INSTRUCTIONS: Type or print this application. Complete all sections. Sign and return both pages of the application with the required deposit made payable to the Microscopy Society of America, PO Box 485, LaGrange, IL 60525-0485. Should you need a copy, make a copy for your files. Upon assignment of space by Show Management, a booth space confirmation will be sent to you.

Key Contact Person/Title

Key Contact Phone No.           Key Contact Fax No.

Key Contact E-Mail Address

This person will serve as your primary exhibitor contact and will receive the Exhibitor Service Kit for this exposition. If the mailing address for the Key Contact Person is different from the address listed below, please attach a separate sheet with key contact’s address information.

Company Name

Company Name Continued

Street Address

City/State/Zip

Phone No.           Toll Free No.

Fax No.

Company E-Mail Address

Website Address

EXHIBIT SPACE RENTAL

The minimum booth size is 10’ x 10’ – 100 square feet. The exhibit space rental charge is $2175 per 10’x10’ booth. There is a $100 charge for each exposed corner. A $500 deposit (payable in U.S. Funds and drawn on a U.S. bank) per 10’x10’ booth must be enclosed with this application. The balance of the space rental charge will be due and payable on April 19, 2011. Applications received after April 19, 2011 must include full payment.

CANCELLATION AND REFUNDS

All requests for cancellation of booth space must be received in writing. Cancellations received prior to April 19, 2011, will be refunded less the non-refundable amount of $100 per 100 sq ft of exhibit space. For cancellations received after April 19, 2011, exhibitors are liable for 100% of the cost of space. See item 1 of the Rules and Regulations.

We DESIRE to be next to or across the aisle from:

We do NOT want to be next to or across the aisle from:

LOCATION PREFERENCES

Please indicate the location and configuration of the booth space requested. Applications received without payment will not be processed. Show management has the right to require the 2nd company to move locations.

1st Choice  2nd Choice  3rd Choice  4th Choice

No. of Booths_______ x $2175.00 Rate = $________________
No. of Corners_______ x $100 corner charge $________________
Total Due $________________

Deposit due $500 per 10’x10’booth: $________________
On or after 4/19/2011 submit application with total amount.

METHOD OF PAYMENT

Microscopy Society of America Federal Tax ID# 11-6042333

___ Check    ___ Am Exp    ___ Visa    ___ MC

In the amount of $________________

For Credit Card, attach separate sheet with the following:
Account Number, Expiration Date, Name as it appears on Card and billing address.

WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE EXPOSITION AS PRINTED ON THE REVERSE SIDE HEREOF AND WHICH ARE A PART OF THIS APPLICATION. ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT.

Date

Authorized Signature This line must be signed for acceptance of contract.

Title

QUESTIONS? M&M Exhibit Office
Corcoran Expositions, Inc.
Phone: 312-541-0567, Fax 312-541-0573
E-Mail: info@corcexpo

FOR OFFICE USE ONLY

CC Sent:__________
CC Approval #:__________
The Microscopy Society of America and the Microbeam Analysis Society herein referred to as M&M, its authorized representatives and Coraconan Exhibitors, Inc. are hereinafter referred to as 'Show Management.'

1. DEPOSITS AND FULL REFUNDS. Applications submitted prior to April 19, 2011 must be accompanied by a deposit payment in the amount of $500 (payable in US funds, drawn on a US bank) per 10’ x 10’ booth of the space requested. Applications received without such payment will not be processed nor will space assignment be made. The balance of the space rental charge will become due and payable on or before April 19, 2011. Applications received after April 19, 2011 will be refunded less the non-refundable amount of $100 per 100 square feet of exhibit space. For cancellations received after April 19, 2011, exhibitors are liable for 100% of the cost of the space. It is expressly agreed by the exhibitor that in the event he fails to pay the balance due and payable on or before April 19, 2011, or fails to comply with any other provisions contained in these rules and regulations concerning his use of exhibit space, Show Management shall have the right to reassign the booth located on the face of the contract or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as may be deemed advisable. In the event of any default hereunder, in the opinion of Show Management, the exhibitor's space, materials and property therein are hereby sold and assigned to Show Management for the use and disposition of the same. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them.

2. PRICE RENTAL AND ASSIGNMENT OF LOCATION. Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION. Since the exhibit is not necessarily assigned on a first-come, first-served basis, Show Management has the right to require the 2nd or 3rd company who places themselves next to a competitor to move locations.

3. USE OF SPACE, SUBLETTING AND LOCATION. Nor shall any assign, sublet, or share the space with others. The exhibitor shall not sublet his space unless approval has been obtained in writing from Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies exhibit a separate location. Fabricators and Modifiers of exhibit, or display is not included as a single entity. Should an article of non-exhibiting company be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business. No company or representative of such company may be permitted to solicit business within the Exhibit Area.

4. OPERATIONS OF DISPLAYS. Show Management reserves the right to restrict the operation of, or exhibit completely, any exhibit which, in its sole opinion, detracts from the general character of the Show. This includes but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, are determined by Show Management to be objectionable to the successful conduct of the exposition as a whole. Use of so-called “barkers” or “pitchmen” is strictly prohibited. All demonstrations or other promotional activities must be confined to such times as are determined by Show Management. Exhibitors are requested to keep aisles near its exhibit space free of congestion caused by displays or other promotions.

5. DIRECT SALES. No retail sales are permitted within the exhibit area at any time, but orders may be taken for future delivery.

6. INSTALLATION AND REMOVAL. Show Management reserves the right to fix the time for the installation of a booth prior to the show opening and for its removal after the conclusion of the show. Installation of all exhibits must be fully completed by the opening time of the exposition. Any space not completed by the closing time at the expiration of the installation period shall be subject to the removal of the exhibitor's space, materials and property therein. No exhibitor will be allowed to dismantle or repack any part of his exhibit until after the closing of the show.

7. ARRANGEMENT OF EXHIBITS. Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, the exhibit fails to conform to the Exhibitor Kit guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition.

Exhibitor Plan Review. Booth construction plans and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exposition.

8. LIABILITY AND INSURANCE. All property of the exhibitor remains under his custody and control to and from the exhibit hall while and/or during the Show, and while in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff or employees of the same, nor the building owner shall be responsible or liable for such, or of any damage or injury to persons while entering, upon, or going through the premises, or while in the premises or in connection therewith. The exhibitor shall be responsible for keeping the aisles near its exhibit space free of congestion caused by displays or other promotions.

9. STORAGE OF PACKAGING CRATES AND BOXES. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period, but those, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor's responsibility to mark and identify his crates. Crates not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty." Because of the lack of storage facilities, it may be necessary to store empty crates and crates outside the Safekeeping of Show Management. Show Management and/or Exhibitor's service contractors will assume any responsibility for damage to them. The removal and removal of large crates will be charged at prevailing rates. Crates, boxes or other exhibit materials unsalvaged by the exhibitor after the show will be removed at the exhibitor's expense. Exhibitor's service contractors are not liable for items occurring therein.

10. SOCIAL ACTIVITIES. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other exhibitor functions during official show activities, including exhibit hours, social functions, educational sessions and other meetings. Show Management reserves the right to determine in its sole opinion, if any sponsored event are in violation of the rules and regulations or in conflict with any show activity.

11. LIABILITY AND INSURANCE. All property of the exhibitor remains under his custody and control to and from the exhibit hall while and/or during the Show, and while in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff or employees of the same, nor the building owner shall be responsible or liable for such, or of any damage or injury to persons while entering, upon, or going through the premises, or while in the premises or in connection therewith. The exhibitor shall be responsible for keeping the aisles near its exhibit space free of congestion caused by displays or other promotions. Direct Sales. No retail sales are permitted within the exhibit area at any time, but orders may be taken for future delivery.

Contexts, Drawings & Licenses. All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the opening of the exposition.

12. LIABILITY. All activities, demonstrations or other promotional activities must be confined to such times as are determined by Show Management. Exhibitors are requested to keep aisles near its exhibit space free of congestion caused by displays or other promotions.

Live Animals. Live animals over the age of eight (8) years must be kept in the aisles near its exhibit space free of congestion caused by displays or other promotions.

Models. Booth representatives, including models or demonstrators, must be properly and modestly dressed. Excessively revealing attire is prohibited.

Sponsoring Hospitality. Exhibitors shall not receive or be paid for the exclusive rights to the use of musical instruments, radios, sound projection equipment, public address systems or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and/or patrons, and thereby the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens.

Copyright Licensing. Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform, or display any copyrighted materials including but not limited to music, video, and software. Exhibitor must agree to indemnify and hold harmless M&M, Show Management, and facility against cost, expense, or liability which may be incident to, arise out of or be caused by Exhibitor's failure to obtain requisite license.

5. NO EXHIBITORS AUTHORIZED REPRESENTATIVE. Each exhibitor must name one person to be his representative in connection with installation, operation and removal of the company's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times. For their own safety and protection, persons under the age of eighteen (18) may not staff the booth or assist in the move-in and/or move-out process.

6. INSTALLATION AND REMOVAL. Show Management reserves the right to fix the time for the installation of a booth prior to the show opening and for its removal after the conclusion of the show. Installation of all exhibits must be fully completed by the opening time of the exposition. Any space not completed by the closing time at the expiration of the installation period shall be subject to the removal of the exhibitor's space, materials and property therein. No exhibitor will be allowed to dismantle or repack any part of his exhibit until after the closing of the show.

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