

Exhibitor And Event Sponsor Prospectus



College & University Facilities 2026

March 30-31 in Scottsdale, AZ

Research Facilities 2026

April 20-21 in Scottsdale, AZ

Space Strategies 2026

April 23-24 in Scottsdale, AZ

Animal Research Facilities 2026

August 27-28 in Boston, MA

Science & Engineering Facilities 2026

October 5-6 in Nashville, TN

Facility Renovation and Repurposing Strategies

October 15-16 in Boston, MA

Overview

Who is Tradeline – Founded in 1975, Tradeline, Inc. is a California-based corporation that produces conferences and publications for corporate and institutional facilities planners and managers. Each year more than 1,200 executives, project managers and facilities managers representing the nation's largest and fastest-growing organizations attend Tradeline's facilities planning and facilities management conferences. The company's website, TradelineInc.com provides leading-edge online tools and resources to facilities professionals enabling them to make the critical decisions that shape their organizations.

Tradeline conferences are an unparalleled opportunity to develop high-level relationships with **ACTIVE BUYERS** who are looking for innovative solutions for their management initiatives and new capital projects.

Tradeline conferences consistently receive high audience ratings for our substantive, leading-edge content and for the exceptional organization of the entire event. So you know you will be associated with a top-of-the-line meeting.

College & University Facilities 2026

March 30-31 in Scottsdale, AZ

This is Tradeline's 7th annual conference on general higher ed space planning and capital projects. The rapidly evolving economic landscape demands a radical transformation of campus, facility, and infrastructure plans to stay competitive for students, faculty, partnerships, and financial sustainability. Priorities such as repurposing existing buildings for mission-critical priorities, reducing costs, realigning master plans, forging partnerships and leveraging regional resources will be addressed. This conference will equip campus and building planners with the examples, costs, and expert testimony needed to secure and optimize the use of capital, pivot space plans, and support high-value programs and sustainable operating models of the future.

Research Facilities 2026

April 20-21 in Scottsdale, AZ

Tradeline's 45th annual Research Facilities conference will examine new lab and research facility design, space planning, renovation, and construction initiatives that leading research organizations are putting in place for their new and updated research workplaces. At this conference get the details on how research organizations are responding to funding model changes (Indirect Cost Recovery), improving research space utilization and productivity, getting more capacity and higher occupancy density, increasing flexibility, achieving decarbonization and providing needed, modernized, infrastructure support systems.

Space Strategies 2026

April 23-24 in Scottsdale, AZ

This is Tradeline's 14th annual conference detailing critical space planning and management data, metrics, processes, and technology solutions that owners will need to meet goals for successful RTO (return to office) and hybrid workplace initiatives, higher space utilization, increased flexibility, and better workplace engagement and experience. At this conference attendees will learn the metrics, facility planning and interior design concepts, cost models, and results of the latest examples of successful space strategy initiatives and how these initiatives are being executed.

Animal Research Facilities 2026

August 27-28 in Boston, MA

At Tradeline's 37th annual animal research facilities conference attendees get the latest details on what research organizations are doing to create robust, efficient, modern, and competitive research space and infrastructure for animal-based research programs of the future. Topics will include strategies for restructuring facility plans and operations for changing funding models, reducing operating and capital costs, upgrading facilities and equipment for the latest program requirements (BSL, ABSL), plans for improved space utilization and high occupancy density, and improving the work environments for staff. Here you'll see leading-edge examples of, and get the decision-making rationales for, the latest facility renovation, modernization, and upgrade initiatives.

Science & Engineering Facilities 2026

October 5-6 in Nashville, TN

At this conference attendees will get the details, trends, and metrics on plans and processes for the renovation, modernization, expansion, and new construction of higher education science, engineering, and research facilities. Learn about the latest facility solutions to meet the needs of basic and applied sciences and the many new and rapidly growing fields of study. Get the details, metrics, costs, and functional requirements for modern, up-to-date laboratories and core facilities, and spaces for teaching, learning, testing, making, imaging, collaborating, computing, socializing, officing, recruiting, and more.

Facility Renovation and Repurposing Strategies

October 15-16 in Boston, MA

Making new and better use of existing buildings can be the fastest and lowest-cost solution to provide space and infrastructure for high-priority programs, sought-after occupants, the preservation of architectural context and appeal, and the reduction of carbon footprints. Attendees at this conference can check their goals, expectations, and capital budgets against what others are doing with existing buildings to provide modern, appealing spaces for different types of occupants and user groups, and how that is being done. They will get details on facility condition analysis tools, planning processes and analytical tools, architectural components and materials, furniture systems, and project management processes for success.

Sample Program Agenda

Pre-Conference

Exhibit Booth Set-up	Noon – 10:00pm
Welcome Reception	7:30pm – 8:30pm

Meeting Day 1

Exhibit Booths Open	8:00am
General Session Reports	8:30am – 10:55am
Concurrent Forums	11:10am – 12:05pm
Hosted Luncheon	12:05pm – 1:05pm
Concurrent Forums	1:10pm – 2:05pm
Concurrent Forums	2:20pm – 3:15pm
General Session Reports	3:45pm – 4:45pm
Hosted Networking Reception	4:45pm – 5:45pm
Exhibit Booths Close	5:45pm

Meeting Day 2

Exhibit Booths Open	7:15am
Hosted Breakfast	7:15am – 8:00am
Concurrent Forums	8:05am – 9:00am
General Session Reports	9:15am – 10:10am
Concurrent Forums	10:35am – 11:30am
Concurrent Forums	11:45am – 12:40pm
Hosted Luncheon	12:40pm – 1:40pm
Concurrent Forums	1:45pm – 2:40pm
Open Forum/Town Hall mtg.	2:55pm – 3:40pm
Adjourn/ Exhibit Booths Close	3:40pm
Exhibit Booth Removal	3:40pm – 5:00pm

Exhibitor and Sponsor benefits:

As an exhibitor or event sponsor, your company is entitled to (and strongly encouraged to) participate in all conference sessions and events. Tradeline conference registration (with few exceptions) is open only to building owners and end-users.

High Exposure: Tradeline typically limits the number of exhibiting organizations to less than 30, which provides an unmatched opportunity for organizations and their product demonstrations to stand out among a dominating crowd of end-users.

High Return On Investment: Typically there is a 2:1 ratio of individual owners to vendors present at the conference, so your likelihood of meeting new clients (the right clients!) and developing new business opportunities increases exponentially over traditional showcase-based gatherings. You will not be lost in the typical marketing frenzy, heavy with unqualified leads so often experienced at trade shows and expos. Unlike typical industry events, Tradeline events encourage considerable personal interaction, which allow the decision makers to seek you out and inquire about your services.

Market Intelligence: You will be presented with a survey of projects and management initiatives that are currently being planned by the conference attendees so that you may more accurately address the needs of the conference participants. **This is an invaluable source of prospecting information that includes type of projects or management initiatives being planned, dollar amount, size, location, organization, etc.**



Past Sponsors and Exhibitors

The following is a sample list of past sponsors and exhibitors:

ABET LAMINATI	ClearH2O	K&N Engineering	SEFA
Advent	CO Architects	KBKG	Shepley Bulfinch
AECOM	Counter Reaction	KPMB Architects	Siemens Industry, Inc.
Affiliated Engineers, Inc.	CPP Wind Engineering	KSS Architects	SIKA Corporation
Air Master Systems	Cresa	Lab Animal Consultants	Skedda
AirClean Systems Inc.	CRUX Workplace	Lab Products LLC	Skidmore, Owings & Merrill
AIRIA	Dortek Inc	Labconco Corp	SmithGroup
Allentown, LLC	DPR Construction	LabWorks International Inc.	Stantec
Ambient Air Technologies, LLC	Durcon	Lambent Spaces	Strobic Air Technologies
AMS Workplace Technology	Eagle Group	LeMessurier	Syska Hennessy Group
Ancare Corp.	eCIFM Solutions Inc.	Life Science Products, Inc.	Tecniplast
Animal Care Systems Inc.	ECom Seating	Lord Aeck Sargent	The S/L/A/M Collaborative
Animal Research Consulting LLC	Ellenzweig	Mee Industries, Inc.	The Whiting-Turner Contracting Co
Arcoplast, Inc.	Ennead Architects	Merrick & Company	The Whiting-Turner Contracting Co
Art's Way Scientific, Inc.	Environmental Growth Chambers	Miele, Inc.	Thrive Buildings
ARUP	Esco Lifesciences	MilliporeSigma	Trac Workplace Solutions
Atelier Ten	Euthanex	Mitchell Giurgola Architects, LLP	Transsolar KlimaEngineering
Attain Partners	Field Management Services	MoharDesign	Treanor
Ballinger	FischerAppelt AG	Mott Manufacturing Ltd.	Trespa TopLab
Bedcolab	Flad Architects	New England Lab	TRIA
Behnisch Architekten	FM:Systems	NuAire, Inc.	Triatek
Benjamin Moore	Formica	Occuspace Inc.	Trophy Point
Beta Star Life Science Equipment	Francis Cauffman Architects	Olden Labs	Turner Scientific
BICASA	Fundermax North America	Onuma, Inc.	Tuttnauer USA
Blue Ridge Ergonomics	GBBN Architects	Page	Vacuubrand, Inc.
BNIM Architects	Getinge	Perkins&Will	van Zelm Heywood & Shadford, Inc.
Boston Industrial Consulting	Gruenberg Dry Heat Sterilizers	Phoenix Controls	Vanderweil Engineers
BR+A Consulting Engineers Inc	H2I Group	PLASTARC	Vermeulens
BrandTech Scientific	Hanbury Design	Plastec Ventilation	Victaulic
Buro Happold	Hanson Lab Solutions	Quip Laboratories	VS America Inc.
Buro Happold Advisory	HDR Architecture	RATIO	Walker Architects
Calico Building Services, Inc.	HED Design	RDG Planning & Design	WaterSaver Faucet Co.
Camfil Clean Air Solutions	HGA Architects	Research Facilities Design	WNA Labs
CampusIQ	HOK	Research Workplace Design PLLC	WS Development
CannonDesign	Horizant Solutions	Robin Powered	WSP
CBRE	Hunneman	Royston Group	ZGF Architects
CDV Systems, Inc.	Innovive	RWDI	
Clark & Enersen	Jacobs	Salas O'Brien	
	JLG Architects	SCAT Americas Inc.	
	JLL	Scott Laboratory Solutions	

Audience

Tradeline conference attendees are mid- to senior-level management who represent highly respected corporations, academic institutions, research organizations, and government agencies, as well as product and service providers, and architectural, engineering, construction companies from around the world. They repeatedly attend Tradeline conferences in order to make the latest thinking, findings, and best practices an integral part of the dialogue and decision-making processes at their respective organizations.

Each of the following links provide a sample list of past conference attendees for each conference topic by company name and job title.



College and University Facilities

tradelineinc.com/cuf2026/past-participants

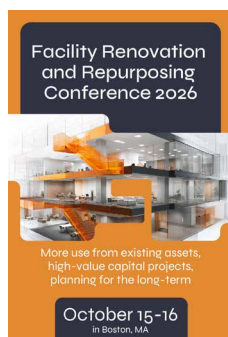


Research Facilities

tradelineinc.com/research2026/past-participants

Science and Engineering Facilities

tradelineinc.com/sef2026/past-participants



Space Strategies

tradelineinc.com/space2026/past-participants

Facility Renovation and Repurposing Conference

tradelineinc.com/frs2026/past-participants

Testimonials

What our sponsors and exhibitors are saying:

"Tradeline has contributed more to our firm's success than you can possibly imagine. Over the past 25 years, our Tradeline **presentations were a springboard for new relationships** and provided the first connection with individuals who would eventually become our clients."

– Jeffrey S. French FAIA, Principal, Ballinger

"Your conferences represent **the premier forum in the world for lab design**, and it has always been professionally rewarding, as well as an honor, to participate."

– William F. Wilson, AIA – Principal-In-Charge, Wilson Architects

"Your team is excellent and really pulls it all together. **This was the most successful conference we have attended as a vendor.** Looking forward to next year!"

– Ken Crooks – Director, GreenFumeHood Technology, Erlab, Inc.

"This is not like the rows and rows of vendor booths we see at other programs where people don't want to talk to you but just grab all of your free items. **At Tradeline key people want to talk to you.**"

– Don Eddington – Process Engineering Director, STERIS Corporation

"**We have a great track record of securing new business through Tradeline, and hope to keep that up.**"

– Dan Palmer, President, Art's Way Scientific, Inc.

"<My colleague> and I both agree that this conference is one of the best either of us have attended during our careers. **Excellent organization, terrific speakers, great content and very informal** which facilitates terrific conversations with other attendees."

– Daniel J. Fenyn, AIA – Healthcare Market Sector Leader, The S/L/A/M Collaborative

What our attendees are saying:

"Tradeline's **preparation and organization of this event is unparalleled**, and I have learned more about research facility design in the first two hours of this Tradeline conference than in all the other professional conferences I've attended, combined. I will be back."

– Dr. David Meyer – President and CEO of the Lundquist Institute for Biomedical Innovation

"[Tradeline] was the **best that I have ever seen in any conference in 40 years!** You should be proud of that."

– Dr. Sam Lux – Chief, Dept of Hematology/Oncology, Children's Hospital Boston

"I was most impressed with **your ability to attract so many top facilities professionals to the conference.** This speaks highly of your organizations ability to assemble relevant topics, have these topics presented by qualified individuals, and roll it into a format that provides value and makes great use of time."

– Todd Reynolds – Facilities Manager, GE Healthcare

"Tradeline by far **delivers the most valuable conference experience** for professionals in our field."

– Zoe Rizos – Director, Research Facility Planning and Operations Centre for Addiction & Mental Health

"**Attendance at Tradeline Conferences should be mandatory for anyone who has a facility renovation or expansion on the horizon.** If I had been coming to these meetings over the years, the registration fee would be miniscule compared to the thousands of dollars my institution could have saved by avoiding costly errors and by improving design efficiencies."

– Bradford S. Goodwin Jr., DVM, DAACLAM – Professor and Executive Director, The University of Texas Health Science Center at Houston

"Tradeline conferences have been one of my greatest resources outside of my institution and have provided me with **a great place to crowd source information** from other organizations willing to share information."

– Angela Foss – Associate Dean of Operations & Innovation, College of Engineering, Technology & Aeronautics Southern New Hampshire University

"You run a fabulous conference. You and your team's **attention to detail, and also how you engage each participant to make it meaningful for them,** is laudable and exemplary. I wish other conferences worked this way."

– Rajesh S. Mangrulkar, M.D. – Associate Dean for Medical Student Education, University of Michigan Medical School

Exhibit Information

Exhibit package includes:

- 10' x 6' footprint in a main function area of the conference
- In print and online promotions
- Full conference registration for TWO company representatives
- Online listing at TradelineInc.com with direct links to your company's website
- Attendee lists and conference materials for registered exhibitors
- Detailed electronic attendee list with full contact information for post-conference marketing



The following items, also included in your exhibit package, make for an even greater value! NO ADDITIONAL CHARGE for:

- Material handling fees when using the official drayage company
- Standard electrical hookup
- 6' skirted table and up to 2 chairs
- Carpet, trash, vacuuming
- Admittance to all program meals and events

Exhibit fees:

- \$5,500 - \$7,500 (-\$300 discount per booth for multiple show bookings)

To reserve space, complete the enclosed Exhibitor Application and Contract and return with 25% deposit.



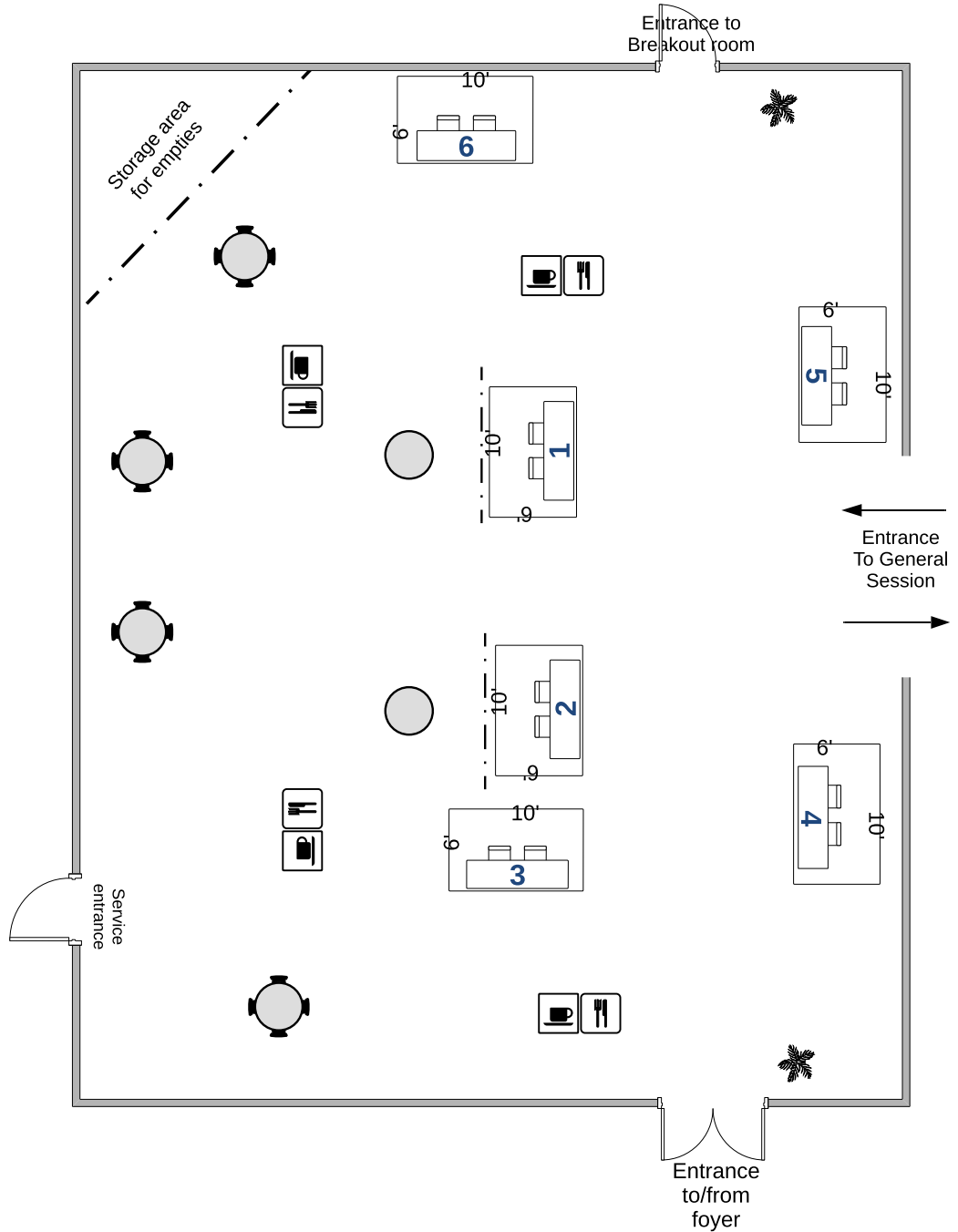
(Displays are examples of those provided by exhibitors.)

Grand Hyatt Scottsdale
Vaquero AB Ballroom

All displays must fit within a 10' wide x 6' deep footprint

Exhibitors:

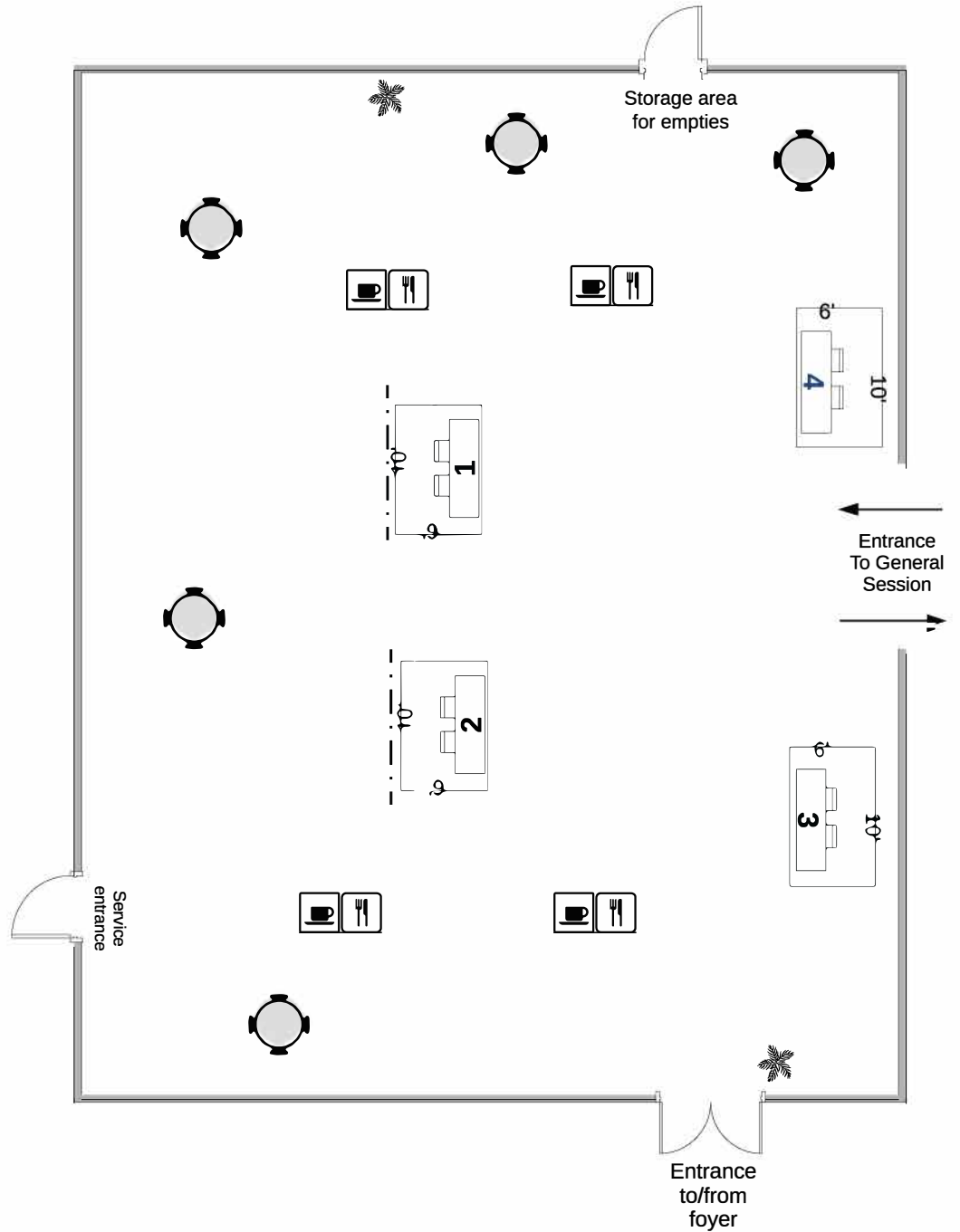
- 1. Durcon
- 2. BICASA
- 3. eCIFM Solutions
- 4. Quodus
- 5. Occuspace
- 6. AIRIA



Grand Hyatt Scottsdale
Vaquero AB Ballroom

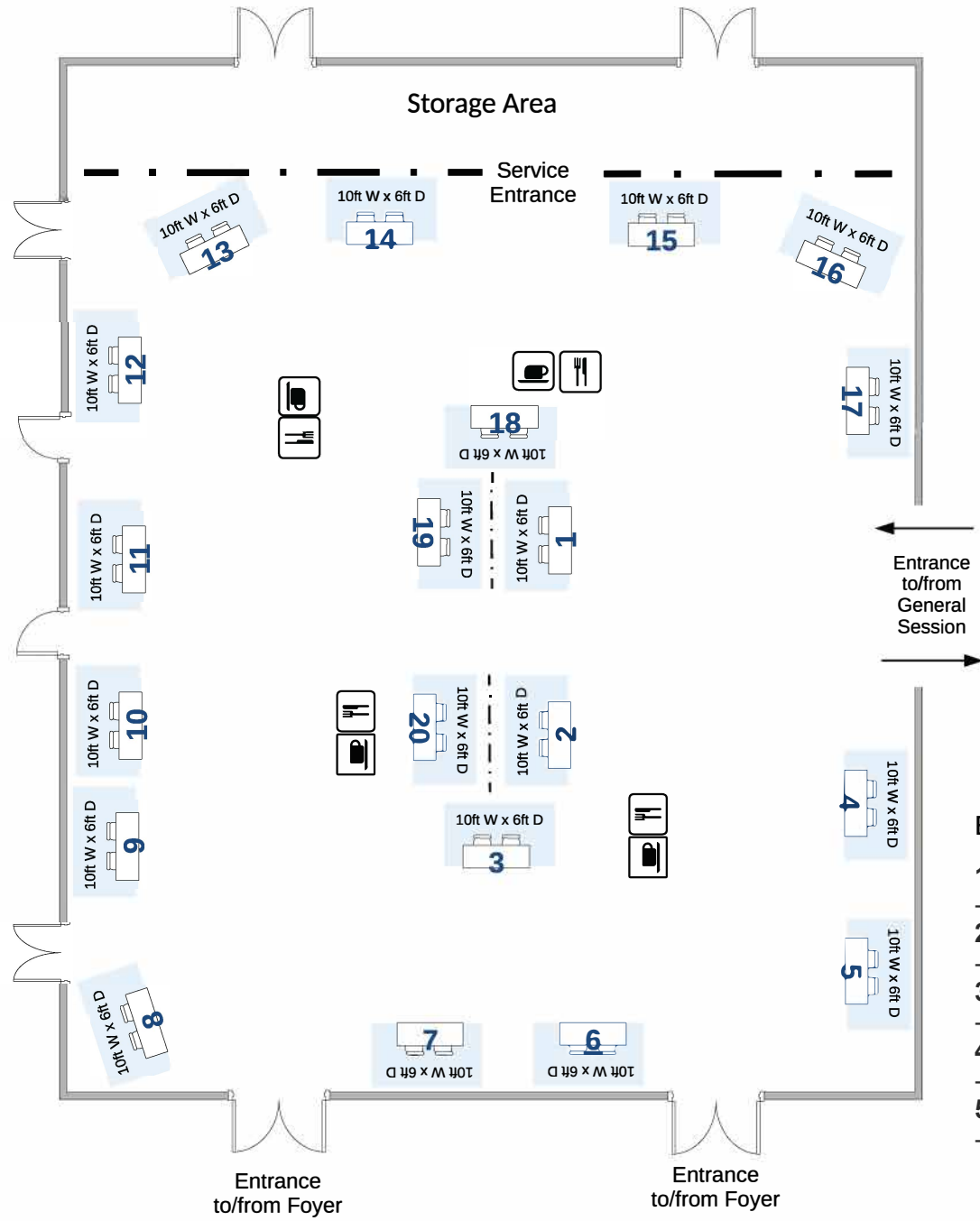
Exhibitors:

- 1. eCIFM Solutions
- 2. Occuspace
- 3.
- 4. AIRIA



Renaissance Boston
 Pacific Grand Ballroom A-D

All displays must fit within a 10' wide x 6' deep footprint



Exhibitors:

1. Tecniplast
2. Life Science Products
- 3.
- 4.
5. Allentown
- 6.
7. Art's Way Scientific
8. Gruenberg Dry Heat Sterilizers
- 9.
10. DorteK
11. Innovive
- 12.
13. Clear H2O
- 14.
- 15.
- 16.
17. Turner Scientific
- 18.
- 19.
20. ARES

Event Sponsors:

1. Pre-conference Reception:
 -
2. Lunch Day #1:
 - Siemens
3. Wine Reception:
 - Strobic Air
4. Lunch Day #2:
 - NuAire
5. Breakfast Day #2:
 -
 -
 -

Omni Nashville
 Legends D Ballroom

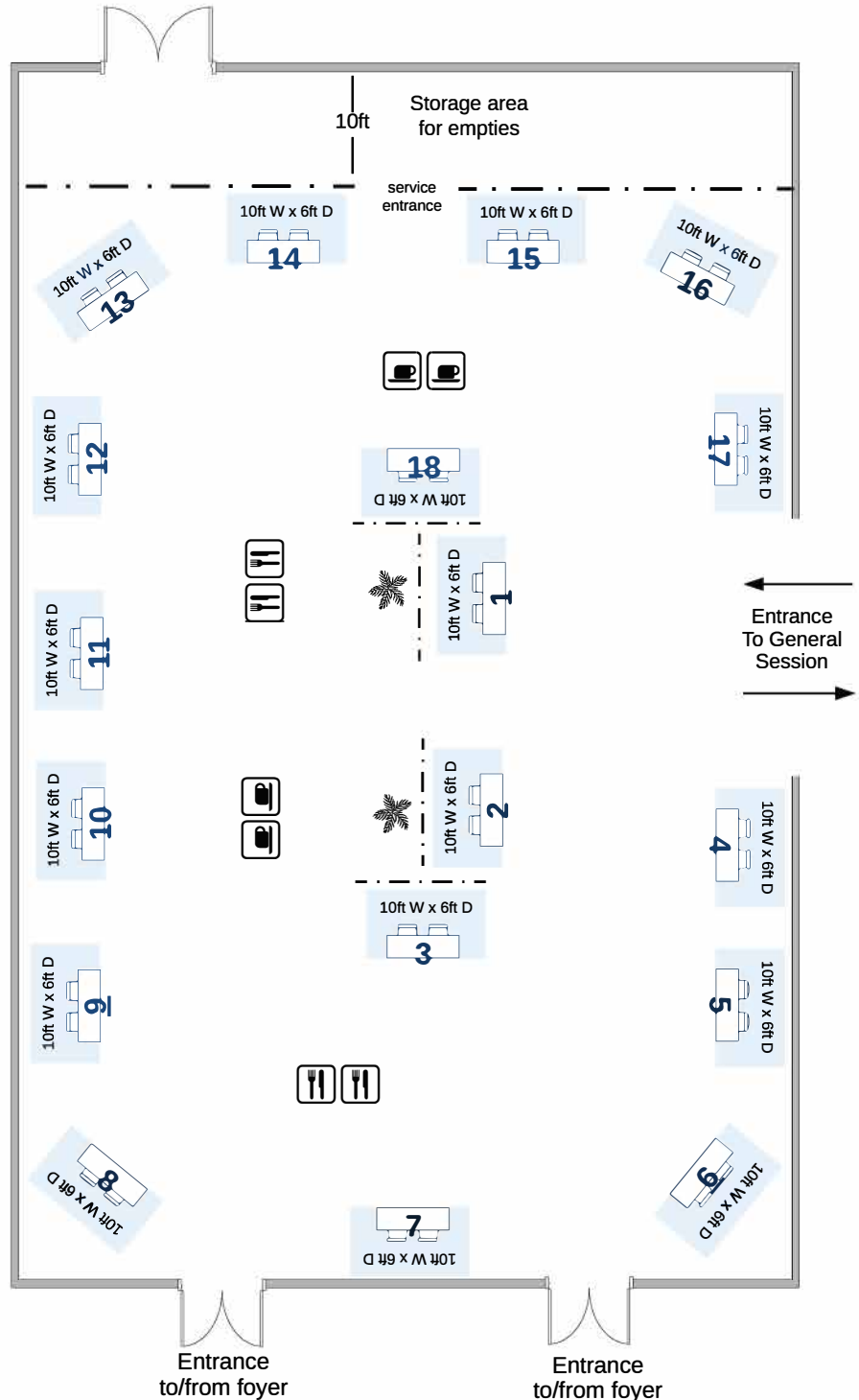
All displays must fit within a 10' wide x 6' deep footprint

Exhibitors:

1. Ambient Air Technologies
2. Durcon
3. Hamilton Lab
4. FunderMax
5. CPP Wind Engineering
6. Field Management Services
7. BICASA
8. Water Saver Faucet
9. Bedcolab
10. Vacuubrand
11. H2I Group
- 12.
- 13.
- 14.
- 15.
16. Mee Industries
17. Whiting-Turner Contracting
- 18.

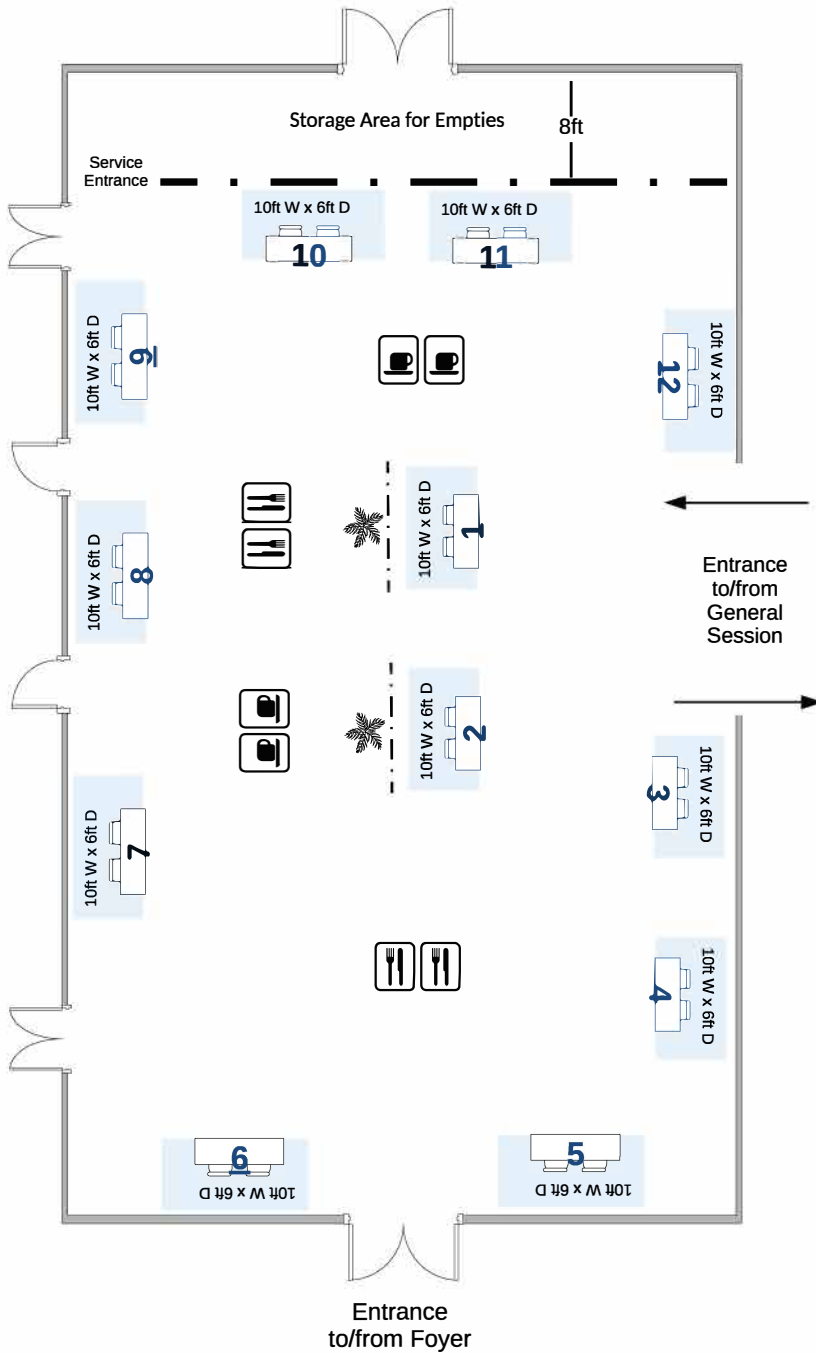
Event Sponsorships

1. Pre-conference Reception:
-
2. Lunch Day #1:
-
3. Wine Reception:
- Siemens
4. Lunch Day #2:
- Vacuubrand
5. Breakfast Day #2:
-



**Renaissance Boston
 Pacific Grand Ballroom A-C**

All displays must fit within a 10' wide x 6' deep footprint



Exhibitors:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

Event Sponsorships

- 1. Pre-conference Reception:**
 -
2. Lunch Day #1:
 -
3. Wine Reception:
 -
4. Lunch Day #2:
 -
5. Breakfast Day #2:
 -

TRADELINE®

2026 Application and Contract for Exhibit Space

Contact Name _____ Title _____
Company _____
Address _____
City _____ State _____ Zip _____
Phone _____ Email _____
Company web address for online program link _____

Are you a new exhibitor referred by one of our current sponsor/exhibitors? Please tell us who referred you!

Referred by (Company or Contact Name): _____

Take an additional \$300 off per booth for multiple conference bookings!

- | | | | |
|--|------------------------------------|------------------------------------|--------------------------|
| <input type="checkbox"/> College & University Facilities – March 30-31 – Scottsdale, AZ | 1 st booth choice _____ | 2 nd booth choice _____ | [10 x 6 booth = \$6,000] |
| <input type="checkbox"/> Research Facilities – April 20-21 – Scottsdale, AZ This conference is full | 1 st booth choice _____ | 2 nd booth choice _____ | [10 x 6 booth = \$7,500] |
| <input type="checkbox"/> Space Strategies – April 23-24 – Scottsdale, AZ | 1 st booth choice _____ | 2 nd booth choice _____ | [10 x 6 booth = \$6,000] |
| <input type="checkbox"/> Animal Research Facilities – August 27-28 – Boston, MA | 1 st booth choice _____ | 2 nd booth choice _____ | [10 x 6 booth = \$7,500] |
| <input type="checkbox"/> Science & Engineering Facilities – Oct. 5-6 – Nashville, TN | 1 st booth choice _____ | 2 nd booth choice _____ | [10 x 6 booth = \$7,500] |
| <input type="checkbox"/> Facility Renovations & Repurposing – Oct. 15-16 – Boston, MA | 1 st booth choice _____ | 2 nd booth choice _____ | [10 x 6 booth = \$5,500] |

Please list those competitors you would prefer NOT to be placed next to: _____

I have read, and agree to, the Exhibitor/Sponsorship Policies that accompany this contract regarding my participation in the above conference(s).

Optional Conference Add-ons

- | | |
|--|---|
| 1. PREMIER Online Banner Placement
<input type="checkbox"/> \$1,000 main conference page (3 months) | 2. Conference Digital Attendee Directory – Full Page Ad
<input type="checkbox"/> \$750 (color) |
|--|---|

If booking multiple shows, please specify for which conferences you would like your advertising to apply: _____

Payment Information

To confirm participation, a **non-refundable** minimum booth deposit of 25% (excluding add-ons) must be received within 15 days of contract submission. Tradeline will prepare and submit an electronic invoice per the instructions below for payments which may be made electronically via credit card using the secure link provided on the invoice or via company check.

Please invoice me for:

- the 25% booth deposit only*
 the full fee(s)

Billing Contact Name: _____

Email address of billing contact: _____

Billing address if different than above: _____

We will pay via credit card check

(Participation will not be confirmed until minimum deposit of 25% is received.)

Make checks payable to **Tradeline, Inc.**

***Remaining balances due** will be billed approximately 4 months prior to the event(s).

TRADELINE CONFIRMATION

Confirmed by: _____ Deposit received \$ _____ Date: _____

Event Sponsorships

The following events are available for sponsorship:

Receptions

- Pre-conference Reception (approx. 70% attendance)
 - Tradeline arranges for a **variety** of beer, wine, and light snacks to be served.
- Afternoon Reception Meeting Day 1 (approx. 85-90% attendance)
 - Tradeline arranges for a **variety** of beer, wines and hors d'oeuvres to be served.

During the reception, event sponsors will be entitled to:

- Company signage (provided by sponsor) to be displayed at reception.
- A central 6' lighted display area for items such as project model, product display, company literature or audio-visual for product demos.

Luncheons

- Meeting Day 1 (approx. 90% attendance)
- Meeting Day 2 (approx. 80% attendance)

Breakfast

- Meeting Day 2 (approx. 70% attendance)

During the meal event, sponsors will be entitled to:

- Company signage (provided by sponsor) to be displayed at function.
- Table tent cards on each banquet round (printed by Tradeline or by sponsor) indicating sponsor as "event host."
- PowerPoint commercial presentation (no audio) on 9' x 16' screen in function room during event.

Event Sponsorship Fees

- \$5,500 - \$7,100 (-\$300 discount per event for multiple show bookings)
- Fee includes above benefits PLUS+
 - FULL conference registration for TWO company representatives
 - In print and online promotions
 - Online listing at TradelineInc.com with direct links to your company's website
 - Space on the conference literature table throughout the meeting for promotional brochures/handouts
 - Attendee lists and conference materials for registered sponsors
 - Detailed electronic attendee list with full contact information for post-conference marketing

TRADELINE®

2026 Application and Contract for Event Sponsorship

Contact Name _____ Title _____
Company _____
Address _____
City _____ State _____ Zip _____
Phone _____ Email _____
Company web address for online program link _____

Are you a new sponsor referred by one of our current sponsor/exhibitors? Please tell us who referred you!

Referred by (Company or Contact Name): _____

Take an additional \$300 off per event for multiple conference bookings!

- | | |
|--|---|
| <input type="checkbox"/> College & University Facilities – March 30-31 – Scottsdale, AZ | Event choice _____ [Receptions = \$6,100 Meals = \$5,500] |
| <input type="checkbox"/> Research Facilities – April 20-21 – Scottsdale, AZ | Event choice _____ [Receptions = \$7,100 Meals = \$6,500] |
| <input type="checkbox"/> Space Strategies – April 23-24 – Scottsdale, AZ | Event choice _____ [Receptions = \$6,100 Meals = \$5,500] |
| <input type="checkbox"/> Animal Research Facilities – August 27-28 – Boston, MA | Event choice _____ [Receptions = \$7,100 Meals = \$6,500] |
| <input type="checkbox"/> Science & Engineering Facilities – Oct. 5-6 – Nashville, TN | Event choice _____ [Receptions = \$7,100 Meals = \$6,500] |
| <input type="checkbox"/> Facility Renovations & Repurposing – Oct. 15-16 – Boston, MA | Event choice _____ [Receptions = \$6,100 Meals = \$5,500] |
| <input type="checkbox"/> I have read, and agree to, the Exhibitor/Sponsorship Policies that accompany this contract regarding my participation in the above conference(s). | |

Optional Conference Add-ons

- | | |
|--|---|
| 1. PREMIER Online Banner Placement
<input type="checkbox"/> \$1,000 main conference page (3 months) | 2. Conference Digital Attendee Directory – Full Page Ad
<input type="checkbox"/> \$750 (color) |
|--|---|

If booking multiple shows, please specify for which conferences you would like your advertising to apply: _____

Payment Information

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Please invoice me for:

- the 25% event deposit only*
 the full fee(s)

Billing Contact Name: _____

Email address of billing contact: _____

Billing address if different than above: _____

We will pay via credit card check

(Participation will not be confirmed until minimum deposit of 25% is received.)

Make checks payable to **Tradeline, Inc.**

***Remaining balances due** will be billed approximately 4 months prior to the event(s).

TRADELINE CONFIRMATION

Confirmed by: _____ Deposit received \$ _____ Date: _____

Exhibitor and Sponsor Policies

> Registrants per conference:

Registration forms will be provided in the Exhibitor/Event Sponsor Information Kit distributed approximately 4 months prior to the conference date. Each exhibitor/event sponsor will be allowed a total of TWO registrants included in their fee who may attend all conference session, meals and receptions. Additional registrants may be added by paying an ADDITIONAL REGISTRATION FEE equal to the lowest Team Registration price listed in the conference program.

Registrations may not be split between 2 or more attendees.

> Exhibit space and size requirements:

Display size requirements are outlined in the exhibitor prospectus on the floor plan diagrams. Should an exhibit exceed the given specifications, an additional fee will be assessed by Tradeline, Inc.

> Payment Terms:

To secure exhibit space or event sponsorship a **NON-REFUNDABLE 25%** deposit must accompany the completed application. The exhibitor/sponsor will be invoiced for the remaining balance due at the time full program information is posted on Tradeline's Website (approximately 4 months from the conference date.) Full payment will be due 30 days from billing date.

> Cancellations:

Once participation is confirmed by Tradeline, all cancellations will forfeit the non-refundable **25% deposit**. In addition, cancellations received within 60 days of the event cancellations will be subject to an additional 25% penalty for a total charge equal to **50% of the exhibit fee**. 25% of that fee will be refunded if booth space is resold. In the unlikely event the conference is canceled by Tradeline, the Exhibitor/Sponsor would receive a full refund of the fee.

> Online advertising:

A hyperlink from Tradeline's Website to the exhibitor's/sponsor's home page will be activated at the time full program information is posted online (approximately 4 months from the conference date) or upon receipt of the 25% deposit, whichever is later.

> Attendee lists:

Registration lists giving the names and addresses of attendees are made available at the conference along with the registration materials. A final, electronic attendee list with full contact information will be emailed following the conference.

Exhibitor and Sponsor Policies Continued

> Shipping and handling:

The complete shipping address and instructions will be provided in the Exhibitor/Event Sponsor Information Kit that will be distributed approximately 4 months prior to the conference date. There is no charge to the exhibitor, when using the official drayage company, for handling fees associated with the delivery of material to the exhibit booth location, removal and storage of all empty cases/crates, and the return of cases/crates to the exhibit booth area.

Exhibitors will be responsible for arranging for the pick-up and/or shipment of their equipment at the conclusion of tear-down. Tradeline will not hold, prepare, or arrange for shipment nor will we coordinate with the conference hotel or the official drayage company for the removal of any items for exhibitors.

> Installation and dismantling:

Exhibit material will be delivered by the official drayage company to booth locations for set-up on the day before the main two day conference program begins (Sunday for a Monday-Tuesday conference/Wednesday for a Thursday-Friday conference.) Set-up times will be specified in the Exhibitor/Event Sponsor Information kit. All booths must be set and ready by 8:00 a.m. the next morning on the first meeting day of the main conference.

Exhibitors are responsible for the tear-down and removal of all of their own materials and equipment at the conclusion of the program. Tear-down must be completed and all items removed from the exhibit floor, NO LATER THAN 1 HOUR after the meeting has adjourned.

> Hold harmless/Insurance coverage

Exhibitors/Event Sponsors hereby assume entire responsibility and agree to protect, defend and hold harmless Tradeline, Inc. or the conference hotel, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of Tradeline Inc. or the conference hotel, and its employees or agents. Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.