



CRYO EXPO 2011

CRYOGENIC ENGINEERING CONFERENCE AND
INTERNATIONAL CRYOGENIC MATERIALS CONFERENCE

SPOKANE CONVENTION CENTER

SPOKANE, WASHINGTON USA ♦ JUNE 13 – 17, 2011

Exhibitor Prospectus

You Are Invited!

The CRYO EXPO 2011 Exhibition Committee extends an invitation to exhibit at the 2011 Cryogenic Engineering Conference and the International Cryogenic Materials Conference (CEC/ICMC) scheduled for June 13 – 17, 2011 at the Spokane Convention Center in Spokane, Washington.

The CRYO EXPO 2011 will consist of product manufacturers and service providers related to the cryogenic engineering industry and will be held in conjunction with the technical conference. A special technical session, *100 Years of Superconducting Materials, Machines, and Cryogenics*, will review the history of important scientific and engineering discoveries in these areas and explore the future directions for these technologies. Don't miss this exceptional opportunity to present your company's latest products, services, and techniques in an intimate setting to a sophisticated audience involved in the research and development of cryogenic engineering.

The CRYO EXPO 2011 and all technical sessions will be held in the same facility, at the Spokane Convention Center. The CRYO EXPO begins on Tuesday, June 14th and ends on Thursday, June 16th. In order to insure maximum exposure, the exhibit hall will be the site of all poster sessions, refreshment breaks and the Exhibitor Reception which is to be held Tuesday, June 14th.

Why Exhibit in Spokane?

The CRYO EXPO 2011 will offer your company a valuable opportunity for one-to-one interaction with leading-edge researchers, engineers, scientists, and developers from industry, universities, and both private and government laboratories who are involved in making and/or influencing purchasing decisions for their companies and institutions.

Decorator Move-in:

Sunday, June 12, 2011
8:00 a.m. – 5:00 p.m.

Exhibitor Move-in:

Monday, June 13, 2011
8:00 a.m. – 5:00 p.m.

Exhibitor Dismantle:

Thursday, June 16, 2011
12:00 p.m. – 3:00 p.m.

Decorator Move-out:

Thursday, June 16, 2011
3:00 p.m. – 5:00 p.m.

Exhibit Show Hours:

Tuesday, June 14, 2011
9:00 a.m. – 5:00 p.m.
Exhibitor Reception: 6:00 p.m. – 7:30 p.m.

Wednesday, June 15, 2011
9:00 a.m. – 5:00 p.m.

Thursday, June 16, 2011
9:00 a.m. – 12:00 p.m.

The CEC/ICMC 2011 Conference

A myriad of technical and special sessions will update scientists and engineers within the cryogenic engineering community with the latest scientific and technical developments. The Conference will include plenary, oral, and poster sessions as well as various social events.

Booth Rental Rates & Description

10' x 10' Booth - \$2,000

10' x 20' Booth - \$3,900

All booths will be 10' wide by 10' deep. Each booth will be equipped with 3' high fabric side rails with 8' high fabric backwall, and a 7" x 44" identification sign. **The Exhibit Hall is carpeted.**

Payments will be accepted by Visa, MasterCard, Discover, checks or bank wire. Checks must be in U.S. dollars drawn on a United States bank and made payable to CEC/ICMC 2011. Bank wire transfer fees are the full responsibility of the exhibiting company.

All payments must be received in full by **April 1, 2011**. Partial payments WILL NOT be accepted. Exhibit Application & Contract Agreements WILL NOT be processed without full payment.

Exhibitor Registration

Each 10' x 10' exhibit booth fee includes one Full Conference registration, two Exhibit Hall Only registrations and one issue of the Transactions of the Cryogenic Engineering Conference for the CEC and the ICMC. Full Conference attendees may attend all technical sessions, exhibits and social events. Exhibit Hall Only registration includes admission to the Exhibit Hall, the Welcome Reception, the Exhibitor Reception and the Refreshment Breaks ONLY.

Additional company personnel are encouraged to attend. Individuals may attend as either additional Full Conference attendees or as "Exhibit Hall Only" personnel. Those wishing to attend CEC/ICMC 2011 technical sessions and social events must indicate Full Conference on the Exhibit Application & Contract Agreement (registration fees will be made available on the CEC/ICMC 2011 website February 1, 2011). Companies will be invoiced for these additional Full Conference registration fees.

Any "Exhibit Hall Only" personnel must register at the \$95 rate on the Exhibit Application & Contract Agreement. This rate includes admittance ONLY to the Welcome Reception, Exhibitor Reception, and Refreshment Breaks. It does not include access to the technical sessions, banquet event or the issue of the Transactions of the Cryogenic Engineering Conference for the CEC or the ICMC.

Benefits to Exhibitors**

- Pre- and post-conference listing on the CEC/ICMC 2011 website with a hyperlink to your company's homepage
- Company name and short company description in the CEC/ICMC 2011 Conference Program Book
- One Complimentary Full Conference Registration, including admittance to the exhibit, all technical sessions and social events
- Two Complimentary Exhibit Hall Only Registrations
- One issue of the Transactions of the Cryogenic Engineering Conference for CEC and ICMC (two with double booth)
- Coffee and refreshment breaks for exhibitors and attendees in the exhibit hall
- Complimentary meeting space (if available) for entertaining, commercial workshops, product demonstrations, sales meetings, etc.
- A Conference attendee list will be prepared with registrations received to-date on **May 31, 2011**. PER REQUEST, this list will be emailed to fully paid exhibiting companies only on or after this date. An updated final attendees list will be emailed to fully paid exhibiting companies following the conference, per request only. *(Note, only participants having given permission to be included in any shared attendee's list will be included.)*

****Please note that benefits to exhibitors noted above will not apply until full payment is received.**

Assignment of Booth Space

Application & Contract Agreements are date-stamped upon receipt **ONLY** if payment is accompanying the contract. If payment is received at a later date, the application & contract agreement will be date stamped on the day the payment is received. Exhibit space will be assigned on a first-come, first-served basis (based on the date stamps) until sold out. **Booth number assignments, however, will not be made available on the CEC/ICMC 2011 website until April 8, 2011.** Once assignments are posted online, an email will be sent to all exhibitors registered.

To select your preferred booth area, please refer to the tentative exhibit floor plan. Exhibitors wishing to avoid assignment of space adjacent to, or across from, particular companies should indicate so on the Exhibit Application & Contract Agreement. Careful consideration will be given to such requests whenever possible. Exhibit Manager reserves the right to adjust floor layout.

Cancellation

If written notice of cancellation is received by **April 1, 2011**, an administrative fee of 20% of the total booth fee will be retained. Cancellations after April 1, 2011 will result in forfeiture of the exhibit fee.

Decorator and Exhibit Service Kit

GES is the official decorator for the CRYO EXPO 2011 and will provide the official exhibit service kit for the exhibit. The exhibit service kit will contain all necessary information required for ordering services from GES and all other selected ancillary suppliers. Also included are any management materials such as event rules, information bulletins, etc. Exhibit service kits will be emailed to all contact persons as noted on the contract agreement and will also be made available online on the GES website on **April 13, 2011**.

CRYO EXPO 2011 Updates

Confirmed Exhibitors will be kept current with periodic CRYO EXPO 2011 updates found on the CEC/ICMC 2011 website.

Special Requests

Special requests could be, but are not limited to, needs for cooling water and drains, electrical requirements to accommodate the use of a compressor, chemical mixtures and liquid nitrogen. Liquid nitrogen containers of 25lbs are allowed on show floor, however each container must be secured.

Special requests must be approved by Conference Management prior to submitting the Exhibit Application & Contract Agreement. Please contact Centennial Conferences by email at cecicmc@centennialconferences.com with any special requests you may have.

Hotel Accommodations

A very limited amount of rooms at the special Conference rate has been secured at the Doubletree Hotel in Spokane, Washington. Details will be posted on the Accommodation Information section of the CEC/ICMC 2011 website.

CRYO EXPO 2011 Website Address

For more conference information, please visit the CEC/ICMC 2011 website at <http://www.cec-icmc.org>.

Conference Program Book Advertisement

Stand out from the crowd – include your company's ad in the conference program book (8 ½ x 11) which will be the main giveaway for conference participants and used throughout the conference. Advertising rates for black and white ad's are as follows:

Inside front or back cover: \$750

Full page internal: \$750

Tentative Schedule at the CRYO EXPO 2011

Exhibitor Registration/Exhibit Installation

Monday, June 13, 2011

8:00 a.m. – 5:00 p.m.

Exhibitor Registration will be located in the Ballroom 100 ABC located on the first floor of the Spokane Convention Center. All exhibit representatives must register prior to entering the Exhibit Hall. Exhibitors MUST wear their badges at all times in order to enter the exhibit area.

Exhibit Dismantle

Thursday, June 16, 2011

12:00 p.m. – 3:00 p.m.

Exhibits must be out by 3:00 p.m. on Thursday, June 16, 2011. Teardowns will NOT be allowed prior to 12:00 p.m. on Wednesday.

Activities in the Exhibit Hall and Conference

Monday, June 13, 2011*

8:00 a.m. – 5:00 p.m. – Exhibitor Registration and Installation

8:00 a.m. – 8:00 p.m. – Conference Registration Open

8:00 a.m. – 5:00 p.m. – Short Courses

6:00 p.m. – 9:00 p.m. – Welcome Reception

Tuesday, June 14, 2011*

9:00 a.m. – 5:00 p.m. – Exhibit Open

9:00 a.m. – 5:00 p.m. – Concurrent Poster Sessions, times to be determined

9:00 a.m. – 6:00 p.m. – Concurrent Oral Sessions, times to be determined

AM – Morning Break

PM – Afternoon Break

6:00 p.m. – 7:30 p.m. – Exhibitor Reception

Wednesday, June 15, 2011*

9:00 a.m. – 5:00 p.m. – Exhibit Open

9:00 a.m. – 5:00 p.m. – Concurrent Poster Sessions, times to be determined

9:00 a.m. – 6:00 p.m. – Concurrent Oral Sessions, times to be determined

AM – Morning Break

PM – Afternoon Break

Thursday, June 16, 2011*

9:00 a.m. – 12:00 p.m. – Exhibit Open

9:00 a.m. – 12:00 p.m. – Concurrent Poster Sessions, times to be determined

9:00 a.m. – 6:00 p.m. – Concurrent Oral Sessions, times to be determined

AM – Morning Break

12:00 p.m. – 3:00 p.m. – Exhibitor Dismantle

3:00 p.m. – 5:00 p.m. – Decorator Move-out

7:00 p.m. – 10:00 p.m. – Banquet

****All published hours are subject to change. The CEC/ICMC 2011 website will keep all exhibitors notified of the final show and conference schedule. Exact times for the exhibit will be determined after the technical program is finalized by mid-February, 2011.***

**Exhibit space is limited so register NOW to guarantee
your participation in this prestigious event!**