

# AIC 2009



*Exhibitor & Sponsor  
Prospectus*

38<sup>th</sup> Annual Meeting

## Autumn Immunology Conference



20-23 November 2009  
Chicago Marriott Downtown  
540 North Michigan Avenue  
Chicago, Illinois 60611

# An Invitation



## 38<sup>th</sup> Autumn Immunology Conference

Chicago Marriott Downtown, 540 Michigan Avenue, Chicago, Illinois 60611  
20-23 November 2009

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Dear Corporate Colleagues:

The Autumn Immunology Conference (AIC) has become the foremost and largest regional immunology meeting in North America. Annual AIC attendance over the past decade has averaged nearly 500 registrants. We routinely draw top immunologists to chair and speak in our symposia. In addition to cutting edge symposia, our primary mission is to provide a supportive and interactive training experience for immunologists at all levels. We bring together physicians, scientists, students and technicians from both academic and commercial institutions that share a common interest in emerging immunology technologies and their application in healthcare. If you supported the AIC in the past, we thank you for your support. If you are new to the meeting, we promise to do our best to make it a positive experience.

Because of our focus on training and education, we strive to keep registration fees as low as possible to make the AIC accessible to immunologists at all levels. Corporations play a vital role by sponsoring the Keynote Address delivered by a world-renowned immunologist, an emerging topics symposium, or one of our educational programs. Our educational programs include our popular "Careers in Immunology" workshop for undergraduates and our very successful "John Wallace Diversity Scholarships" that help offset travel and housing expenses for graduate students and post-doctoral fellows. Sponsorship of our poster sessions and workshops, in which all abstract submitters present, is also available.

In addition to sponsorship of our symposia and educational programs, we offer direct interaction with meeting participants through exhibits. The exhibits, poster presentations, and coffee breaks are held in the same hall facilitating interactions to allow expansion of your customer base.

In these tough economic times the clear choice for maximum exposure to immunologists for an affordable price is the AIC. Please join us in supporting our educational mission by choosing to sponsor or exhibit at the 2009 meeting. As an exhibitor you will gain access to a prime group of potential customers and as a sponsor your organization will benefit from increased visibility. Together, we can assure that a pool of quality-trained immunologists is available in the future.

With Regards,

Bonnie N. Dittel, PhD  
Chair, Board of Directors  
Autumn Immunology Conference

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Autumn Immunology Conference, Inc.  
a nonprofit corporation

# General Information

## 2009 Event Schedule

### Session Dates

Friday, 20 November — Monday, 23 November

### Exhibit Dates

Saturday, 21 November - 9:00 AM — 6:00 PM

Sunday, 22 November - 9:00 AM — 6:00 PM

### Exhibit Setup

Saturday, 21 November - 8:00 AM — Noon

### Exhibit Disassembly

Sunday, 22 November - 6:00 — 9:00 PM

### Social Events

Friday, 20 November  
Reception- 8:30 — 9:30 PM

Saturday, 21 November  
Coffee break - Saturday AM  
Posters & Reception - 4:15 — 6:15 PM

Sunday, 22 November  
Coffee break - Sunday AM  
Posters & Reception - 4:15 — 6:15 PM

Monday, 23 November  
Coffee break - Monday AM

## Contacts

### Liaison to Sponsors

**Michael Farrar, PhD**  
University of Minnesota  
Center for Immunology  
420 Delaware Street SE  
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### Liaison to Exhibitors

**Tom Mitchell, PhD**  
University of Louisville School of Medicine  
570 South Preston Street  
Louisville, KY 40202  
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502.852.2073

### Conference Cohosts

**John Hackett, PhD**  
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100 Abbott Park Road  
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847.938.0457

**Carl Waltenbaugh, PhD**  
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Feinberg School of Medicine  
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waltenbaugh@northwestern.edu  
312.503.8459

	Friday, 20 Nov 2009	Saturday, 21 Nov 2009		Sunday, 22 Nov 2009		Monday, 23 Nov 2009		
<b>Salon(s)</b>	II	II	III	II	III	II		
9:00 - Noon		Exhibit setup	Symp. I	Coffee break	Symposium II	Coffee break	Symp. III	Coffee break
Noon - 2:00		Lunch	Exhibits	Lunch	Exhibits			
2:00 - 4:15			Workshops		Workshops			
4:15 - 6:15			Posters & Reception		Posters & Reception			
7:30 - 9:30	Keynote address & Reception				Exhibit disassembly			

# Exhibitor Information

## General Information

### Booths are 10' x 10'

Cost per booth space is:

Commercial institution: \$1000

Association/Society/Non-profit: \$900

Included with each booth space:

Listing in the meeting program book

Personnel badges

Full registration for up to 3 people per institution

### Tables are 30" x 72"

Cost per table is:

Commercial institution: \$850

Association/Society/Non-profit: \$500

Included with each table:

Listing in the meeting program abstract booklet

Personnel badges

Full registration for up to 2 people per institution

## Exhibitor registration

To reserve exhibit space, please email Tom Mitchell, Liaison to the exhibitors (tom.mitchell@louisville.edu). The deadline for exhibitor reservations is October 1, 2009. Included with each commercial exhibitor package is full conference registration allowing access to all public sessions and events for the entire conference.

## Space assignment

Booth space/location assignments will be made on a first-come, first assigned basis. Every effort will be made to meet the exhibitor's preference. Meeting management reserves the right to make adjustments to the floor plan and/or reassign an exhibitor's location when advisable and for the good of the exhibition. Any affected exhibitors will be consulted in all such situations.

Questions regarding exhibit area, booth, or table arrangements should be directed to Dr. Tom Mitchell.

## Exhibitor services

An Exhibitor Information Packet will be provided to all exhibitors/sponsors and will contain information concerning ordering services such as labor, shipping and material handling, furnishings, utilities and other services that you may require.

AIC provides overnight security for all exhibits.

## Hotel information

The 2009 Autumn Immunology Conference will be hosted by the Chicago Marriott Downtown, 540 North Michigan Avenue, Chicago, Illinois 60611. A block of rooms at discounted rates have been reserved at the following rates:

Single/Double Occupancy                      \$194.00

Hotel room rates are subject to applicable state and local taxes (currently 14.9%) in effect at time of check in. In order to receive the discounted rates, all reservations must be made through the Autumn Immunology website (<http://autumnimmunology.org>). Deadline for registration is October 16, 2009.

## Exhibit cancellation

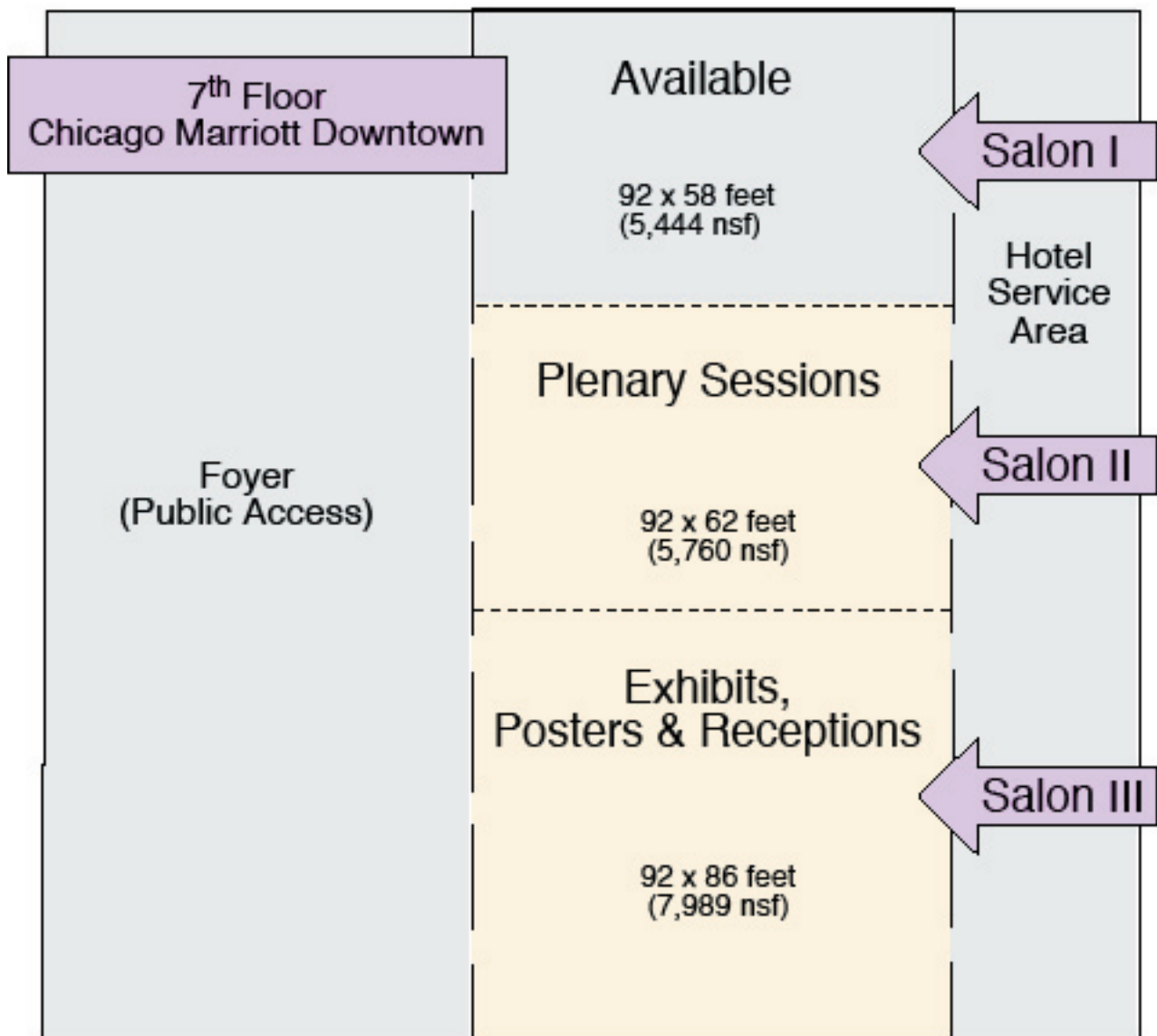
Cancellation of exhibit space must be made in writing to Dr. Tom Mitchell, please see page 3. Cancellations in writing or by email must be received no later than 30 days prior to the meeting and will be subject to a 10% cancellation fee. No refunds will be issued for cancellations received less than 30 days prior to the meeting.

## Meeting demographics

Attendees from over 60 institutions, primarily in the upper Midwest attend the Autumn Immunology Conference (see below) and our annual average trainee representation is 62%.



Eighty eight percent of AIC2008 attendees reside in the midwestern states shown. Out-of-region registrants represent 11 states, Canada, and 4 foreign countries, not shown.



## Exhibitors & Sponsors of AIC 2008

Abbott Laboratories  
 Abcam, Inc.  
 Accuri Cytometers  
 Amgen  
 Amnis Corporation  
 BD Biosciences  
 Beckman-Coulter, Inc.  
 BioLegend  
 BioRad Laboratories  
 DakoCytomation  
 eBioscience  
 Genentech  
 Guava Technologies, Inc.

Imgenex, Corp.  
 Miltenyi Biotec, Inc.  
 National Institutes of Health  
 National Multiple Sclerosis Society  
 Nature Immunology  
 PBL InterferonSource  
 R&D Systems, Inc.  
 Rainin Instrument, LLC  
 StemCell Technologies, Inc.  
 St. Jude Children's Research Hospital  
 Stratedigm, Inc.  
 Tree Star, Inc.

# Sponsorship Opportunities

## Plenary Sessions

**Minimum support required \$3,000 per session**

Presented by leaders in the field who will share their views, experience, and vision on the latest advances in immunology. Grants to support the plenary session will help underwrite speaker expenses and audiovisual support. Support of the Plenary Sessions will provide an unprecedented opportunity of visibility in the educational portion of the annual meeting. In addition to the standard sponsorship acknowledgements, Plenary Sessions sponsors will be recognized by a sign posted at the entrance of the Plenary Session and with a logo on the projection screen between sessions.

## Workshop sessions

**Support required \$500 per workshop**

Workshop presentations are vital to the continued success of the Autumn Immunology Conference. Each year over 20 workshop sessions are held over a two-day period. Workshops offer a forum for researchers to orally present a summary of their poster data using a overhead projector immediately prior to the poster session. For many students this is their first opportunity to orally present their data to fellow scientists. Workshop sponsorship will be recognized by a sign posted at the entrance of the workshop.

## Receptions

**Minimum support required \$3,000 per reception**

Three receptions, one on Friday 20 November; one on Saturday, 21 November; and one on Sunday, 22 November 2009; will be held concurrently with the poster sessions in Salons I and II. These receptions are ultimate networking events, allowing all attendees to view the posters and to interact with the exhibitors. Please contact John Hackett or Carl Waltenbaugh to discuss options available during sponsorship of this event.

## Coffee breaks

**Support required \$1,500 per coffee break**

Nothing breaks the ice better than a cup of coffee at the start of the day. These breaks provide a high visibility and much valued sponsorship opportunity. Coffee service is provided in the exhibitors salon affording yet another opportunity to promote your company in an informal, relaxed atmosphere. Please call to discuss options available during sponsorship of this event.

## Diversity fellowships

**Support required \$500 per student**

For well over a decade the Autumn Immunology Conference has actively reached out to under-represented minority students offering them the opportunity to attend a world class scientific conference, affording them the opportunity to present their scientific data, meet with fellow minority students and prominent scientists.

## Undergraduate outreach

**Support required \$500**

A important aspect of the mission of the Autumn Immunology Conference it to provide outreach to students interested in Immunology careers. Each year we convene a special panel discussion featuring immunologists from different settings including academia, clinical, and corporate. Support for this program provides a luncheon for participating students and is recognized in the Program and Abstract booklet and by signage at the workshop.

## Program booklet advertising

**Support varies**

Increase your exposure by advertising in the Program and Abstract Booklet! This valuable resource, in addition to providing abstract summaries, will provide attendees with a listing of events, program content, exhibitors, floor plans, and other important meeting information. Distributed to all attendees and utilized well beyond the meeting, this is a high visibility sponsorship and advertising opportunity. Another great way to promote your company even if you are unable to attend the meeting,

Advertising rates	Back cover	\$2000 (four color)
	Inside back cover	\$1500 (four color)
	Full page ad	\$500 (black and white)
	Half page ad	\$225 (black and white)
Printing abstract book	plus full page ad	\$3000