

28<sup>th</sup> SQA™ 22 - 27 APRIL 2012  
 Annual Quality Meeting College  
 BALANCING THE PAST, PRESENT AND FUTURE



# Exhibitor and Supporter Prospectus

## Annual Meeting Profile

The 2012 SQA Annual Meeting will include training and concurrent sessions dedicated to promoting and advancing the principles and knowledge of quality assurance essential to human, animal and environmental health worldwide.

Training Workshops will be offered Sunday - Monday, 22 - 23 April 2012 and Friday, 27 April 2012, consisting of full-day and half-day workshops.

The Annual Meeting will be held Tuesday – Thursday, 24 - 26 April 2012. Three days of plenary and concurrent sessions will explore hot topics and the latest regulatory interpretations in the field. Abstracts for sessions are solicited via a well-promoted online abstract submission service to ensure a program of interest to QA professionals, management, study personnel and regulatory authorities around the world. Sessions will focus on regulatory-based topics in manufacturing (GMP), preclinical (GLP) and clinical (GCP) research arenas. Other areas of interest represented include animal health, bioanalysis, biotechnology, computer validation, medical devices, scientific archiving, university issues and much more.

Exhibiting, Sponsorship and Advertising Opportunities are available for the Annual Meeting. Do not miss this opportunity to showcase your company or organization to over 700 expected attendees! Please visit the Annual Meeting website at [www.sqa.org/am2012](http://www.sqa.org/am2012) for more information.

## Attendance Statistics

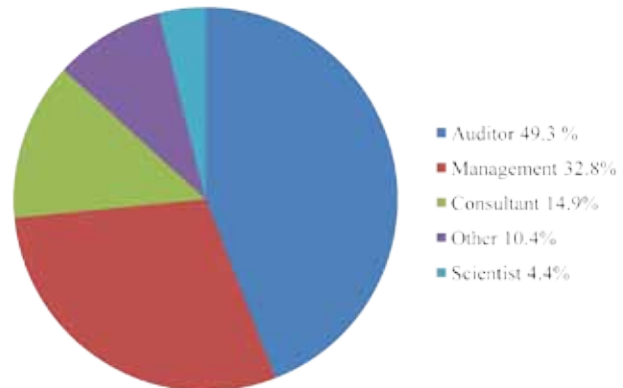
Expected Attendance	700+
Areas of Experience	GCP – 30%
	GLP – 50%
	GMP – 20%
Number of Expected Exhibitors	30 - 35
Number of Expected Posters	40 - 45

## Meeting Venue

Hyatt Regency Miami  
 400 South East Second Avenue  
 Miami, Florida, USA 33131-2197  
 Tel: +1 305 358 1234

## Attendee Job Functions

The category "Other" includes regulators, archivists, administrators, advisors and analysts.



## Contact SQA

Society of Quality Assurance 154 Hansen Rd. Suite 201 Charlottesville, VA 22911 USA  
 Tel: +1.434.297.4772, Fax: +1.434.977.1856 [www.sqa.org](http://www.sqa.org), [sqa@sqa.org](mailto:sqa@sqa.org)

# 2012 Exhibitor Opportunities

The 2012 SQA Annual Meeting offers the opportunity to market your organization to over 700 expected attendees! Exhibitors are placed in the center of high traffic events that offer great visibility to meeting attendees, such as continental breakfasts, lunches and breaks.

## Exhibitor Marketing Options

Exhibit Days:           Tuesday, 24 April 2012, 7:30 a.m. – 4:30 p.m.  
                                  Wednesday, 25 April 2012, 7:30 a.m. – 3:30 p.m.

10' x 10' Exhibit Booth - \$845.00 (by 28 Jan 12); \$900.00 (after 28 Jan 12)

Exhibit Booths include:

- 10' deep x 10' wide exhibit space
- Pipe and draping
- 6' table and two chairs
- ID Sign (measures 44" wide x 7" deep)
- 1 full Annual Meeting registration
- 250 word description in the conference program

Please see exhibitor space agreement to request your complimentary table and chairs. Exhibitors are encouraged to attend their booths, but it is not required at all times. Exhibitors have full privileges for Annual Meeting participation.

## Booth Representative Fees

The Exhibitor fee includes a full Annual Meeting registration for one attendee. Upon receipt of confirmation, you will also receive registration forms for additional booth representatives. The second booth representative fee is \$300, and any additional booth representatives will be charged the Annual Meeting registration fee of \$655.

## Exhibitor Benefits

All exhibiting companies will receive the following benefits:

- Floor space in exhibit area;
- Listing as an Exhibitor in the Annual Meeting program book;
- Listing as an Exhibitor in the Registration list;
- Listing as an Exhibitor on signage at the Annual Meeting;
- Listing as an Exhibitor in the SQA Newsletter;
- Listing as an Exhibitor on the Annual Meeting website, with a link to your corporate homepage;
- Meeting materials, including the Annual Meeting program book and gifts (1 set per booth);
- Electronic copy of the final Registration list (one-time use);
- Admission to plenary and concurrent sessions, Opening Reception, meals and all Annual Meeting events.

# Exhibit Information

## Booth Size

The exhibit booths are 10' deep by 10' wide.

## SQA Contact

For more information regarding exhibiting, please contact Lynne Valentic at +1.434.297.4772 or [lynne.valentic@sqa.org](mailto:lynne.valentic@sqa.org).

## Furnishings

Exhibit booths include pipe and draping and signage. One table and two chairs are included in the booth price but must be requested on the exhibition space agreement. You may rent additional furnishing items from the exhibit management company.

## Exhibit Hours

Tuesday, 24 April 2012  
7:30 a.m. - 4:30 p.m.  
Wednesday, 25 April 2012  
7:30 a.m. - 3:30 p.m.

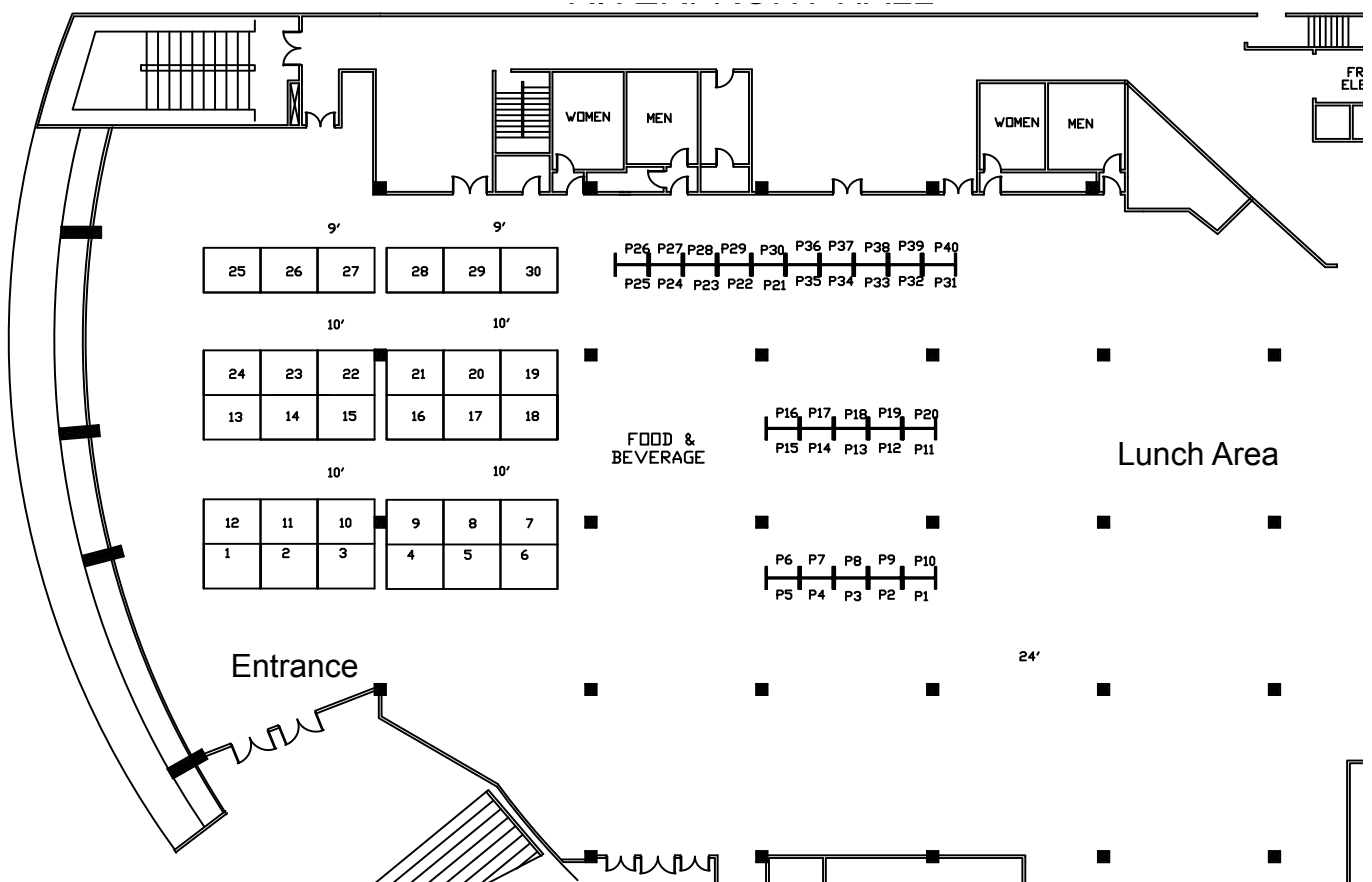
## Exhibit Installation

Monday, 23 April 2012  
1:00 p.m. - 5:00 p.m.

## Exhibit Teardown

Wednesday, 25 April 2012  
3:30 p.m. - 6:00 p.m.

# Exhibit Floorplan





Exhibitors at the 27th SQA Annual Meeting

## Past Exhibitors

Below is a partial listing of those companies who participated in the success of previous Annual Meetings:

- |                                     |  |  |
|-------------------------------------|--|--|
| AAHRPP                              | Falcon Consulting Group, LLC                   | PAREXEL International  |
| aaiPharma                           | FDAnews  | PDA  |
| Adamas Consulting Limited           | FOI Services Inc                               | Pfizer, Inc.   |
| Advanced Medicals Consortium, LLC   | GE Healthcare                                  | Pharmaceutical Services Corporation                              |
| Agvise Laboratories, Inc.           | Genentech                                      | PSC Biotech  |
| Ahura Scientific, Inc               | GxP Partners                                   | Purdue University Industrial & Physical Pharmacy                 |
| Allergan                            | GxPSoft  | Praxis Life Sciences   |
| Alturas Analytics, Inc              | HDC Group, Inc                                 | QA Compliant, Inc.   |
| American Association for Laboratory | HSRL Archives LLC                              | QA Edge, Inc.  |
| Animal Science                      | i3 Research                                    | QA Partners  |
| American Preclinical Services       | ICON Clinical Research                         | QPS  |
| AMG IT Systems Ltd                  | IDEXX Contract Research Services               | Quality Associates Inc   |
| Amylin Pharmaceuticals              | IDEXX Laboratories, Inc                        | Quality Systems Integrators                                      |
| AOAC International                  | Integra Group                                  | QUID - Quality in Drugs and Devices                              |
| ARD Scientific LLC                  | IntegReview Inc                                | Latin American Consulting  |
| ATS Labs                            | International Clinical Research Consulting LLC | RegSource, Inc.  |
| Averion, Inc                        | JAF Consulting, Inc                            | RPM Technologies   |
| Balogh International Inc            | JSQA   | Robin Guy Consulting, LLC  |
| BARQA                               | KARA & Associates, Inc                         | RoseTECH Consulting  |
| Bio-Jobs.com                        | Lovelace Intelligent Systems                   | Safis Solutions LLC  |
| Biologics Consulting Group Inc      | Lowden International                           | Schering-Plough Corporation                                      |
| Biotechnical Services, Inc          | LPL Quality Services                           | SciCom Prc-LLC   |
| BioTox Sciences                     | Marion Weinreb & Associates, Inc               | Sensitech, Inc.  |
| BRI Biopharmaceutical Research Inc  | MasterControl, Inc                             | Sentrion LLC   |
| Canary Ltd                          | MDS Pharma Services                            | Seventh Wave Laboratories LLC                                    |
| CBSET, Inc.                         | Medtronic                                      | Shanghai Medicilon Inc.  |
| Center for Professional             | Merial Ltd                                     | SNBL USA Ltd.  |
| Innovation & Education              | META Solutions, Inc.                           | Stelex   |
| Charles River Laboratories          | Molecular Epidemiology Inc                     | TAKE Solutions   |
| Clinsys Clinical Research Inc       | Monsanto Company                               | Tarius A/S   |
| Compass IRB                         | MPI Research                                   | TherImmune Research Corporation                                  |
| Complete Inspection Systems         | National Alliance of Independent               | Title 21 Software  |
| Constella Group Ltd                 | Crop Consultants (NAICC)                       | Toxicology Regulatory Services Inc                               |
| Copernicus Group IRB                | NBBTP  | University of Minnesota/<br>Experimental Surgical Services       |
| Covance Central Laboratory Services | NCS Enterprises LLC                            | Valiance Partners Inc  |
| Critical Path Services LLC          | Northview Biosciences                          | World Courier, Inc.  |
| The CQA Company                     | Northview Laboratories                         | West Coast Quality Training Institute/<br>Pacific Rim Consulting |
| Data Sciences International         | Novasys Inc                                    | Xybon Corporation  |
| EduNeering                          | NovaTech                                       | Your Encore, Inc.  |
| Eli Lilly and Company               | Ofni Systems                                   | Wiley-Blackwell  |
| EM <sup>2</sup> Solutions Inc       | Origin Pharmaceutical Services, Ltd            |  |
| emka TECHNOLOGIES                   | Pacific Bridge Medical                         |  |
| EPL Archives, Inc                   | Paragon Biomedical, Inc.                       |  |
| EPL BioAnalytical Services          | PAREXEL Consulting                             |  |

# Preliminary Conference Schedule

## Sunday, 22 April 2012

8:00 a.m. - 5:00 p.m. Pre-conference Training

## Monday, 23 April 2012

8:00 a.m. - 5:00 p.m. Preconference Training

5:00 p.m. - 5:30 p.m. New Member Orientation

5:30 p.m. - 7:00 p.m. Opening Reception (Complimentary to 3-day conference registrants)

## Tuesday, 24 April 2012

7:30 a.m. - 5:00 p.m.

Registration

7:30 a.m. - 8:30 a.m.

Networking/Continental Breakfast with Exhibitors

7:30 a.m. - 5:00 p.m.

Posters Open

7:30 a.m. - 5:00 p.m.

Exhibits Open

8:30 a.m. - 10:30 a.m.

Opening Plenary

10:30 a.m. - 11:00 a.m.

Networking/Beverage Break with Exhibitors

11:00 a.m. - 12:00 p.m.

Concurrent Sessions

12:00 p.m. - 1:30 p.m.

Networking/Lunch with Exhibitors

1:30 p.m. - 3:00 p.m.

Concurrent Sessions

3:00 p.m. - 3:30 p.m.

Networking/Beverage and Snack Break with Exhibitors

3:30 p.m. - 4:30 p.m.

Concurrent Sessions

4:30 p.m. - 6:00 p.m.

SQA Committee/Specialty Section Meetings

6:00 p.m. - 7:30 p.m.

SQA International Networking Reception

## Wednesday, 25 April 2012

7:30 a.m. - 5:00 p.m.

Registration

7:30 a.m. - 8:30 a.m.

Networking/Continental Breakfast with Exhibitors

7:30 a.m. - 3:30 p.m.

Posters Open

7:30 a.m. - 3:30 p.m.

Exhibits Open

8:30 a.m. - 10:00 a.m.

Concurrent Sessions

10:00 a.m. - 10:30 a.m.

Networking/Beverage Break with Exhibitors

10:30 a.m. - 12:00 p.m.

Concurrent Sessions

12:00 p.m. - 1:30 p.m.

Networking/Lunch with Exhibitors

1:30 p.m. - 3:00 p.m.

Concurrent Sessions

3:00 p.m. - 3:30 p.m.

Networking/Beverage and Snack Break with Exhibitors

3:30 p.m. - 4:30 p.m.

Concurrent Sessions

4:30 p.m. - 6:30 p.m.

SQA Committee/Specialty Section Meetings

6:30 p.m. - 10:00 p.m.

Offsite event

## Thursday, 26 April 2012

7:30 a.m. - 5:00 p.m.

Registration

7:30 a.m. - 8:30 a.m.

Continental Breakfast and Annual Business Meeting

8:30 a.m. - 10:00 a.m.

Concurrent Sessions

10:00 a.m. - 10:30 a.m.

Networking/Beverage Break

10:30 a.m. - 12:00 p.m.

Concurrent Sessions

12:00 p.m. - 1:30 p.m.

Networking/Lunch

1:30 p.m. - 3:00 p.m.

Closing Plenary

## Friday, 27 April 2012

8:00 a.m. - 5:00 p.m.

Post-conference Training

# 2012 Corporate Supporter Opportunities

Corporate Supporters provide SQA with financial support enabling SQA to offer a variety of services, information and training opportunities to our members. Corporate Supporters help underwrite some of the meeting expenses in exchange for recognition in the Annual Meeting program, on signage at the meeting, in SQA newsletters and on the meeting website. Diamond, Platinum, Gold, Silver and Bronze Sponsor contribution levels are available.

## Supporter Levels

	\$500	\$1,000	\$3,000	\$5,000	\$10,000
Logo on SQA website	Bronze	Silver	Gold	Platinum	Diamond
Logo recognition on meeting signage					
Logo recognition in the Annual Meeting Program					
Listing as Corporate Supporter in SQA newsletter					
Support of Specialty Section/Committee Meetings (Bronze only)					
Support of Lunches and Breaks (Silver only)					
Support of Pocket Program (Gold only)					
Quarter page ad in the Annual Meeting Program					
1 Complimentary Exhibit Booth (includes one meeting registration)					
1 Additional Annual Meeting registration					
Half page ad in the Annual Meeting Program					
Support of meeting bags and keynote presentation					
Up to 2 Complimentary Full Conference Registrations					
Full page color ad in the Annual Meeting Program					
Complimentary meeting room to use for hospitality events etc.					

All corporate supporters will receive a Supporter Badge to place on their website



**Corporate Support registrations must be received no later than 11 February 2012 to qualify for all of the stated benefits.**

**For more information regarding Corporate Support, please contact Alison Holcomb at +1.434.297.4772 or [alison.holcomb@sqa.org](mailto:alison.holcomb@sqa.org).**

# Marketing Opportunities

NEW IN 2012

## Expert Lunches – \$250 per table

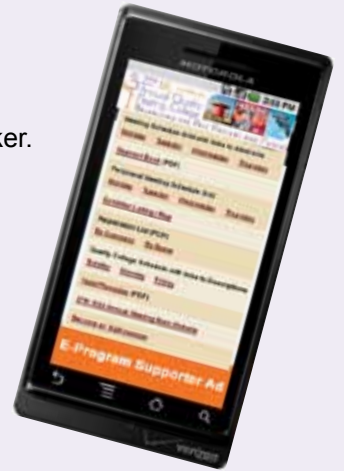
The lunches during the conference will have a certain number of tables reserved. Each table will have a topic and an expert speaker in that particular field. For \$250 you can sponsor a table and, if applicable, may provide a topic and speaker.

## Conference Marketing Emails – \$1,000 (limit 2 sponsors)

Include your banner ad with a link to your website in four email blasts promoting the 28th SQA Annual Meeting. Your ad will be included in messages sent to over 11,000 potential attendees.

## E-Program – \$2,000 (limit to 1 exclusive sponsor)

Enhance your presence at the conference by taking your brand mobile. Your banner ad will be linked to your website from the E-Program designed for smartphone users.



## Annual Meeting Attendee Gift Sponsorship

This is a unique opportunity to provide a gift to all meeting attendees showcasing your company or organization! You are invited to provide a gift displaying your corporate logo to Annual Meeting attendees. These gifts will be included in the Meeting carry bag distributed to all attendees, which includes the program book and meeting materials. This service is free, and the impact and visibility are high - do not miss this opportunity to showcase your company or organization to over 700 expected attendees! Contact [lynne.valentic@sqa.org](mailto:lynne.valentic@sqa.org) for details.

## Consultant Member Table

This option is open to the independent SQA member consultant, who wishes to display marketing materials at the meeting. Consultants will have 18" x 24" table space in the exhibit area to display marketing materials and will receive the following benefits: Recognition on the Annual Meeting website, with a link to your corporate homepage; listing in the program book, SQA newsletter and on signage at the meeting.

Individual consultant members must be members of SQA and the sole proprietor of their business and may not be affiliated with any other QA colleagues. This option is not open to businesses with more than one consultant. The cost of this service is \$55.

Please visit [www.sqa.org/am2012](http://www.sqa.org/am2012) to register.

## Program Advertising

Market your company in the official program book of the 28th SQA Annual Meeting. Use this occasion to market your organization with a profile ad, advertise your consulting or training services, or announce job openings in your company to the entire SQA Annual Meeting registrant population. Opportunities exist for multiple size ads at various prices.

Visit [www.sqa.org/mediakit](http://www.sqa.org/mediakit) for advertising rates.

## Interview Meeting Space for Exhibitors

SQA will make available private interview meeting space for rent for those exhibitors that have open employment positions. The rental cost is \$150 per day. Exhibitors that take advantage of this opportunity will be highlighted in the program book as having jobs available. Attendees who are searching for jobs will be encouraged to visit these booths. Registration for this opportunity is available on the Exhibitor Registration Form.

## Job Board

SQA will sponsor an employment opportunities board at the Annual Meeting. This opportunity is offered free of charge to anyone who would like to advertise employment opportunities at the Annual Meeting. You must be an Annual Meeting attendee to utilize this service. Ads should not exceed one page in length and should be brought to the meeting in hard copy. If you are interested in posting an ad, please visit the registration desk at the Annual Meeting. Job postings will not be accepted before the meeting.



# 2012 Corporate Support

Support registrations must be received no later than **10 February 2012** to qualify for all of the stated benefits. Please fax completed agreement to +1.434.977.1856 or mail to: SQA, 154 Hansen Rd, Suite 201, Charlottesville, VA 22911 USA.

## Contact Information

List your company name as you would like it to appear on any promotions. (Please print.)

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Company Telephone: \_\_\_\_\_

Company E-mail: \_\_\_\_\_

Company Website: \_\_\_\_\_

Contact Person: \_\_\_\_\_  
(To whom all exhibitor correspondence should be sent)

Contact Person E-mail: \_\_\_\_\_

Contact Person Telephone: \_\_\_\_\_

## Corporate Support Levels

(Please select one)

- Diamond Level \$10,000+
- Platinum Level \$5,000
- Gold Level \$3,000
- Silver Level \$1,000
- Bronze Level \$500

SUPPORTER CONTRIBUTION: \$ \_\_\_\_\_

For Office Use Only	
DT _____	PMT _____
DB _____	QC _____
8	

## Payment Method

Check #: \_\_\_\_\_  
(make payable to the Society of Quality Assurance)

Credit Card (please circle):  
VISA                      MasterCard                      AMEX

Amount Authorized: \_\_\_\_\_

Card Number: \_\_\_\_\_

Exp Date: \_\_\_\_\_

Cardholder Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

## Logo Submission

Please e-mail a copy of your corporate logo to [alison.holcomb@sqa.org](mailto:alison.holcomb@sqa.org) prior to **10 February 2012** for use in Annual Meeting promotional materials.

Logos should meet the following specifications:

- Tiff, jpeg or eps file
- High resolution (at least 300 dpi)
- Print ready
- Full color preferred

Logos not received by the deadline will not be included in the Annual Meeting promotional materials.

## Annual Meeting Attendee Gift Sponsorship

I would like to provide a gift to include in the attendee conference bags. (Quantity required: 850)

There is no charge for this sponsorship opportunity. You do not need to be a 2012 Corporate Supporter to participate.

Description of registrant gift:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Gift selection is on a first-come, first-served basis. If more than one registration is received for the same gift, you may be contacted to supply a different gift.

## Additional Support Opportunities

Expert Lunches (\$250 per table)  
# of tables \_\_\_\_\_

Conference Marketing Emails (\$1,000)

E-Program Supporter (\$2,000)



# 2012 Exhibit Space Agreement

Exhibit Space Agreement must be received no later than **10 February 2012** to qualify for all of the stated benefits. Please fax completed agreement to +1.434.977.1856 or mail to: SQA, 154 Hansen Rd, Suite 201, Charlottesville, VA 22911 USA.

## Contact Information

List your company name as you would like it to appear on any promotions. (Please print.)

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Company Telephone: \_\_\_\_\_

Company E-mail: \_\_\_\_\_

Company Website: \_\_\_\_\_

Contact Person: \_\_\_\_\_  
(To whom all exhibitor correspondence should be sent)

Contact Person E-mail: \_\_\_\_\_

Contact Person Telephone: \_\_\_\_\_

## Type of Space

- 10' x 10' Exhibit Booth**  
\$845.00 (by 27 January 2012)  
\$900.00 (after 27 January 2012)  
(includes registration for one booth rep)
- Yes, I would like to request a 6' table and 2 chairs** (complimentary)
- Interview Meeting Space for Exhibitors**  
\$150.00

### Additional Booth Representatives

Upon receipt of confirmation, you will also receive registration forms for additional booth representatives. The second booth representative fee is \$300, and any additional booth representatives will be charged the Annual Meeting registration fee of \$655.

Total Fee: \_\_\_\_\_

## Exhibit Space Preference

Please list your top three booth choices and any competitors that you do not wish to be near:

1st Choice: \_\_\_\_\_ Competitors: \_\_\_\_\_

2nd Choice: \_\_\_\_\_

3rd Choice: \_\_\_\_\_

## Payment Method

VISA  MasterCard  AMEX  Check #: \_\_\_\_\_  
(Checks should be made payable to the Society of Quality Assurance)

Amount Authorized: \_\_\_\_\_

Card Number: \_\_\_\_\_

Exp Date: \_\_\_\_\_

Cardholder Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

## Terms and Conditions

- 1) Enclose full payment for exhibit space requested.
- 2) The undersigned hereby authorizes SQA to reserve exhibit space for use by the company or organization listed above. The undersigned hereby acknowledges receipt of and agrees to abide by the Exposition Rules and Regulations available in this prospectus and on the SQA website at [www.sqa.org](http://www.sqa.org) and to all conditions under which exhibit space is leased from SQA. SQA reserves the absolute right, at any time, to determine the eligibility of any company or product for inclusion in the exhibit. The undersigned acknowledges that space assignments shall be acceptable unless SQA is notified in writing within fifteen (15) days of the date of assignment notification. The undersigned confirms that the products or services listed in your description are those to be exhibited.

\_\_\_\_\_  
Signature of Authorizing Individual

\_\_\_\_\_  
Date

### For Office Use Only

DT \_\_\_\_\_ PMT \_\_\_\_\_  
DB \_\_\_\_\_ QC \_\_\_\_\_

# SQA 2012 Exposition Rules and Regulations

## Eligibility for Exhibiting

SQA reserves the absolute right, at any time, to determine the eligibility of any company or product for inclusion in the exhibit. SQA reserves the right to refuse applications not meeting standards required or expected, as well as the right to curtail or to close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

## Conditions of Contract

Exhibitors agree to abide by the contract conditions published in the Exhibitor Prospectus and the 2012 Rules and Regulations and by all conditions stipulated by the Hotel. Exhibitors accept responsibility for informing all of their employees and agents of these conditions and agree that they will abide by them as well.

## Space Assignment/Priority Points System

Applications for exhibit space are subject to approval by SQA. Priority in space assignment will be made according to a point-based system. Previous exhibitors will receive one point for each year of exhibiting without regard to the number of booth spaces utilized. After companies with points have made their selections, booths are sold on a first-come, first-served basis.

## Space Rental Fees

SQA shall supply, at no additional charge to the exhibitor, the following standard booth decorations. For each 10' x 10' exhibitor: 10' high curtain background, 3' curtain sidewalls (10' deep) and a one line identification sign. A 6' skirted table and two chairs will be provided upon request. When an unfinished portion of an exhibit is exposed, the offending surface must be made presentable at the expense of the exhibitor.

## Terms of Payment

Each exhibitor space application/contract submitted must be accompanied by the full payment in US dollars. If payment does not accompany application, the booth space will not be held. You can make your payment by credit card or check, and when your payment has been processed, you will receive a confirmation e-mail.

## Mergers

In the event that an exhibiting company merges with, is acquired by, or purchases another exhibiting company, the seniority accumulated by either company (whichever is highest) shall be used. Exhibit management must be notified in writing of such changes.

## Sharing Space

No subletting or sharing of exhibit space is permitted, unless approved in advance by SQA. Exhibitors may not release or assign any of their contracted booth space to another company.

## Non-Contracted Exhibit Space

Persons, companies, or organizations that have not contracted with SQA to occupy space in the exhibit hall will not be permitted to display or demonstrate products, processes or services, solicit orders or distribute advertising materials in the hotel or its parking lots.

## Cancellation of Exhibit Space

Payment in full is due upon assignment of space. In the event of a cancellation, you must send a confirming letter of cancellation to SQA. (A full refund of the exhibitor registration fees, minus a \$55 processing charge, will be made for cancellations received on or prior to 27 January 2012. A 75% refund, minus a \$55 processing charge, will be made for cancellations from 30 January 2012 to 27 February 2012. A 50% refund, minus a \$55 processing charge, will be given for cancellations from 27 February 2012 to 12 March 2012. No refunds shall be made for requests received after 12 March 2012). SQA shall not be liable for interest on any amount refunded.

## Cancellation of Meeting and Exhibit

It is mutually agreed that in the event the SQA exposition is cancelled due to acts of God, war, strikes, government regulation or advisory, civil disturbance, terrorism or threats of terrorism in Texas and the United States as substantiated by governmental warnings or advisory notices, then this agreement shall be terminated. This policy also applies to curtailment of transportation, epidemics, disaster, fire, earthquakes, hurricanes, unseasonably extreme or inclement weather, shortages or disruption of the electrical power supply causing blackouts or rolling blackouts in San Antonio, or any other comparable conditions or circumstances that occur either in the location of SQA's meeting or in the countries/states of origin of at least thirty percent (30%) of the attendees, or along their routes of travel, make it commercially impracticable, illegal or impossible. In such an event, the affected party shall not be liable to the other for delay or failure to perform its obligations, except there shall be a prorated reduction of any fees payable or otherwise due under this agreement and/or refund of any deposits paid according to SQA policy.

## Insurance

All exhibitors and their authorized decorators must have liability insurance. The exhibitor must carry full insurance for the entire duration of the show, including move-in and move-out. Fire and theft insurance, if so desired, must be taken out by each exhibitor at its own expense. Certificate of insurance of not less than US \$1,000,000 must be furnished to SQA. Exhibitors utilizing independent contractors must provide SQA and the designated decorator with a certificate of insurance. All certificates of insurance must name SQA as additional insured.

## Liability

The exhibitor assumes entire responsibility and hereby agrees to indemnify and hold SQA, the hotel, designated decorators, their agents, directors, officers, employees, and members harmless from any liability, loss, cost, expense, claim, or damage caused by or resulting from any negligent act or omission of the exhibitor, its agents or employees. SQA shall indemnify and hold the exhibitor, its agents, directors, officers, employees and members harmless from any liability, loss, cost, expenses, claim, or damage caused by or resulting from any negligent act or omission of SQA, its agents, directors, officers, employees, and members. If more than one of the above mentioned parties is responsible then the liability shall be apportioned between the parties based on their respective degrees of responsibility. In addition, exhibitor

acknowledges that SQA, the hotel and designated decorators do not maintain insurance covering exhibitors' property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance of not less than US \$1,000,000 covering such losses by exhibitor. SQA shall not be liable to an exhibitor for any lost business opportunities or for any other type of direct or consequential damages alleged to be due from a breach of this contract. It is understood and agreed that the sole liability of SQA to the exhibitor for any breach of this contract shall be for the refund of all amounts paid by the exhibitor to SQA only pursuant to this contact, as an exclusive remedy.

## Enforcement of Rules and Regulations

The Rules and Regulations of SQA's exhibits are intended to bring order and fairness to the Annual Meeting. The exhibitor agrees that SQA shall have the right to make such rules and regulations or changes in floor plan arrangements of booth for said exhibition as it shall deem necessary. SQA shall have the final determination for enforcement of all rules, regulations and conditions.

## Signage/Materials

The use of SQA's name is forbidden on signs inside or outside the exhibit area and on descriptive product literature. All signs must be freestanding. No sign may be strung between posts or hung from the ceiling. Signs must be professionally made. No pennant signs are to be used unless approved by SQA, and no sign may be placed outside the booth area in doorways, hallways or aisles. Distribution of samples and printed matter of any kind or any promotional material is restricted to the confines of the booth. Exhibitors may not leave merchandise or printed matter in the registration areas, lounges, meeting rooms or other facilities of the hotel. No noisemakers or items not in keeping with the character and high standards of SQA may be distributed or used by any exhibitor.

## Damage to Premises

Each exhibitor is charged with knowledge of all laws, ordinances, or regulations pertaining to health, fire prevention and public safety, while participating in this show. Compliance with such laws is mandatory for all exhibitors and the sole responsibility of the exhibitor. Exhibitors or their agents may not allow any article to be brought into the exhibition, or any act done on the premises, which would invalidate the insurance or increase the premium of the policies held by the management of the hotel. Exhibitors shall not permit anything to be done by their employees that will damage the premises, property or equipment of other exhibitors. No signs or articles can be affixed, nailed or otherwise attached to walls, doors, etc. in such a manner as to deface or destroy them. Likewise, no attachments can be made to the floors by nails, screws or any other devices that would damage them. Each exhibiting company must surrender the space it occupied in the same condition as at the commencement of its occupation.

## Sound Devices and Performers

The use of open audio systems is discouraged. Requests to use an open audio system must be approved by SQA. Sound of any kind must not be projected outside the confines of the exhibit booth. Exhibits featuring performers or attractions must be large enough to contain the audience within the exhibitor's space allocation. Aisles must be kept clear.

## Lighting

Exhibitors shall adhere to the following minimum guidelines when determining booth lighting. No lighting, fixtures, etc. are allowed outside the boundaries of the exhibit space. Lighting should be directed to the inner confines of the booth space. Lighting shall not project onto other exhibits or show aisles. Please contact show management with special lighting requests.

## Exhibitor Representative's Responsibility

Each exhibitor must name at least one person to be a representative in connection with installation, operation and removal of the exhibit. Such representative shall be authorized to enter into such service contracts as necessary and for which the exhibitor shall be responsible. SQA reserves the right to have the exhibit installed or clear the space at the expense of the exhibitor if installation has not started by 4:00 p.m. of the day before show opening.

## Official Service Contractor/Decorator

The official service contractor will be designated by SQA and will provide all services required: drayage, furnishings, carpet, accessories, tables, drapery, electrical power, labor to erect and dismantle your exhibit, signs, etc. Exhibitor compliance with the hotel rules and regulations is mandatory. It is mutually agreed that it is the duty and responsibility of each exhibitor to install their exhibit before the opening of the exhibition and to dismantle their exhibit immediately after the close of the exhibition in accordance with local regulations. Labor will be made available at exhibitor's cost and expense. Exhibiting companies wishing to utilize the services of third party contractors must notify show management with the appropriate forms and return to show management two months before the start of the meeting. If show management does not receive this form, it shall be assumed that your company will use the services of the SQA-designated decorator. An exhibitor service kit will be mailed, with a copy of the rules and regulations, order forms, rates and instruction on the services provided.

## Attendance

SQA shall have sole control over attendance policies at all times.

## Exhibit Hours

All exhibits must be in place ready for opening of show. No part of an exhibit shall be removed during the show without special permission from SQA. An exhibitor is not allowed to dismantle or pack any part of his or her exhibit until after the official closing of the show.

## Fire Regulations

No volatile or flammable fluids, substances, or materials of any nature prohibited by local ordinances, the local fire department or insurance carriers, may be used in any booth. The use of any type of crepe or corrugated paper is prohibited. Please see complete fire regulations in the exhibitor service kit.

## Compliance with Laws

Exhibitors must comply with all laws, rules, regulations and ordinances.