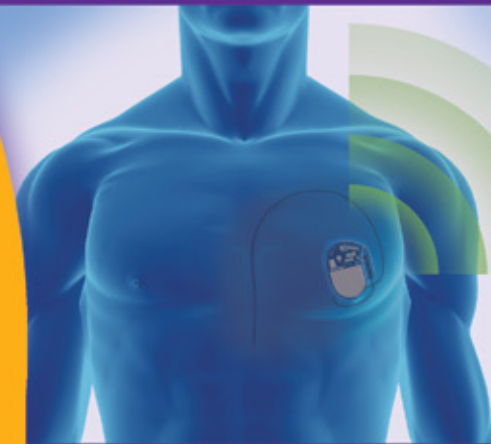


ADVANCING MEDICAL TECHNOLOGY



LifeScience Alley®
TENTH ANNUAL
CONFERENCE
& EXPO 2011



SPONSORSHIP BROCHURE

December 7, 2011 – Minneapolis, MN

**RESERVE
YOUR SPACE
TODAY!**

Don't miss the opportunity to **MAXIMIZE YOUR EXPOSURE!**

SPONSORSHIP OPPORTUNITIES are available to fit every budget.

Sponsors and Exhibitors who signed up on-site last year were included in over 75,000 conference mailings. Contact **Marsha Golob** of The Event Group, Incorporated at **763.548.1307** or **marsha.golob@eventshows.com** for additional information and pricing.

Visit the conference website

www.LifeScienceAlleyConference.org

Premier Sponsor

Manitoba 



LifeScience Alley®

Advancing Medical Technology

Join medical technology professionals from around the globe at the Tenth Annual LifeScience Alley Conference & Expo in Minnesota, the epicenter of medical device innovation. This year's Conference will bring the medical technology community together to share vital information on the shifting commercialization and health care delivery landscape.

What You Will Learn

Industry experts will share the knowledge, resources, and practices you need to innovate more effectively, meet evolving clinical and customer needs, and better position your business to succeed.

Why Minnesota

Minnesota is the global center for medical technology, boasting a robust infrastructure of supporting organizations, advanced academic institutions, and an active entrepreneurial community.

Our state is home to international headquarters or major facilities for **3M**, **American Medical Systems**, **Boston Scientific**, **Mayo Clinic**, **Medtronic**, **St. Jude Medical**, and many other world leaders in medical technology research and development. In total, Minnesota has over 400 FDA-registered medical device companies and the highest medical device employment density in the U.S.

About LifeScience Alley

LifeScience Alley® is an international leader in sharing best practices, and is the largest state-based life sciences trade association in the United States. With a 26-year track record of providing results-oriented outcomes to its members, LifeScience Alley enables business success through educating workforces, influencing state and federal public policy, supporting advancement in research and technological innovation, and fostering industry connections. The Association's membership employs approximately 250,000 Minnesotans and its reach extends throughout the U.S. and the world.

Who Should Attend

Attendees represent the following sectors:

- Executive Leadership
- Clinical and Regulatory
- Reimbursement
- Manufacturing and Quality
- Health Care Technology and Delivery
- Product Development/R&D
- Finance and Investing
- Marketing and Sales
- Academia

Marketing Exposure

In 2010, the LifeScience Alley Conference & Expo had 100+ print, web, and in-person marketing placements, ranging from Minnesota's largest statewide newspaper to national trade magazines, and from dedicated email blasts targeting LifeScience Alley members to web ad placement on the national level. Some of the places we were featured in 2010 included:

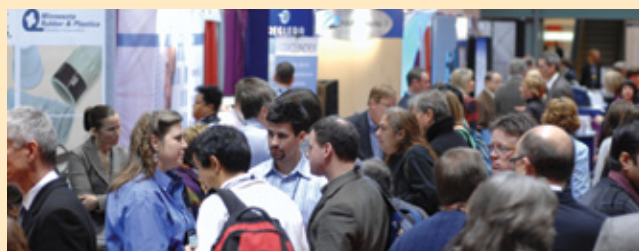
- MD+DI Magazine
- MX Magazine
- MD&M Minneapolis
- Medical Product Outsourcing (MPO) Magazine & The Source E-Newsletter
- FDA News
- Minnesota Physician
- The StarTribune
- Minneapolis/St. Paul Business Journal



Why You Should Sponsor the Tenth Annual Conference & Expo

Don't Miss the Opportunity to Maximize Your Exposure! Sign up TODAY!

- Brand building and organization awareness with a highly targeted audience
- Focused marketing and advertising campaigns in print, online, and in person
- Broad exposure with 75,000+ conference brochures distributed throughout 2011
- A dedicated conference website offering high visibility and outreach with tens of thousands of views in 2011
- International exposure with media partners and global companies
- Relationship building opportunities via Exhibit Hall and dedicated networking breaks
- A high-profile presence with direct access to thought leaders, key decision makers, and C-level executives
- Partnering and collaborative opportunities with attendees and other sponsors and exhibitors



"We have been to numerous shows, some garnishing even more contacts, but none with the quality and usefulness of the contacts made at the LifeScience Alley Conference. I think I can safely say we will probably become life members of this event."

Robert Heitkamp
President
Midwest Applied Technologies, LLC

2011 Sponsor & Exhibitor List (as of 8.4.11)

■ Sponsor

7-SIGMA, Inc.	EI Microcircuits	Province of Manitoba - Science, Innovation, Business Development	Shattuck-St. Mary's School BioScience Program
About Medical, Inc.	Electromed, Inc.	Medical Device Testing Services	Spectrum Plastics Group
Action Inc.	Electronic Systems, Inc.	MedNet Solutions	SMC, Ltd.
Alquest LLC, A NAMS Company	Evans Analytical Group	The MedTech Group	Summit Medical
Anoka Ramsey Community College	Evergreen Medical Technologies LLC	Medtronic	SWAT Solutions
American Preclinical Services, LLC	Fish & Richardson P.C.	Metro Mold and Design, Inc.	Talencio
Argenta Advisors, LLC	Gerbig Engineering	Minnesota Rubber and Plastics	Teamvantage
Bakken Museum	Greatbatch Medical	Minnesota State University, Mankato & MN CEME	Teleflex Medical OEM
Benchmark Electronics	Hibbing Economic Development Authority	Minnetronix, Inc.	Tembua: The Precision Language Solution
Biotest Laboratories, Inc.	Image IQ, Inc.	MinnWest Technology Campus	ThreeWire, Inc.
Boston Scientific	IMG Saxony-Anhalt	MPS Technical	TRIA Othopaedic Center - Research Institute
BSI	Innovize	MVP Marketing + Design, Inc.	TÜD SÜV America, Inc.
Consulate General of Canada	The Integra Group, Inc.	Pace Analytical Life Sciences, LLC	UBM Technologies
CG3 Consulting, LLC	Institute for Therapeutics, Discovery, and Development, University of Minnesota	Pacific Bridge Medical	University of Minnesota Clinical and Translational Science Institute
City of Burnsville Economic Development	Intertek	Project Leadership Services	University of Minnesota, Experimental Surgical Services
Creekridge Capital	I-Tek Medical Technologies	Regents of the University of Minnesota, through its School of Nursing	VWR International
DDL, Inc.	Kluge Design, Inc. (KDI)	The Research Edge®, LLC	Wipfli LLP, CPAs & Consultants
Dekra Certification	KPMG, LLP	RJ Ahmann Company	WhiteBoard Product Solutions
Design Solutions Inc.	LarsonAllen LLP	SGS North America, Inc.	Ximica
Devicix, LLC	Lifecore Biomedical	Shapco Printing, Inc.	
Dymedex Consulting, LLC	Lindquist & Vennum PLLP		

2011 Sponsorship Opportunities Overview

Categorized by sponsorship price level

\$22,000 - \$25,000

- Premier - 3 Opportunities Available - \$25,000 **1 SOLD**
- Pre-Event VIP Reception - 2 Shared Opportunities Available at \$11,500 each **1 SOLD**

\$10,000 - \$16,000

- **NEW** Neoprene Laptop Case- 1 Opportunity Available - \$16,000
- New Technology Showcase - 1 Opportunity Available - \$15,000 **SOLD OUT**
- Reusable Water Bottle at Refilling Station - 1 Opportunity Available - \$15,000
- Session Tracks - 7 Opportunities Available - \$10,000 **5 SOLD**
- Spotlight Theater - 1 Opportunity Available - \$10,000
- **NEW** IP Corner - 1 Opportunity Available - \$10,000 **SOLD OUT**
- **NEW** Sanitizer Stands - 1 Opportunity Available - \$10,000
- Padfolio - 1 Opportunity Available - \$10,000 **SOLD OUT**

\$6,000 - \$9,000

- **NEW** "Green" Emergency Flashlight - 1 Opportunity Available - \$9,000
- **NEW** Interactive Zone - 1 Opportunity Available - \$7,500
- Alley Net Cyber Café - 1 Opportunity Available - \$7,500 **SOLD OUT**
- Lanyard - 1 Opportunity Available - \$7,000 **SOLD OUT**
- Innovation and Collaboration Center - 1 Opportunity Available - \$6,500 **SOLD OUT**
- International Alley - 1 Opportunity Available - \$6,500 **SOLD OUT**
- Closing Reception - 8 Opportunities Available - \$6,000 **1 SOLD**
- Alley Institute Student Research Poster Session - 2 Opportunities Available - \$6,000 tax deductible

\$2,000 - \$5,500

- Conference Quick Reference Guide - 1 Opportunity Available - \$5,500 **SOLD OUT**
- Conference Guide Wrap - 1 Opportunity Available - \$5,500
- Gourmet Coffee Cart - 2 Opportunities Available - \$5,500 **SOLD OUT**
- Supporting Conference - 10 Opportunities Available - \$5,000 **4 SOLD**
- Exhibit Hall Refreshment - 10 Opportunities Available - \$3,000
- Facility Tour Bus - 2 Opportunities Available - \$2,000

Exhibit Hall

- Premium Center Aisle Interior Exhibit Booth - \$2,025 (members), \$2,525 (non-members)
- Prime Corner Exhibit Booth - \$1,425 (members), \$1,925 (non-members)
- Exhibit Booth - \$1,025 (members), \$1,525 (non-members)

See next page for explanation of benefits

Prices and Opportunities Subject to Change

For up-to-date information, visit www.LifeScienceAlleyConference.org

Sponsorship and Exhibitor Opportunities 2011

		2011 Price	Quantity Available	Podium Recognition	Introduce Keynote	Speaking Opportunities	Advisory Panel Participation	Name & Logo on Giveaway	4'x8' Expo Hall Banner	Sponsor Session Track	Logo on Paid Advertising	Logo on Conference Signage	Logo on Promotional Materials	10'x10' Exhibit Booth	50-Word Description in Link	Ad in Conference in Guide	Registration in Guide	Conference Brochures	Comp Mailings	Comp Invitations to VIP Reception	Comp Full-Conference Registrations	Comp Exhibit Hall Passes
1 SOLD	Premier	\$25,000	3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	COLOR COVER	250	PRE & POST	2	2	2	
1 SOLD	Pre-Event VIP Reception	\$22,000*	1		✓					✓	✓	✓	✓	✓	✓	COLOR FULL PAGE	250	PRE & POST	2	2	2	
	Neoprene Laptop Case	\$16,000	1			✓				✓	✓	✓	✓	✓	✓	COLOR FULL PAGE	100	PRE OR POST	2	2	2	
SOLD OUT	New Technology Showcase	\$15,000	1		✓	✓	✓			✓	✓	✓	✓	✓	✓	COLOR FULL PAGE	100	PRE OR POST	2	2	2	
	Reusable Water Bottle	\$15,000	1			✓				✓	✓	✓	✓	✓	✓	COLOR FULL PAGE	100	PRE OR POST	2	2	2	
5 SOLD	Session Tracks	\$10,000	7		✓	✓		✓		✓	✓	✓	✓	✓	✓	COLOR 1/2 PAGE	100	PRE OR POST	1	1	2	
	Spotlight Theater	\$10,000	1		✓	✓	✓			✓	✓	✓	✓	✓	✓	COLOR 1/2 PAGE	100	PRE OR POST	1	1	2	
SOLD OUT	IP Corner	\$10,000	1		✓		✓			✓	✓	✓	✓	✓	✓	COLOR 1/2 PAGE	100	PRE OR POST	1	1	2	
SOLD OUT	Padfolio	\$10,000	1			✓				✓	✓	✓	✓	✓	✓	COLOR 1/2 PAGE	100	PRE OR POST	1	1	2	
	"Green" Emergency Flashlight	\$9,000	1			✓				✓	✓	✓	✓	✓	✓	COLOR 1/2 PAGE	100		1	1	2	
	Interactive Zone	\$7,500	1				✓			✓	✓	✓	✓	✓	✓	B&W FULL PAGE	100		1	1	2	
SOLD OUT	Alley Net Cyber Cafe	\$7,500	1							✓	✓	✓	✓	✓	✓	B&W FULL PAGE	100		1	1	2	
SOLD OUT	Lanyard	\$7,000	1			✓				✓	✓	✓	✓	✓	✓	B&W FULL PAGE	100		1	1	2	
SOLD OUT	Innovation & Collaboration Center	\$6,500	1				✓			✓	✓	✓	✓	2	✓	B&W FULL PAGE	50		1	1	2	
SOLD OUT	International Alley	\$6,500	1				✓			✓	✓	✓	✓	✓	✓	B&W FULL PAGE	50		1	1	2	
1 SOLD	Closing Reception	\$6,000	8							✓	✓	✓	✓	✓	✓	B&W FULL PAGE	50		1	1	2	
	Alley Institute Poster Session	\$6,000	2				✓			✓	✓	✓	✓	✓	✓	B&W FULL PAGE	50		1	1	2	
SOLD OUT	Quick Reference Guide	\$5,500	1							✓	✓	✓	✓	✓	✓	B&W FULL PAGE				1	2	
	Conference Guide Wrap	\$5,500	1							✓	✓	✓	✓	✓	✓	B&W FULL PAGE				1	2	
SOLD OUT	Gourmet Coffee Cart	\$5,500	2							✓	✓	✓	✓	✓	✓	B&W FULL PAGE				1	2	
4 SOLD	Supporting Conference	\$5,000	10							✓	✓	✓	✓	✓	✓	B&W 1/2 PAGE				2	2	
	Refreshments	\$3,000	10							✓	✓	✓	✓	✓	✓	B&W 1/2 PAGE				1	—	
	Facility Tour Bus	\$2,000	2		✓					✓	✓		✓									
	Premium Center Aisle Exhibit Booth	\$2,025 (members) \$2,525 (non-members)										✓	✓									2
	Prime Corner Exhibit Booth	\$1,425 (members) \$1,925 (non-members)										✓	✓									2
	Exhibit Booth	\$1,025 (members) \$1,525 (non-members)										✓	✓									2

Sponsor & Exhibitor Order Form (Page 1 of 2)

Attention Sponsors & Exhibitors

LifeScience Alley membership is not required to sponsor or exhibit. **Non-member's order form must be approved by LifeScience Alley to sponsor or exhibit.** To qualify for the member rate, LifeScience Alley membership must be current through December 7, 2011. To confirm whether your company is currently an active member in good standing, please refer to the following link: http://www.lifesciencealley.org/members/member_list.aspx. For membership information, please refer to: <http://www.lifesciencealley.org/members> or contact Frank Jaskulke, Director of Member Services, at 952-746-3814.

Please refer to pages 11-12 (Contract Terms & Conditions) for additional exhibitor information such as set-up instructions for exhibit booth installation and dismantling times.

Sponsorship & Exhibitor Packages	Quantity Available	2011 Price	Subtotal
Premier	3	\$25,000	
Pre-Event VIP Reception ¹ (May Be Shared)	1	\$22,000	
Neoprene Laptop Case	1	\$16,000	
New Technology Showcase	1	\$15,000	SOLD
Reusable Water Bottle at Refilling Station	1	\$15,000	
Session Tracks	4	\$10,000	
Spotlight Theater	1	\$10,000	
IP Corner	1	\$10,000	
Sanitizer Stands	1	\$10,000	
Padfolio	1	\$10,000	SOLD
"Green" Emergency Flashlight	1	\$9,000	
Interactive Zone	1	\$7,500	
Alley Net Cyber Cafe	1	\$7,500	SOLD
Lanyard	1	\$7,000	SOLD
Innovation & Collaboration Center	1	\$6,500	SOLD
International Alley	1	\$6,500	SOLD
Closing Reception	8	\$6,000	
Alley Institute Student Research Poster Session ²	2	\$6,000	
Quick Reference Guide	1	\$5,500	SOLD
Conference Guide Wrap	1	\$5,500	
Gourmet Coffee Cart	2	\$5,500	SOLD
Supporting Conference	10	\$5,000	
Exhibit Hall Refreshment	10	\$3,000	
Facility Tour Bus	2	\$2,000	
Premium Center Aisle Interior Exhibit Booth <small>Member</small>		\$2,025	
Premium Center Aisle Interior Exhibit Booth <small>Non-Member</small>		\$2,525	
Prime Corner Exhibit Booth <small>Member</small>		\$1,425	
Prime Corner Exhibit Booth <small>Non-Member</small>		\$1,925	
Exhibit Booth <small>Member</small>		\$1,025	
Exhibit Booth <small>Non-Member</small>		\$1,525	
Sponsorship & Exhibitor Packages Subtotal			

¹Pre-Event VIP Reception

Shared opportunity pricing is \$11,500 each for 2 sponsors.

²Alley Institute Student Research Poster Session

Sponsorship is tax deductible. Check my be made payable to Alley Institute 501(c)(3)

³Pre-Conference Mailing to Attendees

Gain the attention of pre-registered attendees and invite them to stop by and visit your booth by taking advantage of the pre-conference mailing. You have the opportunity to

Optional Add-Ons	Quantity Available	2011 Price	Subtotal
Collateral Insert in Conference Bag	10	\$1,000	
Color Logo to Company Description in Conference Guide		\$125	
Pre-Conference Mailing ³ <small>one time use</small>		\$150	
Post-Conference Mailing ⁴ <small>one time use</small>		\$250	
Optional Add-Ons Subtotal			

Advertising Rates <small>for confirmed exhibitors</small>	LSA Member	Non-Member	Subtotal
Full-Page Color Ad	\$1,500	\$3,000	
Half-Page Color Ad	\$1,000	\$2,000	
Full-Page B/W Ad	\$925	\$1,850	
Half-Page B/W Ad	\$625	\$1,250	
Advertising Upgrades <small>for confirmed sponsors</small>	LSA Member & Non-Member		Subtotal
Upgrade From Half-Page B/W to Full Page Color	\$875		
Upgrade From Full-Page B/W to Full Page Color	\$575		
Upgrade From Half-Page Color to Full Page Color	\$500		
Upgrade From Half-Page B/W to Half-Page Color	\$375		
Upgrade From Half-Page B/W to Full Page B/W	\$300		
Advertising Subtotal			

Sponsor & Exhibitor Order Totals	
Sponsorship & Exhibitor Packages Subtotal	
Optional Add-Ons Subtotal	
Advertising Subtotal	
GRAND TOTAL	

provide your marketing piece to the mailing house and have us send it after the Final Early Registration deadline to those pre-registered. This one-time usage fee does not include the cost of your mailer, postage, or the addressing fee. Your order must be placed by October 28, 2011 and materials received by November 11, 2011. Your marketing pieces are mailed out individually, not as a package of all pre-conference mailers. Mailer materials must be approved in advance by LifeScience Alley.

⁴Post-Conference Mailing to Attendees

If you choose a post-conference mailing, your order must be placed by December 12, 2011 and material submitted no later than January 13, 2012. This one-time usage fee does not include the cost of your mailer, postage, or the addressing fee. Your marketing pieces are mailed out individually, not as a package of all post-conference mailers.

CLEARLY PRINT HOW YOU WISH YOUR ORGANIZATION TO BE LISTED IN ALL CONFERENCE MATERIALS.

Please include all correct suffixes, punctuation marks, capitalization, etc.
Please list the contact person who will receive all Sponsor/Exhibitor communications.

Name		Title	
Organization			
Mailing Address			
City	State	Zip	Country
Direct Phone	Fax		
E-mail Address			
Website			

Payment for sponsorships and exhibit space must be sent with this form.

Payment Instructions: Sponsorship payments greater than \$5,500 must be paid by check. All other sponsorships can be paid by check or by credit card online. To purchase a sponsorship or exhibit booth online, please visit www.LifeScienceAlleyConference.org and click on 2011 Conference & Expo.

Check I will send a check for the full amount payable to **The Event Group, Incorporated (fbo LSA)**

Credit Card I will pay by credit card online

Note: Your credit card statement will reflect a charge from The Event Group, Incorporated. You will receive payment confirmation by email.

Mail, Fax, or Email your completed sponsorship/exhibitor order form to:



LifeScience Alley® Conference
c/o The Event Group, Incorporated
8421 Wayzata Blvd. Ste 250
Minneapolis, MN 55426

Fax 763-593-9220 • Phone 763-548-1307
Email marsha.glob@eventshows.com

Please Read Carefully and Sign Below

(Application is not valid without signature)

As an Exhibitor at the LifeScience Alley® Conference & Expo, we agree to abide by the rules and regulations detailed in the attached Terms and Conditions for Sponsors & Exhibitors and those listed in the Exhibitor Services Kit.

As a Sponsor and/or Exhibitor, we hereby grant The Event Group, Incorporated and LifeScience Alley® a non-exclusive, limited license to use Sponsor/Exhibitor's name and logo for the purposes set forth in the Sponsorship/Exhibitor Exposure Opportunities and Benefits attached hereto as Attachment. We also warrant that we have the authority to grant this license, and such license does not violate the intellectual property or contractual rights of any third party.

Sponsor/Exhibitor shall indemnify and hold harmless The Event Group, Incorporated and LifeScience Alley®, and their assignees, and its and their directors, officers, employees and agents, and defend any action brought against same with respect to any claim, loss, demand, cause of action, debt, liability, penalty or fines, including attorneys' fees, to the extent based upon a claim that the Sponsor/Exhibitor name and/or logo infringes or violates any trademark or other intellectual property rights of any third party.

We acknowledge and agree that this signed application becomes a binding contract when accepted by The Event Group, Incorporated on behalf of LifeScience Alley® and returned signed to us. We understand that our space/sponsorship is only guaranteed upon receipt of the signed contract and full payment.

Please Sign Here

Signature
X
Date

For The Event Group Use Only	
Date Received	
Date Assigned	
Exhibit Space(s) Assigned	

“The Event Group” refers to The Event Group, Incorporated, the conference producer, in connection with the LifeScience Alley® Conference & Expo. “Facility” in this document refers to the Minneapolis Convention Center.

SPONSORS/EXHIBITORS

All sponsors and exhibitors shall be bound by the rules and regulations set forth herein and by such amendments or additional rules and regulations that may be established by The Event Group.

COMPETITIVE EVENTS

The Conference organizers host a VIP Reception the evening prior to the LifeScience Alley® Conference & Expo (December 6, 2011). Because this offsite event is a designated sponsorship and component of the Conference, no conflicting (competitive) events may be hosted during this block of time. Other hospitality events hosted by sponsors/exhibitors are permitted AFTER 7:00 p.m. that evening. In addition, no competitive events may be hosted during the times of the Conference operation (December 7, 2011).

PAYMENT

Payment is due in full with a signed contract. Space is not confirmed until LifeScience Alley® membership is confirmed or non-membership participation has been approved and a signed contract is returned.

ASSIGNMENT OF BOOTH SPACE

Booth space will be assigned based on the date that The Event Group receives each exhibitor's contract and payment. The Event Group reserves the right to modify the floor plan as necessary. In all instances, The Event Group reserves the right to determine final placement of the exhibitor.

INSTALLATION / DISMANTLING

Exhibitor move-in times are 2:00 – 7:00 p.m. on Tuesday, December 6, 2011, and 6:00 – 7:00 a.m. on Wednesday, December 7, 2011. All exhibits must be fully installed by 7:00 a.m. the day of the conference. After this time, no installation work will be permitted without permission from LifeScience Alley®. If any exhibitor is not set up and in order by 7:00 a.m., LifeScience Alley® reserves the right to direct the Official Service Contractor to set up the exhibit at the sole expense of the exhibitor, or make such other use of space as deemed necessary or appropriate, with no refund made to the original exhibitor.

All shipments of materials must be sent to the Official Service Contractor (see Exhibitor Services Kit). Exhibitor is liable for all storage and handling charges resulting from failure to remove exhibit material as and when required. All costs for freight movement, set up/tear down, and shipment charges are the exhibitor's.

EXHIBITS SHALL NOT BE DISMANTLED BEFORE THE OFFICIAL CLOSING OF THE EXHIBIT HALL AND CLOSING RECEPTION AT 5:00 P.M. ON WEDNESDAY, DECEMBER 7, 2011. A PENALTY OF \$100 WILL BE ASSESSED IF DISMANTLE BEGINS BEFORE 5:00 P.M. *Packing of equipment or materials shall NOT begin until that time. All exhibits must be removed from the site by 8:00 p.m. on Wednesday, December 7, 2011.*

STANDARD BOOTH EQUIPMENT

Each 10' x 10' standard booth includes 8' high back drape, 3' high side drapes, and a 7" x 44" sign indicating company name and booth number. **ELECTRICITY, INTERNET, TABLES, CHAIRS, CARPETING, AND OTHER FURNISHINGS ARE NOT INCLUDED;** however, they may be purchased or rented separately through the Official Service Contractor.

EXHIBITOR SERVICES, FURNISHINGS, AND MATERIAL HANDLING

Exhibitor Services Kits containing information and order forms pertaining to material handling, labor, shipping, electrical, ancillary services, etc., will be available online on the conference website approximately 60 days prior to the LifeScience Alley® Conference & Expo.

BOOTH CONSTRUCTION AND DISPLAY

Exhibitors are encouraged to offer information that is educational, professional, and instructive. Over-the-counter sales of goods for onsite delivery is expressly prohibited without having a proper sales tax ID number. **EXHIBITOR'S ACTIVITIES MUST BE CONFINED TO THE LIMITS OF THE RENTED SPACE AND MUST NOT IMPEDE TRAFFIC OR INTERFERE WITH THE ACTIVITY OF OTHER EXHIBITORS. A PENALTY OF \$100 WILL BE ASSESSED IF THE EXHIBITOR VIOLATES THIS POLICY.** The exhibitors shall finish or drape the back of unfinished or unsightly structures at their own expense. No homemade signs may be displayed. All tables must be professionally skirted. Electricity, gas, water, and special cleaning service are at the exhibitor's expense. Unless part of the conference program is approved by The Event Group, publicizing and/or maintaining any extraneous activities, including hospitality suites, inducements, demonstrations, or displays away from the exhibit area during exhibit hours is prohibited. The Event Group reserves the right to prohibit assembly or require revisions, at the exhibitor's expense, to comply with these guidelines.

CANCELLATION / REDUCTION OF SPACE AND ADDITIONAL OPTIONS

In the event you need to cancel your space reservation or any additional options, a portion of your money will be refunded if written notification is received by The Event Group as per the following schedule: By July 1, 2011 – 75% of the booth rental fee. By September 1, 2011 – 50% of the booth rental fee. No refunds will be given for cancellations after September 1, 2011.

SUBLETTING OF SPACE

Exhibitors shall not sublet or assign their exhibitor's space or any portion thereof. Exhibitors shall not share their exhibit space with any other person or entity without prior written consent of The Event Group which may be withheld for any reason. If The Event Group agrees to permit such sharing, such person or entity shall be required to execute a copy of this agreement.

COMPLIMENTARY BADGES

Exhibitors will be furnished with two (2) booth personnel badges for each 10' x 10' booth leased. These badges will grant access to the Exhibit Hall and the Luncheon General Session. Additional booth personnel badges for company representatives may be purchased for \$35 for Exhibit Hall Only access or \$65 for Exhibit Hall access including lunch. Badge replacement fee is \$25.

STAFFING

Exhibitors must open their exhibits on time and staff their booths at all times during conference exhibit hours. The designated booth manager shall represent the exhibitor in connection with installation, operation, and dismantling of the exhibit. Only representatives who are employed by the exhibiting company and who will be working in the booth are to be registered as booth personnel. False certification of individuals as exhibitor's representatives, sharing of exhibitor's badges, or any other method used to assist unauthorized persons to gain admission to the exhibit floor will be just cause for expelling the violator from the conference.

AMERICANS WITH DISABILITIES ACT

Each exhibitor shall comply with the Americans with Disabilities Act (ADA), and shall modify policies, practices, and procedures as necessary to enable individuals with disabilities to participate equally within the confines of the exhibitor's exhibit space. This includes, but is not limited to, setting up exhibits, seating and access ways in an accessible manner, and otherwise removing physical barriers created in connection with the event and providing auxiliary aids and services where necessary to ensure effective communication to individuals with disabilities who participate or desire to participate. Each exhibitor shall be responsible for compliance with the ADA within its exhibit space, including the provision of auxiliary aids and services as needed.

MUSIC AND AUDIOVISUAL EFFECTS

Exhibitors' use of music or audiovisual devices with sound is permitted only in those locations and at such decibel intensity as not to interfere with the activities of other exhibitors.

COPYRIGHT LAW

No copyrighted music may be played or performed in the exhibition area in any fashion (including, but not limited to, background music on video or audio tape presentations) without obtaining appropriate licensing. The exhibitor is solely responsible for obtaining licenses for music originating in the exhibitor's booth/display area. The exhibitor shall indemnify LifeScience Alley® and The Event Group and their officers and employees, and shall hold them harmless from any and all liability whatsoever for any infringement of or other violation arising out of the use of copyrighted music.

“The Event Group” refers to The Event Group, Incorporated, the conference producer, in connection with the LifeScience Alley® Conference & Expo. “Facility” in this document refers to the Minneapolis Convention Center.

PHOTOGRAPHY AND VIDEOTAPING

Photography and videotaping, other than by official photographers, is prohibited in the exhibit hall at all times, including during installation and dismantling.

SMOKING

The exhibitor shall comply with all federal, state, and local laws and ordinances and regulations concerning the environment and hazardous materials.

ELECTRICAL REGULATIONS

Exhibitor is responsible for knowledge and compliance with all union requirements and Fire and Safety Codes. Booth decorations must be flame-proofed. Electrical wiring must conform with all federal, state, and municipal governments requirements and with National Electrical Codes. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, The Event Group reserves the right to cancel, at exhibitor expense, all or such part of the exhibit that may be non-compliant.

SAFETY REGULATIONS

The exhibitor must comply with all federal, state, and local laws and ordinances and regulations concerning the environment and hazardous materials.

LIABILITY

Each exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the Facility, and shall indemnify and hold harmless LifeScience Alley®, The Event Group, the Facility, and any authorized agent, representatives, or employees of the foregoing for any and all losses, damages, and claims for any cause whatsoever by reason of the use or occupancy of the exhibit space by the exhibitor or its employees and representatives. If an exhibitor's materials fail to arrive, the exhibitor is nevertheless responsible for all amounts due hereunder. In holding the conference, The Event Group does not act as the agent of the exhibitor or the Facility. Claims against any party shall be submitted directly to the party involved.

INSURANCE

Exhibitors must make provision for safeguarding their materials, equipment, and displays at all times. Exhibitors are advised to carry special insurance to cover exhibit material against loss or damage, and public liability insurance against injury to the persons and property of others. As a courtesy to exhibitors, perimeter security for the exhibit hall may be furnished during installation, dismantling, and show day. Provision of perimeter security does not constitute a guarantee or an agreement to indemnify against loss or theft.

USE OF EXHIBITOR-APPOINTED CONTRACTORS

Exhibitors choosing to use labor services other than those provided through the Official Service Contractor must notify the Official Service Contractor at least 30 days in advance of the day of move-in. Exhibitors using non-official contractors are required to supply such contractors with all necessary information regarding installation and dismantling, material handling, etc.

Neither the Official Service Contractor nor The Event Group are required to supply Exhibitor Services Kits to non-official contractors.

TERMINATION OF RIGHT TO EXHIBIT

As the organizer, The Event Group reserves the right to terminate an exhibitor's right to exhibit if an exhibitor or any of its representatives fail to observe the conditions of this contract or in the opinion of The Event Group, engage in unethical or unprofessional conduct. Such exhibitors will be dismissed without refund.

CONFERENCE CANCELLATION

Neither Party shall be liable for the non-performance of its obligation under this Agreement for a maximum period of five (5) days if such performance is caused by weather, natural disasters, strikes, war, terrorism, utility outages, communication outages, or any other circumstances which could not have been reasonably foreseen and avoided by commercially reasonable action or are beyond the reasonable control of a Party (“Force Majeure”). A Party shall be excused from performance under this Agreement for the duration of the effects of such Force Majeure circumstances.

LINKING TERMS AND CONDITIONS

The Event Group has the right to provide links from the websites associated with the event (“Event Websites”) to the exhibitor's website, including the use of the exhibitor's logo. The Event Group grants exhibitor the right to link to www.lifesciencealley.org. Exhibitor agrees that its website will not contain libelous, defamatory, obscene, pornographic, abusive, or unlawful material. The Event Web Sites, including any content or information contained therein are provided “AS IS” with no representation or warranties of any kind, either expressed or implied, including, but not limited to, the implied warranties of merchantability, fitness for a particular purpose, and non-infringement.

LifeScience Alley® membership is not required to Sponsor or Exhibit.

Non-member's order form must be approved by LifeScience Alley® to sponsor or exhibit.

Installation

Tuesday, December 6, 2011
2:00 p.m. — 7:00 p.m.
Wednesday, December 7, 2011
6:00 a.m. — 7:00 a.m.

Exhibit Hall Hours

Wednesday, December 7, 2011
7:00 a.m. — 8:00 a.m.
9:15 a.m. — 12:00 p.m.
1:45 p.m. — 5:00 p.m.

Dismantling

Wednesday, December 7, 2011
5:00 p.m. — 8:00 p.m.

Contact Information

LifeScience Alley® Membership

Frank Jaskulke

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