

Exhibitor Handbook



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THE INTERNATIONAL SYMPOSIUM ON HUMAN IDENTIFICATION

For more than 31 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 1,000 people attended ISHI 30 in 2019, representing over 40 countries.

Topics covered during the general session included:

- Use of Genealogical Databases in Criminal Cases
- Massively Parallel Sequencing
- Likelihood Ratio Software
- Rapid DNA Implementation

This year, two scientific poster sessions will be held in the exhibit hall featuring posters covering all aspects of DNA typing. Optional pre and post-conference workshops will explore leadership in the forensic field, using forensic genetic genealogy to solve criminal cases, probabilistic genotyping, and more.

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 an interactive passport game to encourage booth traffic.

Your exhibit pass allows you full access to the general session talks and networking events like the Welcome Reception and the off-site event on Wednesday evening.

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 600 character booth description with logo and website link on the official conference website and on the mobile app. Your listing also appears in the official conference program distributed to all conference attendees.

New this year, upgrade your profile for an introductory price of \$500 to include links to your company's social media profiles, images of your products or services, and downloadable documents/brochures. Upgrading will also allow you to chat directly with prospective attendees throughout the year.

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.

(tara.luther@promega.com or 608/443.3290).

EXHIBITOR PACKAGES

Our Standard 10 x 10 booths have been expanded to 10 x 15 this year to allow for social distancing requirements. The cost is \$2,850 or \$2,500 for first time exhibitors. A limited number of larger booth spaces are also available. Refer to the interactive exhibitor map on www.ishinews.com to see available spaces and costs.

Each booth includes:

- 8' high back drape
- Side drapes to separate your space from adjoining booths
- Logo, description, and website in Connect Exhibitor Listing on ISHI website
- Logo and description in mobile application
- Description in conference program
- 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 Event on Monday evening
- Breakfast on Tuesday, Wednesday and Thursday
- Buffet lunch on Tuesday and Wednesday
- Off-Site Dinner 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 \$725 before July 12 or \$825 after July 12.

SPONSORSHIP OPTIONS

Gold Sponsorship - \$11,200 (valued at \$13,175)

- 10 x 30 booth space
- Premium booth placement
- 5 full registrations
- Break sponsorship (choice of morning or afternoon break, includes signage)
- One time pre-conference email blast (to be distributed by conference organizers)
- Advertorial in The ISHI Report digital magazine (1,500 words)
- Sponsor listing in Connect exhibitor listing
- Banner advertisement in mobile application
- Recognition as sponsor on conference website

Silver Sponsorship - \$7,900 (valued at \$9,250)

- 10 x 30 booth space
- Premium booth placement
- 4 full registrations
- Half-page advertisement in The ISHI Report OR banner advertisement on the virtual conference platform
- Premium listing in Connect exhibitor listing
- Banner advertisement in conference programmable application
- Recognition as sponsor on conference website

Bronze Sponsorship - \$4,300 (valued at \$4,775)

- 10 x 15 booth space
- 3 full registrations
- Banner advertisement in The ISHI Report
- Premium listing in Connect exhibitor listing
- Banner advertisement in mobile application

ONLINE REGISTRATION AND PAYMENT

Select your own booth space and sponsorship packages online through www.ishinews.com. The interactive map will allow you to see the cost of the booth spaces, show who your potential neighbors will be, and allow you to purchase your booth. Registration will be processed on a first-come, first-served basis.

After selecting your booth(s), you will be taken to a screen where you can add additional sponsorship items to your order or upgrade your profile to a premium listing (included with sponsor-level booths). Upon completion of purchase, you'll be able to fill in your company profile. To see the purchase process in action, [view this example video](#).

COVID-19 PRECAUTIONS AND FAQs

The health and safety of our attendees and exhibitors is our top priority. As such, we will work closely with Disney's Coronado Springs Resort to minimize risk. An inherent risk of exposure to COVID-19 exists in any public place where people are present. COVID-19 is an extremely contagious disease that can lead to severe illness and death. According to the Centers for Disease Control and Prevention, senior citizens and Guests with underlying medical conditions are especially vulnerable.

You will be required to sign a Disney waiver and be vaccinated against COVID-19 to attend ISHI 32. By registering to attend ISHI, you consent to ISHI sharing your email address with Disney for the purposes of receiving the waiver. **Please note that these requirements may change as the year progresses. Additional communication will be provided as the event date nears.*

What changes have been made to minimize risk at ISHI?

SHI staff are taking steps to minimize physical touchpoints this year, including a contactless registration where scanning your phone will initiate badge printing. Badges will be printed on a plastic material to allow for an embedded tracking. This will allow us to quickly monitor the number of people in the general sessions, workshops, and the exhibit hall. When you register, you will be asked to opt-in to this tracking and share your contact information with conference organizers. Those participating in workshops **must** opt-in to tracking to ensure that only those registered are in attendance.

Disney has implemented deep-cleaning and disinfecting practices across their resorts and parks according to the guidance of health authorities including the Centers for Disease Control (CDC). The general sessions ballroom and exhibit hall will be sanitized daily, so please make sure to remove all personal materials as you leave the room.

Will attendance be limited at ISHI?

Due to social distancing requirements, we will be limiting attendance at this year's conference to 500 people. Registrations will be accepted on a first-come, first-served basis, and we will be adding people to a waitlist once we've reached capacity. Please limit registrations to five people per organization to allow for a wide variety of representation until further notice. This year, we will be waiving cancellation fees, but ask that you cancel with as much advance notice as possible so that we can allow those on a waitlist a chance to register.

Will masks be required?

Face coverings are required for all attendees/exhibitors, except when eating. Guests not properly wearing an approved face covering will be asked to leave.

What is considered an approved face covering?

All face coverings (whether disposable or reusable) must:

- Be made with at least two layers of breathable material
- Fully cover the nose and mouth and secure under the chin
- Fit snugly but comfortably against the side of the face
- Be secured with ties or ear loops and allow the Guest to remain hands-free

At this time, based on guidance from health authorities, neck gaiters and open-chin triangle bandanas and face coverings containing valves, mesh material or holes of any kind are not acceptable face coverings. Costume masks are also not considered appropriate and are prohibited from being worn, in alignment with our existing rules. The use of face coverings is not a substitute for physical distancing.

Guests not properly wearing an approved face covering will be asked to leave. If you do not have a mask available, one will be provided to you.

What should I do if I am experiencing symptoms of COVID-19?

If you experience symptoms of, are under self-quarantine orders, or have tested positive for the COVID-19 virus prior to leaving for ISHI, please do not attend the meeting. Similarly, please stay home if you have come into contact with someone who suspects or has confirmed they have contracted the virus and you have not completed a 14-day quarantine period. We will refund any registration fees paid.

If you have already arrived at Disney's Coronado Springs Resort and experience symptoms, you will not be allowed to attend ISHI functions. We ask that you separate yourself from other attendees until you are able to return home and to refrain from using shared transportation.

Symptoms of COVID-19 include:

- Fever or chills
- Cough
- Shortness of breath or difficulty breathing
- Fatigue
- Muscle or body aches
- Headache
- New loss of taste or smell
- Sore throat
- Congestion or runny nose
- Nausea or vomiting
- Diarrhea

Will sanitation stations be available at ISHI 32?

Yes, we will have multiple sanitation stations available. In addition, we encourage you to practice good hygiene while at ISHI including; regularly washing your hands for at least 20 seconds throughout the day with warm water and soap (specifically before eating), covering your mouth and nose with a tissue when you cough or sneeze, and avoiding touching your face (including your mouth, ears, eyes, and nose).

Will social distancing be required?

You should follow social distancing recommendations while participating in all ISHI events, including networking and meal functions. Please stay 6 feet away from others whenever possible. Seating during workshops, general session presentations, and mealtimes will be spaced to accommodate.

Have changes been made to the exhibit hall?

Due to social distancing guidelines, and in accordance with IAEE guidelines, the conference venue will be limiting the number of exhibit staff and visitors allowed in the booth at one time. Facilitating engagement between vendors and attendees is important to us so we have enlarged our standard booth size to be 10'x15'. We encourage you to take advantage of the Connect exhibitor listings to begin conversations and view collateral virtually.

Will temperature screenings be implemented?

Attendees may be required to undergo temperature screenings with no-touch thermometers before entry to some locations, including, the Walt Disney World® theme parks, the Disney Springs® area and table-service restaurants at Disney Resort hotels.

Based on guidance from health authorities, anyone displaying a temperature of 100.4 F (38 C) or above will be directed to an additional location for rescreening and assistance. Those with temperatures 100.4 F (38 C) or above will not be allowed entry; those in their party will not be allowed entry either.

BOOTH SET-UP AND TEAR-DOWN

The exhibit hall will officially open at 10:00am on Monday, September 13, 2021 for booth setup. All exhibitors are encouraged to start their installation as close to 10:00am 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 16, 2021, 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 4:00pm on Thursday.

DRAYAGE

Freeman is the Official Decorator for ISHI 32. 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.

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 Freeman. 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 32. 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
March 2021	Registration opens, booth purchases begin
July 15, 2021	Closing date for company listing and logo in official program
July 15, 2021	All payments due
August 13, 2021	Room cut off for Disney's Coronado Springs Resort (rooms subject to availability)
August 16, 2021	Early deadline for ordering lead scanner
September 12, 2021	Registration desk opens at Disney's Coronado Springs Resort
September 13, 2021	Booth set-up begins in Exhibit Hall at 10:00am, must be complete by 5:00pm
September 13, 2021	Welcome Event

Booth Set-Up/Tear-Down Dates and Hours

Date	Hours
September 13, 2021 -- Set-Up	10:00am - 5:00pm (badge is required)
September 14, 2021 -- Tear-Down	10:30am - 4:00pm (badge is required)

ISHI Registration Hours

Date	Hours
September 12, 2021	7:00am - 2:00pm
September 13, 2021	7:00am - 6:00pm
September 14, 2021	7:00am - 4:00pm
September 15, 2021	8:00am - 4:00pm
September 16, 2021	8:30am - 1:30pm

ISHI Exhibit Hours

Date	Hours
September 14, 2021	7:30am - 5:30pm
September 15, 2021	7:30am - 5:30pm
September 16, 2021	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 advertisement in our digital magazine, [The ISHI Report](#). See complete details on www.ishinews.com/sponsorship. Extras are limited and assigned on a first come - first served basis.

Item	Price	Includes
Break Sponsorship	\$2,500	Recognition on conference website, branded coffee sleeves, and printed signage with logo during the appropriate break. Choose between AM and PM breaks.
Advertorial in The ISHI Report	\$1,500	Introduce potential buyers to your products and services in a future issue of The ISHI Report. Only one advertorial per issue with a length of 1,500 words. The digital magazine will be distributed to an international mailing list of 5,000+ people in the forensic DNA industry and will also be shared on ISHI social channels.
Full Page Ad in the Conference Program	\$900	4 color ad in conference program (due July 1)
Half-Page Ad in The ISHI Report	\$900	Choose between the Spring, Summer, or Fall 2021 editions. 728w x 300h
Banner Ad in The ISHI Report	\$600	Choose between the Spring, Summer, or Fall 2021 editions. 160w x 600h
Pre-Show Mailing List	\$300	Includes physical mailing addresses and may only be used once to promote your company and its exhibition at ISHI.

VENDOR LECTURE SERIES

A limited number of Vendor Lecture Series presentations will be scheduled from 5:30pm-7:00pm on Tuesday, September 14 and 7:30am-9:00am on Wednesday, September 15. Exhibitors may use this time to showcase their technologies, products, and/or services in 20 minute presentations given in the General Sessions ballroom. The cost of \$2000 includes the meeting room, A/V, light refreshments, and event listing on the conference website and in the conference mobile application. The Vendor Lecture Series is only available to companies exhibiting at the Symposium and may not be shared by two companies, with the exception of parent & subsidiary companies (maximum of two companies per presentation).

Please submit a title and one paragraph description by July 1 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 Lecture Series presentation, they must notify Tara Luther, Marketing Specialist, in writing (email is acceptable) by July 1 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 Disney's Coronado Springs Resort , located at 1000 West Buena Vista Drive, Lake Buena Vista, FL 32830-8403 for the reduced rate of \$209 + tax for single/double. Rooms must be reserved before the cut off day of August 13 and are subject to availability. In room amenities include:

- Complimentary Wi-Fi Internet
- Complimentary transportation to and from the Orlando International Airport. Advance reservations are required.

Book your rooms online through our website (www.ishinews.com) or by phone: 407-939-1000. Reference ISHI 32 to receive the group rate. Room reservations must be guaranteed by a major credit card. A one night deposit will be charged to your card upon booking. To receive a refund of your deposit, including credit card deposit transactions, Disney must receive notice of cancellation from you at least five days before your arrival date.

TRANSPORTATION

The Orlando International Airport is located 26 minutes northeast of Disney's Coronado Springs Resort. Complimentary transportation is available to and from the airport via Disney's Magical Express. Advance reservations are required and can be [booked through this link](#) or by calling (407) 827-6777 with your flight information at least 48 hours AFTER your hotel reservation has been entered into Disney's system.

Guests who do not arrange their Disney's Magical Express service outside of 14 days of their scheduled arrival date will not be able to receive their Disney's Magical Express instructions in the mail pre arrival. They will need to check in at the Disney's Magical Express Welcome Center, located in Terminal B Level 1 in the Orlando International Airport.

Taxi: The typical fare from the airport to is ~\$52-68 each way.

Ride Share: Ride-Sharing companies Uber, Wingz, and Lyft (Transportation Network Companies) are available and will pick up passengers at the ends of the Arrivals curb on level 2. Passengers should arrange for a ride by using their app on their smart phone or mobile device.