



# You Are Invited!

The CRYO EXPO 2007 Exhibition Committee extends an invitation to exhibit at the 2007 Cryogenic Engineering Conference and the International Cryogenic Materials Conference (CEC/ICMC) scheduled for July 16 – July 20, 2007 at the Chattanooga Convention Center in Chattanooga, Tennessee.

The CRYO EXPO 2007 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 will review the history of the conference and important scientific and engineering discoveries throughout the years. 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 2007 and all technical sessions will be held in the same facility at the Chattanooga Convention Center. The CRYO EXPO begins on Tuesday, July 17<sup>th</sup> and ends on Thursday, July 19<sup>th</sup>. In order to insure maximum exposure, the exhibit hall will be the site of all poster sessions, refreshment breaks and the Exhibitor Reception to be held Tuesday, July 17<sup>th</sup>.

## Show Hours:

**Tuesday, July 17, 2007**

9:00 a.m. – 8:00 p.m. (approx.\*,  
including Exhibitor Reception)

**Wednesday, July 18, 2007**

9:00 a.m. – 5:00 p.m. (approx.\*)

**Thursday, July 19, 2007**

8:00 a.m. – 11:30 a.m. (approx.\*)

## Move-in Hours:

**Monday, July 16, 2007**

9:00 a.m. – 5:00 p.m.

## Dismantle

**Thursday, July 19, 2007**

11:30 a.m. – 3:00 p.m.

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

## The CEC/ICMC 2007 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 and tours.

## Why Exhibit in Chattanooga?

As we anticipate increased attendance for this meeting, the CRYO EXPO 2007 will offer your company a valuable opportunity for one-to-one interaction with more than the usual 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.

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

# CEC - ICMC 2007

## Benefits to Exhibitors\*

- Pre- and post-conference listing on the CEC/ICMC 2007 web site with a hyperlink to your company's homepage
- Company listing in the CEC/ICMC 2007 Conference Program Book
- One Complimentary Full Conference Registration, including admittance to 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
- Special sponsorship and advertising opportunities
- Discounted conference hotel room at the Chattanooga Marriott.
- Coffee and refreshment breaks for exhibitors and attendees in the exhibit hall
- Special industrial presentation for exhibitors only
- Complimentary meeting space (if available) for entertaining, commercial workshops, product demonstrations, sales meetings, etc.
- PER REQUEST, attendees list will be emailed to the contact person per contract for all fully paid exhibiting companies on June 1, 2007. The list will be in excel format and available on this date only at no charge. An updated, final attendees list will be emailed to the same person for all fully paid exhibiting companies following the conference. (Note, only participants having given permission to be listed will be included.)

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

## Booth Rental Rates & Description

10' x 10' Booth - \$1,800

10' x 20' Booth - \$3,500

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 Chattanooga Convention Center is NOT carpeted.

Checks must be in U.S. dollars drawn on a United States bank and made payable to CEC/ICMC 2007. The deadline for full payment is May 1, 2007.

## CRYO EXPO 2007 Updates

Confirmed Exhibitors will be kept current with periodic CRYO EXPO 2007 Updates found on the CEC/ICMC 2007 Conference web site.

## 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 CEC and ICMC. Full Conference attendees may attend all technical sessions 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 2007's 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 2007 web site March 1, 2007). Companies will be invoiced for these additional Full Conference registration fees.

Any "Exhibit Hall Only" personnel must register for the \$75 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 CEC and ICMC.

## Assignment of Booth Space

Application & Contract Agreements are date-stamped upon receipt and exhibit space will be assigned on a first-come, first-served basis until sold out. All payments must be received in full by May 1, 2007. Partial payments WILL NOT be accepted. Exhibit Application & Contract Agreements WILL NOT be processed without full payment. Cancellations prior to May 1, 2007 will result in an administrative fee of 20% of the total booth fee. Cancellations after May 1, 2007 will result in full forfeiture of the exhibit fee.

To select your preferred booth area, please refer to the tentative exhibit floor plan included in the prospectus. 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 spaces will be assigned by May 15, 2007.

# CHATTANOOGA

## Decorator

Arata Expositions, Inc. is the official decorator for CRYO EXPO 2007 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 Arata Expositions, Inc., and all other selected ancillary suppliers. Also included are any management materials such as event rules, information bulletins, etc. Exhibit service kits will be mailed and made available online on June 1st. The posted service kit will be password protected in pdf format. Upon CRYO EXPO 2007's receipt of the completed Exhibit Application & Contract Agreement as well as FULL PAYMENT, exhibitors will receive the password required to access the exhibit service kit online.

## Special Requests

All special requests should be directed to Arata Expositions, Inc.'s Exhibitor Service Department at 407-422-3636 or via email at [kcammarata@arataexpo.com](mailto:kcammarata@arataexpo.com) PRIOR to submitting the Exhibit Application & Contract Agreement and full payment. 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.

If your request can be accommodated and is approved, you will receive confirmation from Arata Expositions, Inc. by email. Please complete the Special Needs section on the Exhibit Application & Contract Agreement and attach the confirmation received from Arata Expositions, Inc.

## Cancellation

If written notice of cancellation is received by May 1, 2007, an administrative fee of 20% of the total booth fee will be retained. Cancellations after May 1, 2007 will result in forfeiture of the exhibit fee.

## Hotel Accommodations

Special conference rates have been secured at the Chattanooga Marriott in Chattanooga, Tennessee. Details will be listed on the Housing Information section of the CEC/ICMC 2007 web site.

## CRYO EXPO 2007 Web Site Address

For more conference information, please visit the CEC/ICMC 2007 web site at <http://www.cec-icmc.org>.



## Tentative Schedule at CRYO EXPO 2007

### Exhibitor Registration/Exhibit Installation

Monday, July 16, 2007 9:00 a.m. – 5:00 p.m.

Exhibitor Registration will be located in Exhibit Hall C/D on the main level of the Chattanooga 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, July 19, 2007 11:30 a.m. – 3:00 p.m.

Exhibits must be out by 3:00 p.m. on Thursday, July 19, 2007.

Teardowns will NOT be allowed prior to 11:30 a.m. on Thursday.

## Activities in the Exhibit Hall and Conference Schedule

The conference will begin on Monday, July 16 with a Welcome Reception.

### Monday, July 16, 2007

9:00 a.m. – 8:00 p.m. (approx. \*) – Conference Registration Open

9:00 a.m. – 5:00 p.m. (approx. \*) – Exhibitor Registration and Installation

7:00 p.m. – 9:00 p.m. – Welcome Reception

### Tuesday, July 17, 2007

9:00 a.m. – 5:00 p.m. (approx. \*) – Exhibit Open

9:00 a.m. – 5:00 p.m. (approx. \*) – Concurrent Poster Sessions,  
times to be determined

9:00 a.m. – 6:00 p.m. (approx. \*) – Concurrent Oral Sessions,  
times to be determined

AM – Morning Break

PM – Afternoon Break

7:00 p.m. – 9:00 p.m. – Exhibitor Reception

### Wednesday, July 18, 2007

9:00 a.m. – 5:00 p.m. (approx. \*) – Exhibit Open

9:00 a.m. – 5:00 p.m. (approx. \*) – Concurrent Poster Sessions,  
times to be determined

9:00 a.m. – 6:00 p.m. (approx. \*) – Concurrent Oral Sessions,  
times to be determined

AM – Morning Break

PM – Afternoon Break

7:00 p.m. – 10:00 p.m. – Banquet

### Thursday, July 19, 2007

8:00 a.m. – 11:30 a.m. (approx. \*) – Exhibit Open

9:00 a.m. – 5:00 p.m. (approx. \*) – Concurrent Poster Sessions,  
times to be determined

9:00 a.m. – 6:00 p.m. (approx. \*) – Concurrent Oral Sessions,  
times to be determined

AM – Morning Break

11:30 a.m. – 3:00 p.m. – Exhibitor Dismantle

*\*All published hours are subject to change.*

*The CEC/ICMC 2007 web site will keep all exhibitors notified of the final show and conference schedule.*

# Tentative CRYO EXPO 2007 Exhibition Floor Plan

## CEC-ICMC 2007 Chattanooga Convention Center Exhibit Halls C&D Chattanooga, Tennessee

