

# **Exhibitor and Sponsor Prospectus**

## **for**

# **CRYO2017**

The Society for Cryobiology's 54<sup>th</sup> Annual Meeting

July 20-24, 2017

Fengda International Hotel, Shushan District, Hefei, Anhui, China

## **About the Society for Cryobiology (SfC)**

The Society for Cryobiology was founded in 1964 to bring together those from the biological, medical, and physical sciences who have a common interest in the effect of low temperatures on biological systems. The Society currently has approximately 300 members representing countries from around the world. Members represent the 30 countries of Argentina, Australia, Brazil, Canada, China, Czech Republic, Denmark, France, Germany, Greece, Hungary, India, Israel, Italy, Iran, Japan, Netherlands, New Zealand, Nigeria, Russian Federation, Slovakia, South Korea, Spain, Sweden, Switzerland, Taiwan, Turkey, Ukraine, the United Kingdom, and the United States. The purpose of the Society is to promote scientific research in low temperature biology, to improve scientific understanding in this field, and to disseminate and apply this knowledge to the benefit of mankind. The Society requires of all its members the highest ethical and scientific standards in the performance of their professional activities.

The objectives of the Society are fulfilled in two primary ways. First, the Society organizes an annual scientific meeting dedicated to all aspects of low temperature biology. This international meeting offers opportunities for presentation and discussion of the most up-to-date research in cryobiology as well as reviewing specific aspects through symposia and workshops. Second, the Society publishes a journal, ***Cryobiology***, which is the foremost refereed scientific publication in this area, and a Society newsletter.

## **CRYO2017 General Information**

### **2017 Dates**

July 20-24

### **Location**

Fengda International Hotel  
No 10555. Fanhua Road  
Economic and Technological Development Zone  
Shushan District, Hefei, China

Telephone Number: +86-551-62236666

Fax Number: +86-551-65891111

Website: <http://www.fengdainternationalhotelhefei.com/>

Hefei is the capital and largest city of Anhui Province, and one of the most famous, beautiful, and historic cities in China. A prefecture-level city, it is the political, economic, and cultural center of Anhui located in the central portion of the province. Hefei has an area of 11,434.25 km<sup>2</sup> (4,414.79 square miles) and, at the 2015 sampling survey, a population of 7,790,000 inhabitants. The beautiful and scenic Yellow Mountains area is a UNESCO World Heritage Site and only a 3-hour drive

from Hefei. Hefei also plays an important role in scientific research in China. It has seven national laboratories, second only to Beijing.

Fengda International Hotel is a 5-star business hotel situated in Mingzhu Square in the Hefei, city center. The hotel opened in 2015 and has 1100 exquisitely designed rooms including no-smoking rooms. Guests can enjoy free internet access and WiFi in the rooms and WiFi throughout the hotel in public areas, Chinese and English newspapers, air-conditioning, and airport pick up. Each room is equipped with a telephone, internet access, television, slippers, hair drier, and a private bathroom. Chinese and Western restaurants serve a wide variety of dishes.

## **Key Contacts**

### **Co-Chairs**

Prof. Dayong Gao  
University of Washington, Seattle  
email: dayong@uw.edu

Prof. Gang Zhao  
University of Science and Technology of China, Hefei  
email: zhaog@ustc.edu.cn

### **Logistics**

Dr. Edward W. Kordoski  
Executive Director, Society for Cryobiology  
email: ed.kordoski@societyforcryobiology.org

### **Local Program Committee**

Yunxia Cao	Fazil Panhwar
Guangming Chen	Guobo Quan
Zhongshan Deng	Lingxiao Shen
Weiping Ding	Wei Si
Cai Gao	Wendell Sun
Ying Han	Peitao Wang
Xiaojin He	Yi Xu
Yu Huang	Qianfeng Yu
Chunsheng Jia	Aili Zhang
Baolin Liu	Shaozhi Zhang
Jing Liu	Zhiguo Zhang
Zhong Liu	Xinli Zhou
Xilin Ouyang	

## The Conference Program is About the Science and Interactions

Our annual conferences are attended by members from the 30 countries above and beyond. Last year we also attracted scientists and graduate students from Chile and Finland who came to hear the 72 oral presentations and view the 54 posters presenting the latest cutting edge science. The attendees are there to interact and network with each other and the exhibit delivers additional value to our attendees and presents a unique opportunity for your company to interact with scientific professionals from all areas of cryobiology. As an exhibitor you will have multiple opportunities to discuss your products and services with enthusiastic international scientists and students eager to learn how your company can help them. You will encounter potential new customers as well as existing clients.

We realize our attendees are very busy during a typical conference. That's why we schedule specific events in our exhibition hall throughout the entire meeting to drive foot traffic to your exhibition booth. The exhibit hall is where every coffee and beverage break occurs and where the posters are displayed guaranteeing attendees get multiple exposure to your company's products and services. In addition, two evening sessions on Friday and Saturday are scheduled for attendees to mingle, view posters, and visit your booth. The free afternoon on Sunday gives our delegates additional time to browse your booth at leisure, discuss the advantages of your products and services, or build business-to-business opportunities.

	<b>Thursday, July 20</b>	<b>Friday, July 21</b>	<b>Saturday, July 22</b>	<b>Sunday, July 23</b>	<b>Monday, July 24</b>
Morning	Delegate Arrival	Plenary	Plenary	Parallel Sessions	Parallel Sessions
Afternoon		Parallel Sessions	Parallel Sessions	Free Afternoon	Banquet / Awards
Evening	Welcome Reception	Poster Session #1 / Vendor Exhibits	Poster Session #2 / Vendor Exhibits	International Cryobiology Young Researchers (ICYR) Events	

## Exhibit Options at Society for Cryobiology Annual Meetings

The CRYO2017 Exhibit will run from Friday, July 21<sup>st</sup> through Monday, July 24<sup>th</sup>. Exhibitors are responsible for having their exhibit space occupied and set up by 9:00 AM on Friday, July 21<sup>st</sup>. Exhibitors can begin moving out of their space any time after 12:00 Noon on Monday, July 24<sup>th</sup> unless arrangements have been previously

approved in writing by SfC for an earlier move out. Companies interested in exhibiting at the annual meeting have the following options available:

**Your Table Top fee of \$2,500 includes:**

- A 6-foot table top
- A table, 2 chairs, and power supply
- Acknowledgement on the meeting website in the meeting program
- Free conference registration for 2 company representatives

**Your Table Top fee of \$2,000 includes:**

- A 6-foot table top
- A table and 2 chairs
- Acknowledgement on the meeting website in the meeting program
- Free conference registration for 1 company representatives

### **CRYO2017 Exhibit Space Terms and Conditions**

**1. Eligible Sponsors or Exhibits:** SfC reserves the right to determine eligibility of any company or product to participate in the show. SfC can refuse rental of exhibit space, or terminate this contract if already executed, to any company whose display of goods and/or services is not, in SfC's sole judgment, compatible with and complementary to the show and the cryobiology industry which CRYO2017 serves. In the event of such termination, SfC shall refund, in full, all payments, including deposits, which it may have received from the exhibitor.

**2. Location Assignments:** Location assignments will be made based upon the date the Exhibitor Registration form for CRYO2017 is received, as well as the space selection, location specifications and proximity to other companies. Furthermore, in the judgment of SfC, if it becomes necessary to change the original allocation of space, then SfC may do so by notification to the exhibitor's authorized representative.

**3. CRYO2017 Exhibit Space Rental Fees:** CRYO2017 exhibit space rental fees are outlined above and on the Exhibitor Registration form. The two available options are for \$2,500 or \$2,000.

**4. Payment:** The payment schedule is outlined on the Exhibitor Registration form. The form should be accompanied by payment in full or a deposit of 50% of the total cost of the space. If you prefer to pay by VISA, MasterCard, American Express, or Discover, please include your card number and expiration date on the Exhibitor Registration form. If you are sending the 50% deposit, the balance of the exhibit fee will be due **1 month prior to the start date i.e. June 23, 2017**. No exhibitor will be allowed to participate in the show unless payment in full is received prior to the start of the exposition.

**5. Cancellations:** Exhibitors have the right to cancel their space reservations at any time by written notice to SfC. Refunds will be issued based on the total amount due and the date the notice of cancellation is received. Under all circumstances, SfC retains the right to resell any space cancelled by the exhibitor.

Refunds will be based on the following schedule:

Exhibitors requesting cancellation four months prior to the start of the exposition i.e. by March 24, 2017 will receive a full refund minus a \$500 administration fee.

Exhibitors requesting cancellation two months prior to the start of the exposition i.e. by May 26, 2017 will be refunded at 25% of the full rental fee for the assigned space(s).

No refunds will be issued for cancellations received after May 26, 2017.

If applicable cancellation fees exceed payments already received by SfC, the exhibitor will be invoiced for the balance due. The use of any complimentary conference registration badges is forfeited upon cancellation of space.

**6. Use of Space:** No subletting or sharing of space is permitted. SfC retains the right to have removed from the exposition any company that has not duly contracted with SfC for space. All exhibitor activities must be confined to the limits of rented space and must not impede traffic or interfere with the activity of other exhibitors. SfC may evict exhibitors who, because of noise, conduct of personnel, methods of operation or any other reason, detract from the general educational character of the show. In the event of eviction, SfC will not issue a refund.

**7. Sales of Products/Services:** Companies engaged in retail sales must comply with all association, province, and local sales permit requirements.

**8. Failure to Occupy Space:** Any space not at least partially occupied by 9:00 AM on Friday, July 21<sup>st</sup> will be forfeited by the exhibitor and can be used by SfC in any manner, without refund, unless arrangements for delayed occupancy have been previously approved in writing by SfC. All spaces must be set up and ready by 9:00 AM on Friday, July 21<sup>st</sup>. SfC staff will do a walk-through inspection of the exhibit area on the first day of the exposition.

**9. Character of Exhibits:** SfC will provide a minimum of a table for table top displays and 2 chairs. Additional items are provided dependent upon the exhibit option chosen. No exhibit is permitted to obstruct the view of adjacent spaces. SfC reserves the right to direct revisions, at exhibitor expense, of any exhibit that does not comply. Apart from the specific display space for which an exhibiting company

has contracted with SfC, no part of the meeting hotel or surrounding grounds, may be used by any organization other than SfC for display purposes of any kind or nature without the express written permission of SfC. Exhibit brand or company logo, signs and/or trademark displays will be limited to the exposition space.

**10. Fire Regulations:** Each exhibitor is responsible for knowledge of and adherence to all the hotel fire and safety codes. All electrical signs and equipment must be wired to meet the specifications of Underwriters Laboratories (UL) and must conform to all appropriate fire codes. Compliance with such laws is mandatory for all exhibitors and is the sole responsibility of the exhibitors.

**11. Chinese Law Pertaining to Disabilities:** Exhibitors shall have sole responsibility for ensuring that its exhibit is in full compliance with Chinese law pertaining to disabilities and any regulations under the law. Exhibitors will ensure the accessibility of its exhibit space and agrees to hold harmless and indemnify SfC, and its officers, directors, trustees, employees, and agents against any claims, damages, loss or exposure, including attorneys' fees and costs, arising out of or related to any alleged violation of the law or regulations. The hotel shall be responsible for all accessibility requirements and labor accommodation requirements relating to the exhibit space and attendee facilities.

**12. Waiver and Indemnification:** (A) Exhibitors agree to make no claim of any nature whatsoever against SfC, or its officers, governors, employees, and agents, except as specifically provided for herein. This waiver shall include, without limitations: (i) loss, damage, or injury to any property of the exhibitor by fire, theft, destruction, vandalism or any other cause, except for such loss or damage directly attributable to the gross negligence of SfC or its officers, governors, employees, and agents; (ii) any injury to the exhibitor, its agents or employees by any cause, except for such injury directly attributable to the gross negligence of SfC or its officers, governors, employees, and agents; (iii) loss, damage, or injury to the exhibitor's business by reason of space location or the failure to provide space for the show, or by any failure to hold the show as scheduled; (iv) loss, damage, or injury to the exhibitor's business caused by fire, electrical service interruption, or any other interruption occurrence; and (v) all consequential commercial damages arising out of any aspect of this agreement. (B) Exhibitors shall indemnify and hold SfC and its officers, governors, employees, and agents harmless from and against any and all claims, penalties, damages, losses, costs, charges, and expenses whatsoever, including attorneys' fees and costs, arising out of the exhibitor's participation in the show, including, without limitation, the following: (i) damage or injury to any person, persons, or property arising from or by reason of the occupation and use of the exhibit space; (ii) acts done or caused to be done by the exhibitor or its officers, directors, agents, employees, guests or invitees; (iii) any breach by the exhibitor of its obligations hereunder; (iv) any loss, damage or destruction to property of the exhibit facilities caused by the exhibitor, or its officers, directors, agents, employees,

guests or invitees; and (v) any loss, theft, misappropriation or otherwise, or damage or destruction of any property of the exhibitor or property of its guests or invitees brought into the exhibit space of the exhibit facilities; except where such claims are directly attributable to the gross negligence of SfC or its officers, governors, employees, and agents. (C) Exhibitors hereby agree to waive the right to subrogation by its insurance carriers to recover losses sustained under its insurance contract for real and personal property, when permitted by its contracts with its carriers. (D) In no event shall SfC be liable for indirect or consequential damages, and any damages assessed against SfC shall be capped, to the extent permitted by law, to the amount of the rental fee paid by the exhibitor hereunder to SfC.

**13. Exhibitor Insurance:** The exhibitor shall, at its sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance to insure against the risks covered under this Agreement and against claims for bodily injury or death and property damage occurring in or upon or resulting from the meeting and the exhibit space. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than \$1,000,000. Such insurance shall name SfC as an additional insured, and the exhibitor shall upon request provide SfC with a certificate so indicating. Workers Compensation and any other insurance or required licenses shall be in full compliance with all laws, covering all of the exhibitor's employees engaged in the performance of any work for the exhibitor. All property of the exhibitor is understood to remain under its custody and control in transit to and from and within the confines of the hotel.

**14. Show Attendees and Exhibit Staff:** Admission to the exposition area will be available only to registered attendees and exhibitor staff of at least 18 years of age. Proof of age may be required to obtain entrance into the exposition area. SfC makes reasonable attempts to attract quality attendees to its exposition, but does not guarantee specific volumes of traffic or levels of qualification. Traffic volume is not the responsibility of SfC.

**15. Security:** Exhibitors are responsible for the security of their exhibit and its content. Exhibitors are encouraged to budget and make security arrangements for sensitive or valuable items. SfC is not responsible for the security of exhibitors' property. Protection, both security and insurance coverage, of exhibitors' property is the sole responsibility of the exhibitor.

**16. Failure to Hold Show:** Should fire, hurricane, earthquake, flood, strikes, civil disturbance, Acts of God, political or social boycott, or any other circumstances beyond the control of SfC or the hotel make it impossible or impractical or materially impact on the ability to hold the show at the scheduled time, SfC reserves the right to cancel or terminate the show, in whole or in part, for any such force majeure situation. In such event, SfC may retain only such part of the exhibitor's rental fees



as shall be required to compensate it for reasonable expenses incurred up to the time of such cancellation. All remaining rental fees shall be refunded. In no event shall SfC be liable for any direct, indirect, or consequential damages resulting in the failure to hold the show.

**17. Amendment of Rules:** SfC reserves the right to make changes, amendments, and additions to these terms and conditions at any time, and all changes, amendments, and additions so made shall be binding on the exhibitors with the provision that all exhibitors will be advised of any such changes. Any matters not specifically covered herein are subject to decision by SfC.

**18. Shipping:** Information on shipping and storage will be sent to you after acceptance of your table top or floor display application. Questions should be directed to the Fengda International Hotel Business Office by calling +86-551-62236666 and mentioning the CRYO2017 meeting.

## **Sponsorship Opportunities**

### **Your Top 3 reasons to sponsor CRYO2017**

- **Visibility for your brand** - Increase customer awareness of your branding and marketing with prominent signage throughout the meeting, making attendees more likely to engage with your company's representatives.
- **Cost-effective, focussed marketing** - Research by American company Exhibit Surveys Inc. shows that exhibiting at trade fairs and conferences is one of the easiest and most cost-effective ways of generating qualified leads.
- **Additional exposure beyond your exhibit** – Increase your company's visibility, product line awareness, and offered services by selecting a sponsoring opportunity.

### **Platinum Level Sponsor - Reception/Poster Session - \$20,000**

- Full page acknowledgement in the meeting program
- Recognition with signage prominently displayed at the event supported
- Free conference registration for 2 company representatives
- Complimentary meeting bag inserts
- One (1) free exhibit space rental
- Opportunity to distribute a flyer at the reception/poster sessions
- Two (2) complementary tickets to the gala/banquet
- Public acknowledgement at the opening ceremony

### **Gold Level Sponsor - Lunch - \$15,000**

- Full page acknowledgement in the meeting program
- Recognition with signage prominently displayed at the event supported
- Free conference registration for 2 company representatives
- One (1) complementary ticket to the gala/banquet
- Complimentary meeting bag inserts

- One (1) free exhibit space rental
- Opportunity to distribute a flyer at the Registration area

### **Silver Level Sponsor – President’s Reception or Gala/Banquet - \$10,000**

- Full page acknowledgement in the meeting program
- Recognition with signage prominently displayed at the event supported
- Free conference registration for 2 company representatives
- One (1) complimentary ticket to the gala/banquet
- Complimentary meeting bag inserts
- A 50% discount for exhibit space rental

### **Bronze Level Sponsor – Coffee Break - \$5,500**

- Half page acknowledgement in the meeting program
- Recognition with signage prominently displayed at the event supported
- Free conference registration for 1 company representative
- Complimentary meeting bag inserts
- A 25% discount for exhibit space rental

### **Other Sponsorship Opportunities**

#### **Registration Bag Advertiser - \$3,000**

- Company logo printed on high quality registration bags
- Acknowledgement in the meeting program
- Recognition with meeting signage

#### **Student Travel Award Sponsor - \$1,000 to \$2,000 (\$500 per student, up to 4 students)**

- Acknowledgement in the meeting program
- Recognition in the meeting program
- Corporate name acknowledged on student(s) award certificate(s)

#### **Program Booklet Sponsorship - \$1,500**

- Color advertisement on either the inside front or back cover of the meeting program

### **Other Sponsorship Opportunities**

- \$2,500 – Workshop sponsorship
- \$2,000 – General meeting support – speaker support, signage, printing, etc.
- \$1,000 – Lanyard and badge holder OR provide them
- \$350 – Registration bag advertising insert

For questions about these Sponsorship or Exhibit opportunities please contact:

Edward W. Kordoski, PhD, MBA

Executive Director of the Society for Cryobiology (SfC)

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Phone: 410-451-1137