

# *EXHIBITOR HANDBOOK*



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### *THE INTERNATIONAL SYMPOSIUM ON HUMAN IDENTIFICATION*

For more than 28 years, the International Symposium on Human Identification has provided a forum for forensic practitioners to share information about the latest DNA technologies. From modest beginnings, ISHI has grown to be the largest meeting in the world to focus on DNA forensics and its applications to human identity.

More than 900 people participated in last year's symposium, representing over 40 countries.

Topics covered during the general session included:

- Familial Search
- Addressing the Sexual Assault Kit Backlog
- Likelihood Ratio Software
- Rapid DNA Implementation

Two scientific poster sessions held in the exhibit hall featured 123 posters covering all aspects of DNA typing. Optional pre and post-conference workshops covered: Validation and mixture interpretation, Fundamentals of likelihood ratio and probabilistic genotyping and Analyzing and utilizing data from next-generation sequencers.

### *ATTENDEE PROFILE*

Attendees at ISHI are involved in all aspects of DNA typing and come from state, federal and local crime labs in the US and abroad, parentage and testing laboratories, academic institutions, governmental research agencies and policy think tanks. More than 80% of the attendees self-identify as Technical Leaders, Laboratory Directors, DNA Analysts or Scientists.

### *WHY EXHIBIT AT ISHI*

#### **Your customers attend.**

The International Symposium on Human Identification brings together leading experts in the field of forensics to learn, share and network. Many of these activities take place on the exhibit floor, with breakfast, lunch, breaks and poster sessions all held in the exhibit area. The exhibit floor is designed to draw traffic to all corners of the hall, with coffee stations throughout as well as an interactive photo scavenger hunt to encourage booth traffic.

Your exhibit pass allows you full access to the general session talks and networking events like the Welcome Reception and Offsite Dinner event on Wednesday at the Corona Ranch.

### You'll get your message out.

Your exhibit at ISHI includes plenty of exposure to attendees before the meeting even begins. Each exhibitor receives a 50 word booth description with linked logo on the official conference website and on the mobile app. Your listing also appears in the official conference program distributed to all conference attendees.

### Your competitors attend.

Nearly every product or service relevant to the DNA forensics industry is represented at ISHI. These include:

- Analysis Software
- Automation Equipment
- Chemicals and Reagents
- DNA Typing Systems
- Equipment Services
- Evidence Collection
- Forensic Service Laboratories
- Instrument Calibration & Service
- Laboratory Information Management
- Laboratory Monitoring Systems
- Microscopes
- Next Generation Sequencing
- Phenotyping
- Specialty Publications & Journals
- STR Analysis
- Sequencers
- Training and Education
- Workstations

## EXHIBITOR CONTACT



Contact Tara Luther for questions about sponsorship opportunities or exhibiting at ISHI 28.

([tara.luther@promega.com](mailto:tara.luther@promega.com) or 608/443.3290).

### EXHIBITOR PACKAGES

**Standard** 10 x 10 booths are \$2,850 or \$2,500 for 1st time exhibitors. A limited number of larger booth spaces are also available. Refer to the interactive exhibitor map on [www.ishinews.com](http://www.ishinews.com) to see available spaces and costs.

#### Each booth includes:

- 8' high back drape
- 3' high side drapes to separate your space from adjoining booths
- 11" x 17" company ID sign
- 6' x 30" skirted table
- Two chairs
- One wastebasket

#### Each booth reserved includes two free full conference registrations allowing:

- Access to the general session talks
- Welcome Reception on Monday evening
- Breakfast on Tuesday, Wednesday and Thursday
- Buffet lunch on Tuesday and Wednesday
- Wednesday Corona Ranch Event

**Exhibit only registrations are not available.** Each exhibitor must be registered to enter the exhibit hall and participate in the conference. Additional registrations are available for \$695 before August 1 or \$795 after August 1.

### SPONSORSHIP OPTIONS

#### Gold Sponsorship - \$9,900 (valued at \$10,475)

- 10 x 20 booth space
- Premium booth placement
- 5 full registrations
- Vendor Showcase
- One time pre-conference email blast (to be distributed by conference organizers)
- Advertisement in mobile application

### Silver Sponsorship - \$7,300 (valued at \$7,875)

- 10 x 20 booth space
- Premium booth placement
- 5 full registrations
- Advertisement in conference program

### Bronze Sponsorship - \$3,900 (valued at \$4,350)

- 10 x 10 booth space
- 2 full registrations
- Advertisement in conference program
- Advertisement in mobile application

**\*Gold, Silver, and Bronze sponsors will be acknowledged on ISHI conference website, mobile application, and printed conference program.**

## ONLINE REGISTRATION AND PAYMENT

Select your own booth space and sponsorship packages online through [www.ishinews.com](http://www.ishinews.com). The interactive map will allow you to see the cost of the booth spaces, select multiple booths (if desired), and will show who your potential neighbors will be. Registration will be processed on a first-come, first-served basis.

To register, select your top three preferred booth selections from the interactive map. Please note that some booth spaces may appear as unavailable if another company has requested the same space.

After selecting your booth(s), you will be taken to a screen where you can add sponsorship items to your order. You will then be taken to the Exhibitor Profile screen. On this page, you'll be asked to enter in your company information, including description and logo. If you've exhibited previously, this information has been pre-loaded for you. At the top of the page, where it asks for your company name, enter your information and select the "search" button. Upon clicking on your company name in the search results, you'll notice many fields will pre-fill for you. You will be allowed to enter additional information and make changes. We've included questions in this field to note any exhibitors you'd like in close proximity to you and those that you'd prefer to have some distance from. We will make every attempt to honor these choices when approving booth spaces.

\*Please note: at the bottom of the page, there are two areas to enter in personnel contact information. **The public information section will be displayed to attendees.** Please use this area to list the person you anticipate will be manning your booth during ISHI. This information can be altered later. The administrative section is where you will enter information for the person who should receive booth communication from ISHI. Within three business days of selecting your preferred location, you will be notified of your assigned booth space and sent an invoice for your order. In order to secure your booth, you will be required to make a deposit of 50% of the booth cost. A second invoice will be sent before final payment is due (August 1, 2018).

### BOOTH SET-UP AND TEAR-DOWN

The exhibit hall will officially open at 10:00am on Monday, September 24, 2018 for booth setup. All exhibitors are encouraged to start their installation as close to noon as possible in order to finish setup by 5:00pm. Your company's freight will be unloaded in the area of your booth. Please make sure your booth set up crew is aware of these timelines.

On Thursday, September 27, 2018 the Exhibit hall will close for booth tear down after the mid-morning break. Please do not begin booth tear down prior to this time. Exhibitors are asked to complete breakdown and have freight ready for shipment by 4pm on Thursday.

### DRAYAGE

Freeman is the Official Decorator for ISHI 29. You can save money on freight handling charges by planning ahead and making sure that your freight arrives by the dates designated by Freeman. Important timelines, the freight shipping address and other details can be found in the online Exhibitor Services Guide that will be posted on [www.ishinews.com/exhibit](http://www.ishinews.com/exhibit).

Note: It is very important that all items being shipped to ISHI are labeled with your company name exactly as it is listed on your exhibitor contract to prevent delays or misplaced freight.

### EXHIBITOR SERVICES

Your exhibit space includes a draped 6 foot table, two chairs and a waste basket. Additional items, such as extra chairs, padded carpet, counters and cleaning services must be ordered from Freeman. Freeman will be contacting exhibitors in July with additional information on how to order services in their exhibitor kit.

### ELECTRICITY

Booth electricity must be ordered through Commonwealth Expo Electric, exclusive provider at the Phoenix Convention Center. Advanced pricing is available 14 days prior to the first day of the show. Freeman will provide exhibitors with detailed information for ordering electrical services in the exhibitor kit, due out in July.

### LEAD RETRIEVAL

Cvent will offer lead retrieval services for ISHI 29. Cvent's LeadCapture is an app-based solution allowing exhibitors to connect with potential buyers. Exhibitors will be able to capture and rate leads instantly through the simple application interface, rent handheld scanners, collect custom info to identify qualified buyers, and export leads on demand.

Information will be included in Freeman's exhibitor kit with instructions on how to order your LeadCapture scanner.

#### Pricing:

- \$299 if ordered 4 weeks or more pre-show
- \$349 if ordered 2-4 weeks pre-show
- \$399 if ordered within 2 weeks of the show



### IMPORTANT DEADLINES, REGISTRATION, AND SHOW HOURS

Date	Task Checklist
February 5, 2018	Registration opens, booth purchases begin
August 1, 2018	Closing date for company listing and logo in official program
August 1, 2018	All payments due
August 27, 2018	Room cut off for Renaissance (rooms subject to availability)
August 27, 2018	Early deadline for ordering lead scanner
September 23, 2018	Registration desk opens at Phoenix Convention Center
September 24, 2018	Booth set-up begins in Exhibit Hall at 10:00am, must be complete by 5:00pm
September 24, 2018	Welcome Reception (5:00 - 7:00pm)

### Booth Set-Up/Tear-Down Dates and Hours

Date	Hours
September 24, 2017 -- Set-Up	10:00am - 5:00pm (badge is required)
September 27, 2018 -- Tear-Down	10:30am - 4:00pm (badge is required)

### ISHI Registration Hours

Date	Hours
September 23, 2018	7:00am - 2:00pm
September 24, 2018	7:00am - 6:00pm
September 25, 2018	7:00am - 4:00pm
September 26, 2018	8:00am - 4:00pm
September 27, 2018	8:30am - 1:30pm

### ISHI Exhibit Hours

Date	Hours
September 25, 2018	7:30am - 5:30pm
September 26, 2018	7:30am - 5:30pm
September 27, 2018	7:30am - 10:30am

## EXHIBITOR EXTRAS

Take advantage of exhibitor extras and show your support for the forensic community. You'll also get your name in front of conference attendees. A variety of options are available ranging from break sponsorship to conference Wi-Fi sponsorship. See complete details on [www.ishinews.com](http://www.ishinews.com). Extras are limited and assigned on a first come - first served basis.

Item	Price	Includes
Wi-Fi Co-Sponsorship	\$5,000	Recognition in conference program, website, app, and table tents
Full Page Ad	\$1,000	4 color ad in conference program
AM Break Sponsorship	\$1,000	Logo on break signage and acknowledgement in program
PM Break Sponsorship	\$1,000	Logo on break signage and acknowledgement in program
Drink Tickets	\$100	10 drink tickets for customers during the Welcome Reception

### VENDOR SHOWCASES

A limited number of Vendor Showcase slots will be concurrently scheduled from 5:30pm-7:30pm on Tuesday, September 25 and 7:00am-9:00am on Wednesday, September 26. The Vendor Showcase cost of \$2500 includes a meeting room (maximum capacity ~ 150 depending on set up), event listing on the conference website and in the conference program. Additional costs for food and beverage or A/V requirements are the responsibility of the exhibitor.

The showcase is only available to companies exhibiting at the Symposium. Exhibitors may use this time and space to meet with conference attendees to showcase their technologies, products and/or services. The Vendor Showcase may not be shared by two companies, with the exception of parent & subsidiary companies (maximum of two companies per showcase).

Please submit a one paragraph description indicating what the focus of your showcase will be. As space is limited, reservation is made on a first-come, first-served basis and payment must be received by Promega within 10 calendar days of purchase. In the event an exhibitor needs to cancel their reserved Vendor Showcase, they must notify Tara Luther, Marketing Coordinator, in writing (email is acceptable) by July 15 to receive a full refund. It is the exhibitor's responsibility to confirm their cancellation has been received by Promega. Any cancellations made after this date will result in a forfeiture of payment.

### HOTEL

A block of rooms is available at the Renaissance Phoenix Downtown, located at 100 N 1st Street, Phoenix, AZ for the reduced rate of \$229 + tax for single/double. In room amenities include:

- Wired and wireless high-speed internet access
- Fitness center access

Book your rooms online through our website ([www.ishinews.com](http://www.ishinews.com)) or by phone: 602/333.0000. Reference ISHI 29 to receive the group rate. Room reservations must be guaranteed by a major credit card. Hotel will charge card for one night's stay prior to arrival. Cancellations must be received 24 hours prior to arrival for refunds.

Check in time is 4:00pm local time, Check-out time is 12:00 noon local time.

### TRANSPORTATION

The Renaissance is approximately 4 miles from the Phoenix Sky Harbor International Airport. The hotel does not provide a shuttle to or from the airport, but the following are great options.

#### Taxi

The estimated taxi fare is \$15 each way. Taxi service is readily available at

Terminal 2: east outside door # 8

Terminal 3: North curb, outside door # 7

Terminal 4: Level 1, North curb, outside door # 7 and south curb, outside door #6

#### Super Shuttle

Vans operate 24 hours on a scheduled basis, with vans departing every 15 minutes from 9 a.m. to 9 p.m. Rates are zone based and typically range from \$12 to \$46 for the first passenger. Each additional residential passenger per reservation is \$8 regardless of zone. All major credit cards are accepted. Book your ride here.

#### Public Transportation

The Valley Metro Rail and Valley Metro Bus services are also available to transport you from the airport to downtown. The cost is \$2 each way for bus transportation.