x 11" insert (design, printing, shipping and material handling costs not included) or small promotional item in Conference bags¹
- *Optional: reduced fee for exhibit booth (750 USD), subject to availability*

Bronze Sponsor (15 available)

\$2,000

- Named as a **Bronze Sponsor** on all printed and electronic material¹ for ICAR 2020
- Corporate logo on
 - Slide presentation at the start of all ICAR 2020 plenary sessions
 - Printed Conference Program¹
 - ICAR 2020 Conference Web site
- Your choice of one: A, B, or C¹:
(A) One page 8.5" x 11" insert (design, printing, shipping and material handling costs not included) or small promotional item in Conference bags¹, (B) 1/2 page interior black and white ad¹ in the ICAR 2020 printed program, or (C) Exclusive naming rights for one Plenary session of your choice (your name/logo for session in the conference program, on opening slide and sign at session)

Application on pages 7-8; Details to be finalized in spring, 2020

¹ Notes: All materials and artwork for print in the conference program, for bags, pads, pens, etc., subject to printing deadlines (tba) All inserts and promotional items are subject to assembling deadlines and must be received at host site at tba date. Artwork/logo/inserts designed/shipped/provided by sponsor; logo for bags/pads/name badges must be sizeable to fit appropriately. All design, printing, shipping and material handling costs are sponsor/exhibitor responsibility. *Inserts for bags may be non-US letter sized, e.g. A4 etc. Ads for program book must be sized to US letter.*

Additional Sponsorship Opportunities

Exclusive Closing Keynote Sponsor- Friday 10 July (1 available)

\$2,000

- Exclusive naming rights to the closing ICAR Keynote Session, which will be open to the campus community
- Corporate/Organization logo on
 - Slide presentation at the start of all ICAR 2020 plenary sessions
 - Signage outside your designated session
 - Printed Conference Program¹, including specific indication of your session
 - ICAR 2020 Conference Web site
- **Closing Keynote Speaker: Joanne Chory** is an American plant biologist and geneticist. Dr. Chory is a professor and director of the Plant Molecular and Cellular Biology Laboratory, at the Salk Institute for Biological Studies and an investigator of the Howard Hughes Medical Institute. She holds the Howard H. and Maryam R. Newman Chair in Plant Biology and is an adjunct professor in the Section of Cell and Developmental Biology, UC San Diego. She is a member of the US National Academy of Sciences, the German National Academy of Sciences Leopoldina and the Royal Society, and recipient of several scientific awards. Dr. Chory will speak about the Harnessing Plants Initiative (HPI) she is leading at the Salk Institute, an innovative, scalable and bold approach to fight climate change by optimizing a plant's natural ability to capture and store carbon and adapt to diverse climate conditions.

Exclusive Session Sponsor

\$1,000

- Exclusive naming rights to one platform session (*subject to availability*)
- Corporate/Organization logo on
 - Slide presentation at the start of all ICAR 2020 plenary sessions
 - Signage at your designated session
 - Printed Conference Program¹, including specific indication of your session sponsorship
 - ICAR 2020 Conference Web site

Exclusive 'Emerging Scientist Luncheon' Sponsor (1 available)

\$1,000

- Exclusive naming rights to the only ICAR 2020 graduate student recognition event comprised of graduate students selected by the conference organizing committee and select invited speakers
- Complimentary invitations for two people to attend the luncheon
- Opportunity to make a brief (up to 3 minutes) welcome address
- Logo with recognition on slides at the start of plenary sessions and in web/printed programs¹

Exclusive 'Weed Stampede' 5K Fun Run/Walk Sponsor (1 available)

\$500

- Your sponsorship will provide coffee and light refreshments to participants at the conclusion of the event and you will be acknowledged by meeting organizers
- Exclusive naming rights to the official ICAR 2020 exercise event
 - Local and conference organizers will lead participants in an invigorating and fun event to start of the day before sessions get underway
 - Participants will indicate their preference for a run or a walk (location tba)
- Complimentary entry for 5 runners/walkers
- Your sponsorship will be acknowledged in ICAR 2020 web and printed materials¹
- Your Corporate/Organization name and/or logo included on the slide presentation at the start of ICAR 2020 plenary sessions

Application on pages 7-8; Details to be finalized in spring, 2020

Exhibitor/Vendor Opportunities

Vendor/Exhibit Booth (<i>includes one full meeting registration</i>)	\$2,250
Discount for repeat exhibitors at North American ICARs*	\$2,000

Strategies to ensure that ICAR exhibitors will have maximum exposure to ICAR attendees:

1. Specific focus on enabling attendees to interact with exhibitors in the Exhibit Hall.
2. Poster Session food and beverages placed near booths.
3. A limited number of booths available (~15) will increase your exposure; less competition for visitors than many large scientific conferences
4. 300- 400 scientific poster presentations expected to be displayed in the Exhibit Hall.
5. Traffic Drivers: Exhibitor/Vendor passports for attendees to fill out/enter to win prizes.

Increase your impact by making connections and networking with ICAR 2020 Attendees!

- Join the Opening Keynote lectures and Welcome Reception (Monday, 6 July)
- Join the Official ICAR 2020 Party (Burke Museum, Thursday, 9 July)
- Attend the informal lunch hour discussions and seminars
- Participate in the official poster sessions and the afternoon workshops
- Join the Weed Stampedede, the 5K Fun Run/Walk scheduled for morning of Wednesday 8 July
- As a full attendee of ICAR 2020 you are eligible to participate in all events!

Exhibitor Entitlements

- 1 full conference registration
- Optional 1/2 price extra exhibitor registration option \$400 USD (up to 1 additional person)
- Company name listed in conference program and on conference website
- Complimentary post-conference attendee list
- 1 conference bag per registered exhibitor
- 1 print conference program per registered exhibitor
- 5 extra drink tickets to hand out as prizes if desired

Booth Details

- Standard 10' wide x 8' deep linear booth
- 6' wide x 2' deep skirted table
- 2 chairs
- Black & white printed company identification sign
- *Booth carpeting, additional furniture, Internet service, lighting, electricity, booth vacuuming/cleaning are NOT included and must be purchased separately by the exhibitor*

ICAR 2020 Exhibition/Poster Hours**

1. Tuesday/Wednesday 7-8 July 2020:
 - a. Exhibition Hall opens at 5 pm with refreshments near booths/posters; Official Poster Sessions scheduled for 7-8 pm; Full poster session goes to 9 pm; doors close 9:30 pm.
2. Thursday: July 9, 2020; Exhibition Hall opens at 5 pm with refreshments near booths/posters; Open/free for all poster session: all attendees to view posters/exhibits and mingle; Posters removed, exhibits dismantled **by 7:30 pm**; Official ICAR 2020 party (off-site): 7-10:30 pm (time to be confirmed) Location: Burke Museum, within walking distance of poster/exhibit hall

See full [Exhibition Terms and Conditions](#), page 9- all details to be finalized in spring, 2020.

Application on pages 7-8; Details to be finalized in spring, 2020

* Discounted exhibitor rate is available to past exhibitors at one or more of these North American ICARs: Madison (2005, 2006, 2011), Montreal (2008), Vancouver (2014), or St. Louis (2017)

**Note: Exhibit booth details such as extra costs of carpeting, lighting, will be finalized in spring 2020

High Impact Exhibit Packages

Select one of these inclusive sponsorship, advertising and exhibition packages to make the most of your time at ICAR 2020! These packages offer a better value than an exhibit booth alone.

10% discount on any 2+ sponsorship or exhibit items selected

Gold Exhibit Package: \$5,500 (estimated \$6,900 value)

- Trade Exhibition Booth rental, approximately 15 available, (estimated \$2,250 value)
- 2 full conference registrations included (value of each: \$800)
 - Up to 1 Additional exhibitor registration at ¼ regular price: \$200
- Prominent Corporate logo on ICAR 2020 printed program¹ and Website
- 1 full page interior black and white ad in ICAR 2020 printed program³ (\$1,000 value)
- 1-2-page (8.5" x 11" US legal size) conference bag insert (design, printing, shipping and material handling costs not included) (\$1,000 value)
- Sponsorship of one platform session (includes your logo on screen, sign at the session, and acknowledgement in the conference program; *subject to availability*) (\$1,000 value)
- Exclusive sponsorship of one coffee break (4 available) including signage (\$500 value)
- 2 tickets to the Conference Party - 9 July, 2020; The Burke Museum (\$150 value)
- 20 total extra drink tickets to hand out as prizes (if desired) (\$200 value)

Silver Exhibit Package: \$3,000 (estimated \$3,925 value)

- Trade Exhibition Booth rental, approximately 15 available, (estimated \$2,250 value)
- 1 full conference registration included (\$800 value)
 - Up to 1 Additional exhibitor registration at 1/2 regular price: \$400
- Prominent Corporate logo on ICAR 2020 printed program³ and Web site
- 1/2 page interior black and white ad in the ICAR 2020 printed program³ (\$500 value)
- 1-page (8.5" x 11" US legal size) conference bag insert (design, printing, shipping and material handling costs not included) (\$1,000 value)
- One ticket to the Conference Party - 9 July, 2020; The Burke Museum (\$75 value)
- 10 total extra drink tickets to hand out as prizes (if desired) (\$100 value)

Bronze Exhibit Package: \$2,350 (estimated \$2,850 value)

- Trade Exhibition Booth rental, approximately 15 available, (estimated \$2,250 value)
- 1 full conference registration included
- Prominent Corporate logo on Conference Program and Conference Website (\$100 value)
- 1/2 page interior black and white ad in the ICAR 2020 printed program³ (\$500 value)

See full [Exhibition Terms and Conditions](#), page 9- all details to be finalized in spring, 2020.

Application on pages 7-8; Details to be finalized in spring, 2020

Additional Advertising Opportunities

A number of advertising opportunities are available, until sold-out; (# available)

● Conference Delegate Bags	Exclusive Sponsorship with your logo (1)	\$5,000
● Conference Notepads	Exclusive Sponsorship with your logo (1)	\$3,000
● Conference Name Badges	Exclusive Sponsorship with your logo (1)	\$2,500
● Conference Program	Exclusive Inside Front Cover full page/color Ad (1)	\$2,500
● Conference Program	Exclusive Inside Back Cover full page/color Ad (1)	\$2,000
● Conference Pens	Exclusive Sponsorship with your logo (1)	\$1,500
● Conference Program	Full page interior/black & white Ad (multiple)	\$1,000
● Conference Program	½ page interior/black & white Ad (multiple)	\$500
● Delegate Bag Inserts	1-2-page US Letter size or smaller(multiple)	\$1,000

Advertising Notes and specifications:

1. All materials and artwork for print in the conference program, for bags, pads, pens, etc., subject to printing deadlines. All inserts and promotional items are subject to assembling deadlines. *Inserts for bags may be non-US letter sized, e.g. A4 etc. Ads for program book must be sized to US letter. Deadlines TBC*
2. Artwork/logo/inserts designed/shipped/provided by advertiser; logo for bags/pads/name badges must be sizeable to fit appropriately based on product chosen by organizing committee.
3. Full standard page Ad: Standard US Letter size of 8.5" wide/width x 11" long/length. *Inserts for bags may be non-US letter sized, e.g. A4 etc. Ads for program book must be sized to US letter.*
4. Logos and artwork must be supplied at appropriate resolution. All ads should be high-resolution (300dpi) .eps or .tif files produced in black and white (or color, if purchased). The program committee reserves the right to place interior ads in the most appropriate place in the program. *Inserts for bags may be non-US letter sized, e.g. A4 etc. Ads for program book must be sized to US letter*

Application on pages 7-8; Details to be finalized in spring, 2020

Further information is available from the Conference Organizer

Joanna Friesner, NAASC Executive Director

E-mail: arabidopsisconference@gmail.com

jdfriesner@gmail.com

ICAR 2020 Webpage

<http://icar2020.arabidopsisresearch.org>

ICAR 2020 Sponsorship and Vendor/Exhibitor Application

The undersigned hereby applies to participate in the ICAR 2020 held at the University of Washington, Seattle, July 6 - 10, 2020. It is understood that by signing this form we are agreeing to sponsor, exhibit, and/or advertise at ICAR 2020. We commit the full amount for supporting or exhibiting as specified. Please select payment in the form of bank transfer or check, as indicated.

10% discount on any 2+ sponsorship or exhibit items purchased

- The 'Organization Name' information provided will be reproduced, as listed, on all conference printed and digital materials.
- Please indicate your sponsorship/advertising/exhibition selection(s) and submit this two-page application by email to Joanna Friesner, Conference Organizer (arabidopsisconference@gmail.com).
- Please indicate your preferred payment type (check or bank transfer)

Organization Name:		
Address:		
City:		
Province/State:	Postal Code/Zip Code:	
Country:	Phone:	Fax:
<input type="checkbox"/> I AGREE that you may disclose my company's contact information in conference material.		
<input type="checkbox"/> I DO NOT agree that you may disclose my company's contact information in conference material.		
Contact name:		
Contact Email Address:	Website:	

Sponsorship (in United States funds, USD):

- | | |
|--|--|
| <input type="checkbox"/> Platinum Package (\$10,000+) | <input type="checkbox"/> Gold Package (\$5,500) |
| <input type="checkbox"/> Silver Package (\$3,000) | <input type="checkbox"/> Bronze Package (\$2,000) |
| <input type="checkbox"/> Opening Keynote & Reception (\$7,500) | <input type="checkbox"/> 'Weed Stampede' Run/Walk (\$500) |
| <input type="checkbox"/> Exclusive Party Sponsor (\$7,500) | <input type="checkbox"/> Emerging Scientist Luncheon (\$1,000) |
| <input type="checkbox"/> Exclusive Closing Keynote (\$2,000) | |
| <input type="checkbox"/> Scientific Session Sponsor (\$1,000) and indicate top three session choices by name, <i>subject to availability</i> | |
| 1) _____ 2) _____ 3) _____ | |

Exhibitors and Vendors (in United States funds, USD):

- Standard/Commercial Booth (\$2,250) * repeat exhibitor discount below
- Gold High Impact Exhibit Package (\$5,500)
- Silver High Impact Exhibit Package (\$3,000)
- Bronze High Impact Exhibit Package (\$2,350)
- Academic Institution Booth (*limited availability, only by arrangement with Joanna Friesner, ICAR 2020 Organizer, arabidopsisconference@gmail.com*) (\$1,125)
- * \$-250 discount off full exhibitor fees (excluding academic rate) if your company was an exhibitor at a recent North American ICAR: Madison (2005, 2006, 2011), Montreal (2008), Vancouver (2014), or St. Louis (2017)

Sponsor and Vender/Exhibition Application, Page 2

Advertising Rates (in United States funds, USD):

- Conference Program: inside Front cover color full-page ad (\$2,500, 1 available) ^
- Conference Program: inside Back cover color full-page ad (\$2,000, 1 available) ^
- Conference Program: interior B&W full-page ad (\$1,000) ^
- Conference Program: interior B&W ½ page ad (\$500) ^
- Conference Delegate Bags, exclusive sponsorship (\$5,000, 1 available) ^
- Conference Notepads, exclusive sponsorship (\$3,000, 1 available) ^
- Conference Nametags, exclusive sponsorship (\$2,500, 1 available) ^
- Conference Pens, exclusive sponsorship (\$1,500, 1 available) ^
- Delegate bag insert, 1-2-page US Letter size or A4, similar, or smaller (\$1,000 USD) ^

Payment by Check or Bank Transfer (USD):

Submit the completed two-page application by email to Joanna Friesner (jdfriesner@gmail.com)

Or you may type the information below into the body of your email:

- Organization/company name, mailing address
- Organization/company contact person, phone #, fax #, website, and email address
- Sponsorship, advertising and/or exhibitor type/item you select
- Item cost(s)
 - 1 e.g. Gold sponsor package, \$5,500 USD or Standard exhibit booth, \$2,250 USD (indicate repeat exhibit discount if applicable)
- Payment type: Check or bank transfer
 - 2 **Check** drawn in USD written to 'North American Arabidopsis Steering Committee'
 - 1 Memo line: ICAR 2020
 - 2 Mailing address: Joanna Friesner/NAASC; 1649 La Paloma Ct., Davis, CA 95618 USA
- **Bank transfer:** Joanna Friesner will provide you bank transfer information as well as an official invoice. *Please include, and note clearly, any additional specific details you require to be included on your invoice such as "Attention: Name" or "P.O. Number" or "Account Number"*

Inquiries to: Joanna Friesner: arabidopsisconference@gmail.com or jdfriesner@gmail.com

Note: *Booth, advertising, and sponsorship payments are required at the time of application. All monies, due and payable must be received prior to 3 months before the start of the event (prior to 6 April 2020). No ads or sponsorship materials will be printed in the meeting program or posted on the conference website until full payment has been received.*

Booths are assigned upon receipt of payment; mailing checks may delay booth assignment

^Advertising Notes and specifications:

1. All materials and artwork for print in the conference program, for bags, pads, pens, etc., subject to printing deadlines. All inserts and promotional items are subject to assembling deadlines. *Inserts for bags may be non-US letter sized, e.g. A4 etc. Ads for program book must be sized to US letter. Deadlines TBC*
2. Artwork/logo/inserts designed/shipped/provided by advertiser; logo for bags/pads/name badges must be sizeable to fit appropriately based on product chosen by organizing committee.
3. Full standard page Ad: Standard US Letter size of 8.5" wide/width x 11" long/length. *Inserts for bags may be non-US letter sized, e.g. A4 etc. Ads for program book must be sized to US letter.*
4. Logos and artwork must be supplied at appropriate resolution. All ads should be high-resolution (300dpi) .eps or .tif files produced in black and white (or color, if purchased). The program committee reserves the right to place interior ads in the most appropriate place in the program. *Inserts for bags may be non-US letter sized, e.g. A4 etc. Ads for program book must be sized to US letter.*

ICAR 2020 Exhibit Terms and Conditions

For general questions contact Joanna Friesner (ICAR 2020 Lead Organizer): jdfriesner@gmail.com; arabidopsisconference@gmail.com

Exhibition Services:

Conference Organizer will provide services in the exhibit area. Complete information, instructions, exhibit hours and schedule of prices regarding shipping, drayage, booth furniture, installation and dismantling labor, internet, electrical services, etc., will be included in the Exhibition Services guide supplied by the Organizer. Advance shipment of exhibit materials must be made as described in the Exhibit Services guide. Contact information for the brokerage company who will handle shipping and receiving of items, and who can assist with customs clearance, will be provided to Exhibitors. Should any shipments not be made as specified in the guide, they will be removed by Exhibit Management and stored until the hall is ready to accept materials for the exhibition and all costs involved will be charged to the exhibiting company.

Assignment of Booth Space:

Booth space will be assigned on a first come first served basis and upon receipt of payment; mailing checks may delay booth assignment.

Exhibit Rates, Refunds and Cancellation Policy:

Space is rented according to rates printed on this application form. No application will be processed or space assigned until funds are received in full in United States funds (USD). If assigned space is not paid in full it may be reassigned at the discretion of conference management. If an exhibitor cancels purchased booth space on or before 6 April 2020, the Conference will retain 50% of booth cost. If an exhibitor cancels purchased booth space after 6 April 2020, exhibitors will not receive a refund and the Conference will retain as liquidated damages all monies paid. In the event of a default by the exhibitor, as set forth above, the exhibitor will forfeit as liquidated damages the amount set forth above regardless of whether or not conference management enters into a further rental agreement for the space involved. In the case of fire, strike, or other circumstances beyond the control of conference management causes the exhibit to be canceled, full refund of the exhibit rental fees will be made which is the limit and extent of management's liability for such cancellation. All cancellation requests must be submitted in writing to the ICAR 2020 Conference Organizer (Joanna Friesner – arabidopsisconference@gmail.com); please ensure you get a receipt confirmation of your request.

Payment Information:

Acceptable method of payment is by credit card or check (see instructions in application). For further payment information, please contact Joanna Friesner: arabidopsisconference@gmail.com. Booth, advertising, and sponsorship payments are required at the time of application. All monies, due and payable must be received prior to 3 months before the start of the event (prior to 6 April 2020). No ads or sponsorship materials will be printed in the meeting program or posted on the conference website until full payment has been received.

Note- Booths are assigned upon receipt of payment; mailing checks may delay booth assignment.

Installation and Dismantling of Booths:

Exhibit management reserves the right to set times for installation of a booth prior to exhibition open and for removal at the conclusion of the exhibition. Exhibitors are expected to make travel arrangements in accordance with the defined posted exhibition schedule as provided by the Exhibit manager. Failure to occupy exhibit space by the time specified in the manual will result in forfeiture of space by the Exhibitor and their space may be resold, reassigned, or used by the Exhibit Management without refund.

Subleasing of space:

No exhibitor may assign, sublet or apportion whole/part of their exhibition space without prior written consent of the Conference.

Exhibitor's Personnel:

All exhibitors must wear official ICAR 2020 name badges and ribbons for entry into the exhibition hall. Exhibitors can enter the exhibit hall 30 minutes (1/2 hour) before show opening each day. All exhibitors and attendees will be required to leave the exhibition hall within 30 minutes after the exhibit closes each day. Each exhibit should be staffed during open exhibit hours as defined in the application packet and staff should be company specialists that are qualified to discuss the company's services or products. Distribution of advertising materials and souvenirs must be confined to the exhibitor's booth as outlined in the Exhibit Guide (provided upon payment for booth.) Canvassing or distribution of advertising materials or souvenirs by representatives of non-exhibiting firms is prohibited.

Handout Materials and Souvenirs:

Distribution of advertising materials and souvenirs must be confined to the exhibitor's booth. Canvassing or distribution of advertising materials or souvenirs by representatives of non-exhibiting firms is prohibited. Promotional giveaways and exhibitor prize raffles are permitted. Materials are expected to be of a professional nature. Exhibit and conference management reserve the right to disallow any material that they believe to be inappropriate.

Solicitation of Exhibitors:

No persons will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written purpose of Conference management.

Photographing of Exhibits:

The taking of pictures within the exhibit hall, other than by conference management, is prohibited during exhibit setup, dismantling and non-open exhibit hours and cameras will not be allowed in the exhibit hall during those times. Only the exhibitor may grant to have its exhibit photographed, or an audio presentation recorded, during open exhibit hours.