

**LabAutomation2010**  
**Innovation Ave***NEW*  
**Exhibition: Sunday, January 24 – Tuesday, January 26, 2010**

**BUSINESS NAME:** \_\_\_\_\_

**PRIMARY CONTACT:** \_\_\_\_\_

**STREET ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **POSTAL CODE:** \_\_\_\_\_

**COUNTRY:** \_\_\_\_\_

**TELEPHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**JOB TITLE:** \_\_\_\_\_ **PROFESSIONAL DESIGNATION:** \_\_\_\_\_

**MEMBER OF ALA?** YES NO [Join Now](#)

**REFERRED BY:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

### EXECUTIVE SUMMARY

Up to 750 words, please include an executive summary (as a separate file) inclusive of, but not limited to:

- Business/growth plan
- Management team, advisors, partners and collaborators
- Compelling innovation
- Significant scientific or market need
- Market opportunity
- IP assets pending or secured
- How is it different from earlier products and competitors' products?
- Why is it important to laboratory automation?
- What is list price? (optional)
- On what date was or will it be commercially available?

### COMPANY INFORMATION

**DATE OF FORMATION :**

**TYPE OF COMPANY**

LLC

S-CORP

SOLE PROPRIETORSHIP

PARTNERSHIP

OTHER

**INDUSTRY SECTOR**

BIOTECHNOLOGY  
MEDICAL  
OTHER

AGRICULTURE  
ENERGY

PHARMACEUTICAL  
SECURITY/FORENSICS

**TYPE**

DRUG DISCOVERY  
MEDICAL DEVICE

MICRO-NANOTECHNOLOGY  
TOOLS

INFORMATICS  
THERAPEUTICS

**TECHNOLOGY**

TESTING/ANALYTICAL

OTHER

**SCIENTIFIC BASE**

GENOMICS

PROTEOMICS

OTHER

**LIFE SCIENCE STAGE**

DISCOVERY (PROOF OF CONCEPT)  
MID-STAGE (BETA)

EARLY (PROTOTYPE)  
LATE (MARKET ENTRY)

**PRODUCT STAGE**

DEMO

PROTOTYPE

BETA

FINANCIAL INFORMATION

**AMOUNT OF FUNDING TO-DATE:**

**FUNDING TYPE**

SELF

GRANT

ANGEL

VENTURE

OTHER

**AMOUNT OF RECURRING REVENUE:** \_\_\_\_\_

**GO LIVE OR DIE DATE:** \_\_\_\_\_

COLLABORATIONS

Please describe any current or past collaboration between your company and other entities.

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TERMS AND CONDITIONS

These rules and regulations are a bona fide part of the contract for exhibit space with the Association for Laboratory Automation, hereinafter referred to as ALA, for the LabAutomation Conference and Exposition which is managed by Corcoran Expositions, Inc., hereinafter referred to as Show Management, on behalf of ALA, the Show's owner and sponsor. Show Management reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well being of the Show. Each exhibitor, for himself, his employees, and his contractors, agrees to abide by these regulations and by any amendments or additions hereafter made by Show Management. Show Management reserves the right to decline, prohibit, deny access or remove any exhibit, which in its sole judgment is contrary to the character, objectives, and best interests of the Show or suitable for its attendee audience. This reservation includes, but is not limited to, any violation of any public policy or these rules and regulations and extends to persons, things, printed matter, products, and conduct. ALA reserves the right to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting.

Show Management's decision and interpretation shall be accepted as final in all cases.

## **1. USE OF SPACE, SUBLETTING OF SPACE.**

No exhibitor shall assign, sublet or share the space allotted with another business or firm unless approval has been obtained in writing by 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 excepted.

Exhibitors must show only goods manufactured or dealt in by them in the regular course of business.

Should an article of non-exhibiting firm 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 firm or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

## **2. 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. Any space not claimed and occupied by three hours prior to the published Show opening time may be resold or reassigned without refund. Installation of all exhibits must be fully completed by the opening time of the exposition.

Exhibits must be staffed during all Show hours and may not, to any extent, be dismantled before the Show closing. Any early dismantling or packing shall be considered a breach of this agreement and may affect future applications.

## **3. OPERATION OF EXHIBITS.**

**Literature Distribution.** All demonstrations or other activities must be confined to the limits of the exhibitor's booth. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

**Irregular Activities.** All giveaway items with the exception of plastic bags, pens, pencils, luggage tags, pocket calendars, and the exhibitor's product must be submitted for approval to Show Management three (3) weeks prior to the opening of the exposition. All exhibitors distributing approved "stick-ons" may not place the "stick-ons" on the attendees' badges.

## **4. LIABILITY AND INSURANCE.**

All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is 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 members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor.

It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

## **5. INDEMNIFICATION.**

Exhibitor agrees that it will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or averted against Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorneys' fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

**Property Damage.** Neither Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable casualty, and Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. In the event that such occurrence results in cancellation of the exposition, each party hereby releases the other from obligations under this contract. Accordingly, it shall be the responsibility of Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

**Use of Certain Property.** Exhibitor will assume all costs arising from the use of patented, trademarked, or franchised materials, devices, processes or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend and hold harmless ALA, Show Management, the City and their officers, directors, members, agents and employees

from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

**6. WAIVER.**

Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of rights in writing on one occasion shall not be construed as a consent to or a waiver of any right or remedy on any future occasion.

**7. ATTORNEYS' FEES.**

Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement or to protect in any manner its interest or interests under this agreement, Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

**8. AMERICANS WITH DISABILITIES ACT.**

Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless ALA, Show Management, and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the Act.

**9. OTHER REGULATIONS.**

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL

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**SIGNATURE**

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**DATE**

**Please send this application and supporting materials to:**

**Amy McGorry**  
**ALA Member Service Specialist**  
**330 West State Street, Suite 1**  
**Geneva, IL 60134**  
**Fax: +1.630.578.0172**

**Or as an e-file file to:**  
[\*\*amcgorry@labautomation.org\*\*](mailto:amcgorry@labautomation.org)

*Subject to change. Rules, regulations and guidelines are subject to change at the discretion of the ALA Board of Directors in accordance with bylaws, polices, and procedures.*