



We would like you to be an Exhibitor at the SERMACS 2011 Vendor Exposition! We recognize the cost and time associated with participating in a regional ACS meeting can only be offset by generation of quality leads and are committed to providing that opportunity.

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 are committed to creating an environment where you will have the opportunity to interact with a maximum number of attendees and generate leads for future business. The Vendor Exposition will begin on October 26 from 6:00 to 9:00 PM in conjunction with a Welcome Reception, October 27 from 9:00 AM to 4:00 PM, and on October 28 from 9:00 AM until noon. The exhibit hall will be available for set up on October 26 between Noon and 5:00 PM and dismantling on October 28 between Noon and 4:00 PM.

We have planned the Exhibit Show for SERMACS 2011 to maximize your effectiveness in exposing your company to meeting attendees at a reasonable cost. 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 Vendors and attendees within the Exhibit area.
- We are planning prize drawings for the attendees based on visits to Vendors, as well as other programs designed to drive traffic into the Exhibition area.
- We are offering a 1-day Exhibition only registration option so that vendors may invite clients who are not members of the ACS nor were planning to attend SERMACS 2011. Each vendor will receive a limited number of free Exposition only passes.
- A discount is offered to those who reserve their space by April 29, 2011. Space is limited!

Please review the enclosed invitation to Exhibit at SERMACS 2011 and send us an email if you have questions. To receive your Exhibitor Application and Information, please e-mail The Exposition Committee. The SERMACS 2011 Website can be found at <http://sermacs2011.org>.

Features of the Vendor 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 in a room located in a centralized location to ensure traffic through the exhibits.
- Exposition hours are 6:00 PM to 9:00 PM October 26th, 9:00 AM – 4:00 PM on October 27th, and 9:00 AM – Noon on October 28th.
- 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. Vendor kit is available upon request.

Perks for Exhibitors:

- Complimentary Registration for two exhibit staff persons per exhibit booth purchased
- Coffee breaks and Poster Sessions will be located in and near the Exhibit Hall to increase traffic to your booth.
- Prize drawings and giveaways designed to increase traffic through the Exhibit Hall.
- Complimentary 1-day Exhibition only passes can be made available upon request.

Cost:

- \$895 for a Booth Package if reserved before April 29, 2011. \$1,095 afterwards
- \$1,495 for a Double Booth Package if reserved before April 29, 2011, \$1,795 afterwards
- \$695 for a Table Top if reserved before April 29, 2011. \$795 afterwards
- \$295 Unstaffed Literature Tables

Vendors will be given 1st, 2nd or 3rd preference for booth location six weeks prior to the conference, based on the order of their reservations. The Exhibit Committee reserves the right to make the final determination of all space assignments, which are in the best interest of the exposition.