



EXHIBITOR GUIDELINES

IMPORTANT INFORMATION & DEADLINES:

- The exhibits fair will take place in the Lake Champlain Exhibition Hall in the Sheraton Burlington Hotel & Conference Center.
- The exhibitor fair will be open from 8:00 – 4:00 pm on Friday, October 15, 2010.
- There is no fee for non-profit organization to exhibit
- The fee is \$1,000 for for-profit companies to exhibit.
- All approved exhibitors will be acknowledged on the conference web site and in the day-of-event handout.
- Deadline for completing and submitting the online registration form is **September 17** to be included as an exhibitor at the conference and listed on the attendee handout.
- Deadline for receipt of payment is **October 8**.

ADDITIONAL OPPORTUNITIES FOR SUPPORT:

There are many opportunities to further support the Breast Cancer Conference. Some opportunities include supporting food breaks, all day beverage service, continental breakfast, and more. If you are interested in learning more about these opportunities, please contact Kelly O'Malley at 802-656-2176 or kelly.omalley@uvm.edu.

CONFERENCE REGISTRATION & LUNCH:

- All onsite representatives must register online for the conference. Please check-in the morning of the conference at the exhibitor registration table in the lobby for your nametag and packet.
- If you need to order a boxed lunch, you must order this through online registration as well. A boxed lunch includes a sandwich/wrap, a bag of chips, an apple, and a beverage and costs \$10.00.

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Eligibility for Exhibiting:

The exhibits fair is a vital part of the Vermont Cancer Center's Breast Cancer Conference. To exhibit, the goods and services must meet the standards of generally accepted medical

practice. Non-profit organizations are invited to exhibit at no charge; however, space is limited and prioritized to organizations that specifically cater to cancer-related goods and services. The Breast Cancer Conference Planning Committee will review all exhibitor applications and reserves the right to remove, decline, or prohibit any exhibit, or part of an exhibit, or proposed exhibit which, at its sole discretion is not suitable to or in keeping with the goals and objectives of the Breast Cancer Conference. The purpose of the exhibits fair is to provide a showcase for products and services of interest to the attendees of the conference. How do you see your company or products connected to Breast Cancer?

Booth, Number & Location:

- Exhibit space consists of one 6' x 30" table covered with a table drape and one chair.
- Exhibitors are welcome and encouraged to bring their own table skirting and display materials.
- The conference organizers will assign booth numbers and locations and reserves the right to modify any and all table adjustments necessary due to space limitations.
- Exhibitor understands and agrees that the conference organizers have sole discretion on the assignment of table locations.

Installation and Dismantling of Exhibits:

- Exhibitors will have access to the exhibit area starting at 4:30 pm until 8:00 pm on Thursday, October 14 for set-up.
- The exhibit hall will also be open for exhibitor set-up on Friday, October 15 starting at 7:00 am.
- Exhibitor displays must be set-up by 8:00 am Friday, October 15 and all exhibits must remain intact until the exhibits close at 4:00 pm, at which time dismantling and packing may begin.

Shipping Information:

- Please follow the shipping instructions as outlined. Failure to do so may result in your package not arriving. We suggest that you bring the tracking number for your packages to the event, as well as any important documents and materials you may require if your box cannot be immediately located. Please send boxes to the address below to the attention of the representative of your company who will be onsite on the day of the event. Do not send boxes to arrive at the Sheraton before **October 8**.

Sheraton Burlington Hotel & Conference Center
Breast Cancer Conference – 10/15/2010
Attn: [Enter Onsite Representative Name]
870 Williston Road
South Burlington, VT 05403

Electrical, Telephone, Audio-Visual and Internet Access:

- All orders for electrical, telephone, A/V, or internet are contracts between the exhibitor and the Sheraton Burlington Hotel & Conference Center. The VCC is not responsible for charges incurred for these services. All electrical, telephone, AV, or internet orders must be submitted by October 8 (5 business days prior to the event). All requests made after **October 8** cannot be guaranteed. Questions regarding electrical, telephone, AV and internet access should be directed to Sherri Neumann at the Sheraton Burlington Hotel at 802-865-6662.

- It is the exhibitor's responsibility to send in the electrical, telephone, AV, and internet form to the Sheraton in a timely manner to order services. Please email Kelly O'Malley at kelly.omalley@uvm.edu, if you need the electrical, telephone, AV, and internet access form. The form is also available on the "Information For" exhibitor page of the Breast Cancer Conference Web site: http://vtbreastcancerconference.org/?page_id=30

Exhibitor Housing:

- Exhibitors are responsible for making their own travel and hotel arrangements. To make hotel reservations at the conference hotel, call the Sheraton directly at 802-865-6600.

Cancellations:

- Exhibitors who reserve space and do not notify the conference organizers in advance of a cancellation date may forfeit the right to exhibit at future conferences.
- Refunds for exhibitor fees may be obtained if notice of cancellation is received on or before **October 1**. No refunds are possible after this date.

Payment Policy:

- Payment received by **October 1** guarantees space. VCC reserves the right to reassign the space if payment is not received by this date.
- Please make checks payable to **University of Vermont** (UVM tax ID number is 03-0179440).
- All payments must be sent to the UVM Office of Continuing Medical Education. Address provided below:

University of Vermont
Office of Continuing Medical Education
Attn: Diane Keefer
128 Lakeside Avenue, Suite 100
Burlington, VT 05401
- **Completion of this form represents a commitment. VCC must be notified no later than **October 1** if funding is not approved or if you choose not to support the program. Payment is otherwise expected.**