



June 22, 2004

Dear Vendor,

I would like to invite you to exhibit at the 56<sup>th</sup> Southeastern Regional ACS Meeting (SERMACS 2004) which is being hosted by the NC Section of the ACS at the Sheraton Imperial Conference Center on November 11-12, 2004. I have enclosed an "Invitation to Exhibit" which contains the details of the commercial exhibit booth layout, included booth components, exhibit rules/regulations, and the booth reservation form.

Please note that phone, T1, and wireless connectivity will be available through out the exhibit area as an option (contact the Sheraton-RTP representative) and that 220V electrical service will available only at booths 1-4 (located near the wall). We are also trying to establish a limited number of slots for Exhibitor Seminars (topics of you choice). More details will be provided with the Booth Confirmation.

If you are staying overnight in RTP, your registration at the Sheraton-RTP will help NCACS fill its contract obligation towards mitigating the cost of the presentation/exhibit space. Please indicate that room is for **SERMACS 2004**, or **ACS**, or **NCACS** so that the NCACS will get credited.

Reserve you room at SERMACS 2004 rates (\$110 single or double, \$150 club level) by calling **919-941-8115 (Sheraton-RTP)** or registering online direct (preferred method) at <http://membership.acs.org/s/serm2004/housing.html>

Finally, we thank you for your participation in *SERMACS 98*. This Southeastern Regional Meeting of the ACS was one of the most successful regional meetings ever, with a registered attendance of over 1,500 scientists representing more than 300 institutions. The meeting could not have been so successful without your contribution. We hope that you will also support the upcoming *SERMACS 2004*.

Sincerely,

John W. Hines  
Exhibit Chair, SERMACS 2004

Attachment

**INVITATION TO EXHIBIT  
56<sup>th</sup> SOUTHEASTERN REGIONAL MEETING  
OF THE AMERICAN CHEMICAL SOCIETY**

**2004**

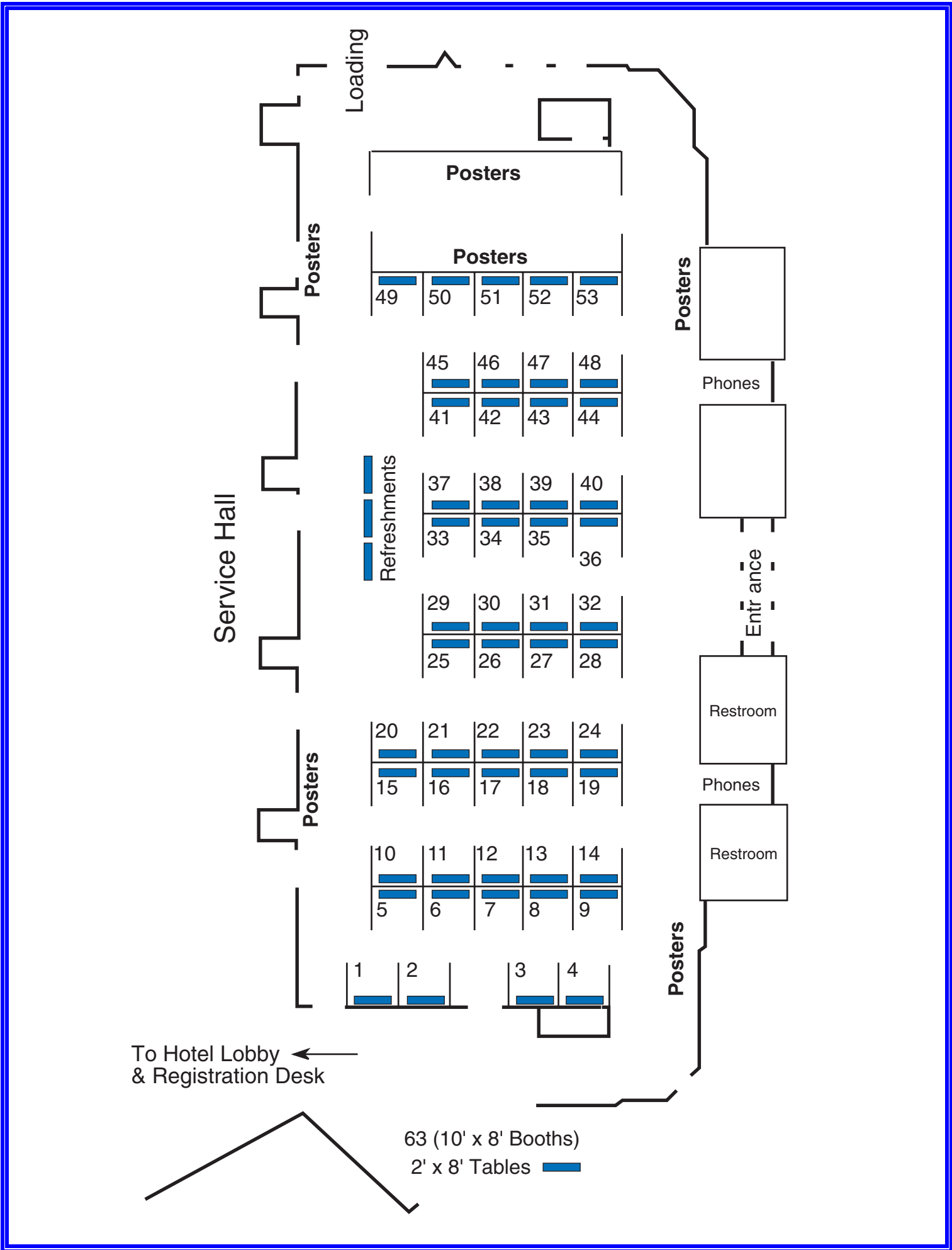


**Southeastern Regional Meeting of  
the American Chemical Society  
Research Triangle Park, NC**

November 11-12, 2004  
Sheraton Imperial  
Research Triangle Park, NC



Sponsored by the  
North Carolina Section of the  
American Chemical Society



Loading

Posters

Posters

49 50 51 52 53

45 46 47 48  
41 42 43 44

Refreshments

37 38 39 40  
33 34 35 36

29 30 31 32  
25 26 27 28

20 21 22 23 24  
15 16 17 18 19

10 11 12 13 14  
5 6 7 8 9

1 2 3 4

Service Hall

Posters

Posters

Posters

Phones

Entrance

Restroom

Phones

Restroom

Posters

To Hotel Lobby & Registration Desk

**Plan to Exhibit**  
at the  
**56<sup>th</sup> Southeastern Regional Meeting**  
of the  
**American Chemical Society**  
**November 11-12, 2004**

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**INVITATION TO EXHIBIT**

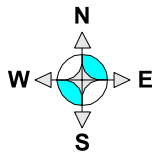
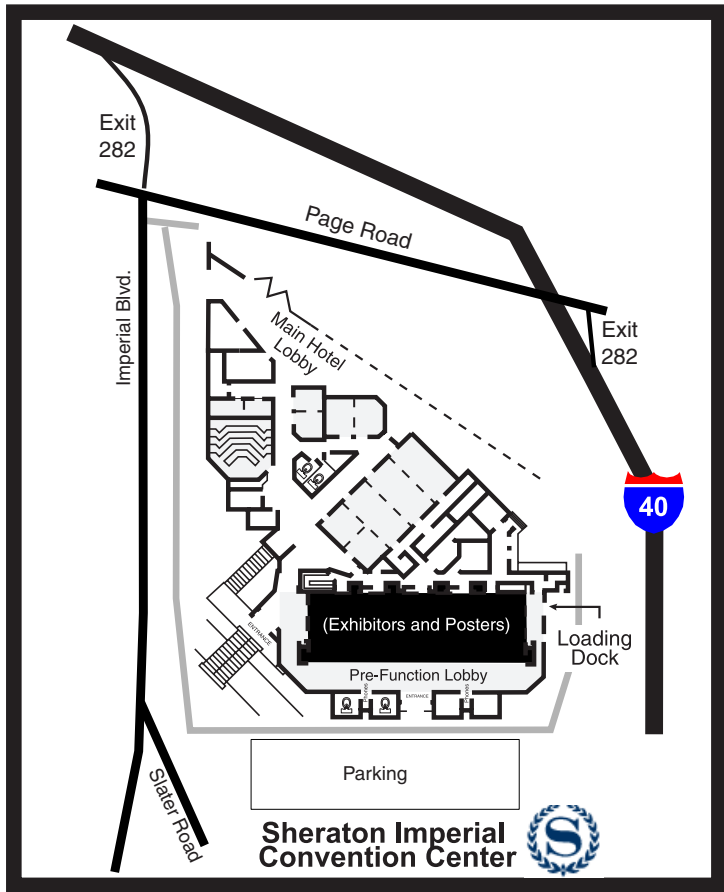
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- Exhibit in the heart of the Research Triangle, which includes over 50 research and development facilities and 10 local colleges and universities.
- Attendance is open to all interested professionals.
- Combined membership of sponsoring organizations is over 30,000
- 25 Symposia will consist of invited presentations highlighting important areas of research.
- Symposium and Instrument Exhibit will be held in the 34,000 sq. ft. Sheraton Imperial Convention Center
- Instrument Exhibit is located near the registration desk and the meeting rooms.
- Refreshments will be available for all participants in the Instrument Exhibit area.
- 53 Booths - Single booths, 8' deep x 10' wide, available at \$700 each.  
Double booths, 8' deep x 20' wide, available at \$1,100.
- Booth assignments are made on a first come, first serve basis. Register early!
- Booth set-up and shipping services are available from Southern Exhibition Services
- Booth set-up is 1 pm - 12:00 midnight, Wednesday, November 10<sup>th</sup>.
- Instrument Exhibit is open 9:00 am - 7:30 pm, Thursday, November 11<sup>th</sup>  
(includes reception in Exhibit area from 6-7 pm).  
9:00 am - 5:00 pm, Friday, November 12<sup>th</sup>.
- Lunch is available onsite at the Sheraton restaurants, other restaurants nearby.
- Exhibit-ONLY registration is free!
- Registration deadline for inclusion in the meeting program is October 1, 2004.

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For further information, contact:

John W. Hines  
SERMACS 2004 Exhibit Chair  
Research Triangle Institute  
P. O. Box 12242  
Research Triangle Park, NC 27709  
*Telephone: 919-541-6647*  
*Fax: 919-541-7208*  
*email: hines@rti.org*



**SHERATON IMPERIAL  
CONVENTION CENTER**

# 56<sup>th</sup> SOUTHEASTERN REGIONAL MEETING

AMERICAN CHEMICAL SOCIETY

NOVEMBER 11-12, 2004

## BOOTH EXPOSITION RULES AND REGULATIONS

1. **CONTRACT FOR SPACE.** The receipt by SERMACS 2004 of your signed application/contract, accompanied by a check for the full amount of the reservation fee, will constitute a contract for the right to use the allocated space. To be honored, applications must be on the official form (xerox copy allowed) accompanied by a check for the full amount. Cancellations cannot be accepted after October 1, 2004 unless SERMACS 2004 is able to resell the space. In the event of fire, strike or other uncontrollable circumstance rendering the exhibition unfit or unavailable for use, this contract will not be binding. If such an event occurs prior to the start of the exhibition, at least half of the reservation fee will be refunded.
2. **SPACE ASSIGNMENT.** Spaces will be assigned on a first-come, first-serve basis with the receipt of the signed application/contract and fee, using the date of the postmark to establish the order. SERMACS 2004 will endeavor to honor the choice of space as noted on the contract, in order of stated preference. In the event that the preferred spaces have been assigned previously, SERMACS 2004 will attempt to contact the Exhibitor to establish an alternate choice. Otherwise SERMACS 2004 reserves the right to assign space as equitably as possible.
3. **SPACE RENTAL.** All booths are 10' wide x 8' deep and include:
  - Unlimited Exhibitor badges (Recipients MUST be listed on application)
  - Booth Identification Sign (7" x 44")
  - 8' High backwall drape, 3' high sidewall drapes
  - 8' Skirted table
  - Two (2) chairs
  - Wastebasket
  - General overhead illumination
  - Security service when the exhibit area is closed (after hours guard)

Options:

  - 110V electrical service will be available upon request
  - 220V available only in Booths 1 - 4
  - Phone Service (\$25/day)
  - T1, wireless access (~\$25/day)
  - Other booth options provided by SES
4. **ADDITIONAL FURNISHINGS AND SHIPPING.** Additional furnishings, storage, drayage, setup, and take-down labor will be available from Southern Exhibition Services (SES). An Exhibitor Service Kit outlining services and rates will be sent to you along with a confirmation of booth assignment. Exhibitors have the prerogative to bring their own material into the Hotel exhibit area. Hotel staff will have control of all traffic into and out of the hotel in order to keep aisles clear and provide efficient and orderly access to the exhibit area. ALL SHIPMENTS MUST BE THROUGH SES. Sheraton staff cannot accept shipments.

5. INSTALLATION OF EXHIBITS. Installation may begin at 1pm, Wednesday, November 10<sup>th</sup> until 12 midnight and all exhibit setup must be completed by 9 am, Thursday, November 11<sup>th</sup>. Unclaimed space will be reassigned without refund of reservation fee.
6. DISMANTLING EXHIBITS. Exhibitors may not begin dismantling activities until after 5 pm, Friday, November 12<sup>th</sup>. All packing must be completed by 8 pm, Friday, November 12<sup>th</sup>.
7. SPACE RESTRICTIONS. All demonstrations, discussion and other activities, such as the distribution of descriptive literature of any kind, must be confined to the exhibitor's own booth or otherwise approved area. No exhibitor shall assign, sublet, or share the whole or any part of his assigned space without approval of SERMACS 2004. Booth displays should not be placed in such a manner as to interfere with other exhibitors. No tall sidewall panel shall project farther than 48 inches from the main backwall, and no equipment of abnormal height (greater than 8 feet) shall be allowed along the side rails. There shall be no obstruction of the aisles.
8. FIRE PRECAUTIONS. Exhibitors are expected to use good sense in the choice of and implementation of display materials. All packing containers, excelsior and similar materials are to be removed from sight upon completion of the booth arrangement. All electrical work and wiring must be approved and installed in accordance with the Underwriters Code.
9. LIABILITY. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless the Hotel, its agents, servants and employees from any and all such losses, damages and claims. Hotel will not be responsible or liable for any loss, damage or claims arising out of exhibitor's activities on the Hotel premises except for any claims, loss, or damages arising directly from its negligence. SERMACS 2004 will be responsible to negotiate the contract with its exhibitors.
10. EXHIBITORS' BADGES. Each exhibitor will receive SERMACS 2004 badges without additional charge. Such badges entitle an exhibitor representative to admission to papers, symposia, and all other SERMACS 2004 sponsored functions. **Exhibitors must provide a list of booth representatives needing badges prior to the Exhibition.**
11. ADMISSION TO EXHIBIT AREA. Admission to the exhibit area will be by badge only although exhibit-only badges will be free. All SERMACS 2004 badges will be honored. The booth exhibition will be open from 9:00am - 7:30pm (reception in exhibit hall) on November 11 and 9:00am - 5:00pm on November 12. There will be coincident technical sessions.

***PLEASE SEND THE COMPLETED CONTRACT FORM AND  
DIRECT INQUIRES ABOUT SERMACS 2004 EXHIBITS TO:***

*John W. Hines  
SERMACS 2004 Exhibits Chair  
Research Triangle Institute  
P.O. Box 12194  
Research Triangle Park, NC 27709  
Telephone: 919-541-6647  
Fax: 919-541-7208  
email: hines@rti.org*



## Exhibit Booth Application and Contract - Continued

You must register by October 1, 2004 to insure having your company included in the SERMACS Program.

### REQUIRED INFORMATION

Company Name: \_\_\_\_\_  
(as you want it to appear on the in the Program & Booth Identification Sign)

Company WEB URL: \_\_\_\_\_  
*We will link to this URL from your booth on the SERMACS 2004 WEB page*

Names of **attending**  
**representatives:** \_\_\_\_\_

Please include company affiliation  
if different from Company Name  
above \_\_\_\_\_

Name and telephone number of  
**primary sales contact** as it will  
appear in the Symposium program \_\_\_\_\_

For the benefit of promotion and publicity of the Exposition, I (we) authorize SERMACS 2004 to use the following description of the products and/or services to be exhibited: (Please limit to 50 words. The Exhibits Chair reserves the right to edit for length and style.)

Please see our EXHIBIT LAYOUT at the SERMACS 2004 web site  
<http://membership.acs.org/s/serm2004/booths.html>