



Charting Chemical Connections



**Southeast Region of the American Chemical Society
Richmond, VA October 26-29, 2011**

Hosted by the Virginia Section of the American Chemical Society Omni Hotel, Richmond, VA

We would like you to be an Exhibitor at the SERMACS 2011 Graduate School Fair. We recognize the cost and time associated with participating in a regional ACS meeting can only be offset by the number of contacts made with the kind of undergraduate students who will likely apply for graduate, professional schools or research programs.

At the Southeastern Regional Meeting of the American Chemical Society, we expect 1,200-1,500 attendees, comprised of chemists, biochemists, materials engineers, and educators from government labs, corporations, public schools, colleges and universities, and contract research organizations. We are building an excellent and diverse program that should attract a large number of attendees throughout the Southeastern and mid-Atlantic regions of the U.S. We expect a large Undergraduate presence given the number of colleges within driving distance of Richmond, Virginia. We are committed to creating an environment where you will have the opportunity to interact with a maximum number of Undergraduate students and generate interest in your schools or programs. The Graduate School Fair will begin at 4pm on October 28 following the Exhibit Show and ending at 8 pm when the Social begins in the adjacent room. A second day will be available on October 29th at 12 pm following the Undergraduate Awards Breakfast. Exhibitors can choose one or both days.

We have planned the Graduate Fair for SERMACS 2011 to maximize your effectiveness in exposing your school or program. In order to ensure success and maximize impact of your exhibit:

- The room allocated for the exhibits will be located on the same floor as most of the meeting rooms to ensure traffic through the exhibits.
- Coffee breaks and Poster Sessions will be located in and near the Exhibit area to draw meeting attendees to your booth. Coffee service will be available for graduate school exhibitors and attendees within the immediate presentation area.
- We are planning a "Who done it" scavenger hunt and other incentives which require that students come to the Graduate tables.
- We are offering a 1-day only registration option so that graduate students who may volunteer to run the tables can attend SERMACS 2011 for minimal cost.
- The Omni is a small venue and space is limited to about 30 booths so please attempt to reserve a space by April 29, 2011.



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Please review the enclosed invitation to Exhibit at SERMACS 2011 and send us an email if you have questions. To receive your Graduate Fair Application and Information, please e-mail the Undergraduate Program Chair. A graduate fair application will be posted within the next few days at <http://sermacs2011.org>

Sincerely,

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Features of the Graduate Fair Exposition at SERMACS 2011:

- Conference hosted at the Omni Hotel, in the heart of Richmond's financial and historical districts, and overlooking the scenic James River.
- Vendor spaces located in the James River Ballroom is centralized to ensure traffic through the exhibits.
<http://www.omnihotels.com/FindAHotel/Richmond/MeetingFacilities/SpecificationsAndFloorPlans.aspx>
- There is the option of a one or two day booth purchase.
- Three options for display are available:
 1. Booth Package – 8'×10' pipe and drape with one 6' table and two chairs
 2. A Double Booth Package is also available
 3. Table Top Package – 6' table and two chairs
 4. Unstaffed Literature Display – 6' table
- Additional furnishings, utilities, etc. to be supplied by Exhibitor or rented through Exhibits, Inc, Richmond, VA.

Perks for Exhibitors:

- Complimentary Registration for one exhibit staff person per exhibit booth purchased for one day.
- Complimentary Registration for two exhibit staff persons per exhibit booth purchased for two days.
- Coffee breaks and Poster Sessions will be located in and near the Exhibit Hall to increase traffic to your booth.
- Prize drawings and activities designed to increase traffic through the Exhibit Hall.

Cost:

- \$300 each day for a Booth Package.
- \$450 each day for a Double Booth Package.
- \$100 for a Table Top.
- \$50 Unstaffed Literature Tables

Preference of Friday or Saturday for one-day exhibitors will be given in the order of their reservations as will preference in location of the booth or table. The Exhibit Committee reserves the right to make the final determination of all space assignments, which are in the best interest of the exposition.

Rich in History, Rich in Science, Rich in Chemistry, Richmond, VA