



## YOU ARE INVITED TO EXHIBIT!

The 2017 Cryogenic Engineering Conference and the International Cryogenic Materials Conference (CEC/ICMC'17) will be held at the Monona Terrace Community and Convention Center in Madison, Wisconsin, USA from July 9 – July 13, 2017. The CEC/ICMC 2017 will host a Scientific and Industrial Exhibition, The CRYO EXPO 2017, which will bring together scientists and engineers from the worldwide research community.

The CRYO EXPO 2017 will consist of product manufacturers and service providers related to the cryogenic engineering industry and will be held in conjunction with the technical conference.

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. Your company will have a valuable opportunity for one-on-one interaction with researchers from industry, universities, and both private and government laboratories who are involved in making and/or influencing purchasing decisions for their companies and institutions.

The CRYO EXPO 2017 and all technical sessions will be held in the same facility, at the Monona Terrace Community and Convention Center. **The CRYO EXPO begins on Sunday, July 9<sup>th</sup> and ends on Wednesday, July 12<sup>th</sup>.** The exhibition space will be arranged to provide maximal exposure to the conference delegates during poster sessions, refreshment breaks and the Exhibitor Reception.

Booth reservation will be on a first-come, first-served basis and will be announced on **Monday, April 17, 2017. Sign up early for a prime booth location!**

## LAYOUT AND HOURS

### Venue

Monona Terrace Community and Convention Center, Madison, Wisconsin

Website: <https://www.mononaterrace.com/>

### Key Dates & Times (tentative)\*

#### Conference Dates

#### Sunday, July 9 – Thursday, July 13, 2017

Decorator Move-in	Sunday, July 9	08:00 a.m. – 12:00 p.m.
Exhibitor Registration & Installation	Sunday, July 9	12:00 p.m. – 05:00 p.m.
Welcome Reception	Sunday, July 9	06:30 p.m. – 08:00 p.m.
Exhibition Hours	Monday, July 10	09:00 a.m. – 05:00 p.m.
	Tuesday, July 11	09:00 a.m. – 05:00 p.m.
	Wednesday, July 12	09:00 a.m. – 12:00 p.m.
Exhibitor Reception	Monday, July 9	06:00 p.m. – 07:30 p.m.
Exhibitor Dismantle	Wednesday, July 12	12:00 p.m. – 03:00 p.m.
Decorator Move-out	Wednesday, July 12	03:00 p.m. – 07:00 p.m.

*\*Exact times for the exhibit will be determined after the technical program is finalized mid-March 2017.*

## PACKAGES, RATES AND PAYMENT

### Exhibition Booth Details

**Single Booth, 10' x 10' - \$2,200**

**Double Booth, 10' x 20' - \$4,000**

Single booth measurements are 10' wide by 10' deep. Each booth will be equipped with 3' high fabric side rails and 8' high fabric back wall and one 11" x 17" ID sign. The Exhibit Hall is **NOT** carpeted. Complimentary wireless internet will be available in the Exhibit Hall.

The deadline for submitting your contract agreement and full payment is **Monday, April 10, 2017**.

Exhibit Space is limited and will be reserved on a first come, first served basis.

### Benefits to Exhibitors\*\*

- One (1) Full Conference Registration with admittance to all technical sessions and social events and Two (2) Exhibit Hall Only Registrations with admission to the Exhibit Hall, the Welcome Reception, the Exhibitor Reception and the Refreshment Breaks ONLY are included in with a single booth.
- One (1) set each of the CEC and ICMC transactions.
- Pre- and post- Conference listing on the CEC/ICMC 2017 website with your company description and a hyperlink to your company website.
- Company name and description listed in the CEC/ICMC 2017 program book.
- Refreshment breaks will be available in prominent locations throughout the Exhibit area.
- Pre-registrant contact information available three weeks prior to conference in excel format. Contact Centennial Conferences by email at [cecicmc@centennialconferences.com](mailto:cecicmc@centennialconferences.com) to request the pre-registrant contact data. (Note that the list will not include those who opted out of having their contact information included in the attendees list.)
- Full listing of all conference participants will be provided –if requested– after the conference via email in excel format. (Note that the list will not include those who opted out of having their contact information included in the attendees list.)

**\*\* Please note that benefits listed above will not apply until full payment has been received.**

### Exhibit Registration

Each 10' x 10' exhibit booth includes one (1) Full Conference Registration, two (2) Exhibit Hall Only Registrations and one (1) set each of the CEC and ICMC transactions.

Additional company personnel may attend as an Exhibit Hall Only registrant at the \$150 per person rate (limited to two (2) per booth). Exhibit Hall Only registrations include admittance only to the Welcome Reception, Exhibitor Reception, and Refreshment Breaks. It does not include access to the technical sessions and the Farewell Event.

Additional personnel wishing to attend technical sessions and social events must register as a Full Conference participant as part of the Attendee Conference Registration made available online starting at the end of March, 2017.

Application & Contract Agreements are date-stamped upon receipt as long as payment is included. Exhibit space will be assigned on a first-come, first-served basis until sold out. Contract and payment must be received by **April 10, 2017**. Partial payments will **not** be accepted. Application & Contract agreements will not be processed without full payment.

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.

Booth assignments will be made by the Exhibit Chairman by **Monday, April 17, 2017**. Assignments will be added to the list of confirmed exhibitors on the CEC/ICMC'17 website.

**SIGN UP EARLY FOR A PRIME BOOTH LOCATION!**

## Payment Information

All Payments must be made in U.S. dollars. Acceptable forms of payment are:

- Credit Card (Visa, MasterCard and Discover)
- Check (must be drawn on a U.S. bank in U.S. dollars and made payable to **Cryogenic Engineering Conference, Inc.**
- Wire Transfer (contact Centennial Conferences by email at [cecimc@centennialconferences.com](mailto:cecimc@centennialconferences.com) for current bank information. Bank wire fees are the full responsibility of the exhibiting company.)

**The deadline for full payment is April 10, 2017.** Partial payments will not be accepted. Exhibit Application & Contract Agreements will not be processed without payment.

## DECORATOR AND EXHIBIT SERVICE MANUAL

Valley Expo will be the official service provider for the CRYO EXPO 2017 and will supply each exhibit company with an online Exhibitor Service Manual. It will be made available online via the CEC/ICMC'17 website. An email notification will be sent to the contact of each exhibit company when this information is available.

The manual will outline shipping, drayage and material handling instructions and include pre-printed shipping labels.

Booth furnishings, electrical services, audio visual, graphics and other fee-based show services can be ordered from Valley Expo using the online service manual.

Please note! The Monona Terrace Community and Convention Center is a Union Property and all exhibitors are expected to comply with any union requirements in effect.

## TERMS AND CONDITIONS

### Cancellations

If written notice of cancellation is received by **April 10, 2017**, an administrative fee of 20% of the total booth fee will be retained. Cancellations after April 10, 2017 will result in forfeiture of the full exhibit fee amount.

### Exhibition Special Requests

Helium, Nitrogen, Oxygen and Nitrous oxide tanks are allowed on the event floor with prior approval by the Fire Marshal and the Director of Engineering at the Monona Terrace Community and Convention Center. Nitrous oxide and Oxygen tanks over 250 cubic feet are prohibited and oxidizing gases (Oxygen or Nitrous oxide) in amounts in excess of 503 cubic feet may only be used in public assembly area under permit for Hazardous Materials. If approved by the Fire Marshal, all tanks must be firmly secured in the upright position with valves protected against damage. Any container not clearly labeled will be removed from within the Monona Terrace Community and Convention Center, tested and disposed of at exhibitor's expense. Exhibitors displaying or using hazardous materials must indicate so in the special request section on the exhibitor application & contract agreement. OSHA requires that all containers be properly labeled and display appropriate warnings. All tanks shall be tested for leakage by spraying soapy water at points of connections and tops of tanks. Any tanks with leakage shall be removed from the premises at the exhibitor's expense.

### Booth Etiquette

During Exhibition opening hours, booths should be attended by an authorized representative, technically qualified to explain and demonstrate the equipment or services displayed.

The Conference reserves the right to remove any display that, because of noise or other objectionable features, detracts from the scientific and educational nature of the exhibit.

### Sub-letting

Exhibitors will not be allowed to sublet booths or portions of booths to non-registered companies or individuals.

### Compliance

The Exhibitor assumes all responsibility for compliance with all pertinent ordinances, resolutions and codes of duly authorized local, state, and federal governing bodies concerning fire, safety and health, together with the rules and regulations of the Monona Terrace Community and Convention Center.

### Hold Harmless Clause

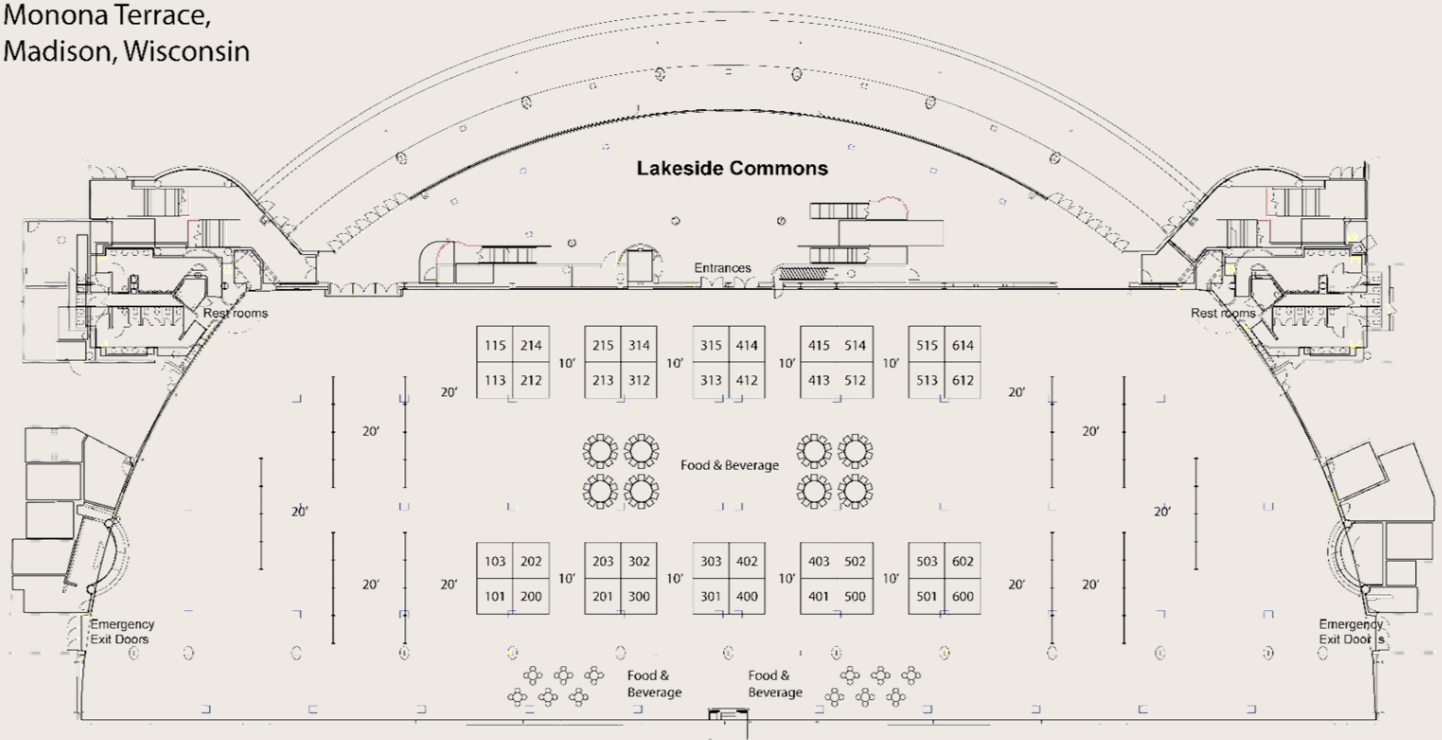
The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of Exhibitor's activities in the Monona Terrace Community and Convention Center and will indemnify, defend, and hold harmless CEC/ICMC management, the Monona Terrace Community and Convention Center, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

### CEC/ICMC 2017 Website Address and Exhibition Updates

Exhibitors will be kept current with periodic CEC/ICMC 2017 Exhibition updates found on the Conference website. For this and any other Conference related information, please visit <http://www.cec-icmc.org>.

## FLOOR PLAN (TENTATIVE)

### Cryo Expo 2017 Monona Terrace, Madison, Wisconsin



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