EXHIBITOR NEWSLETTER | February 2020

Well, there are only a month away from the 2020 Aseptic Conference in North Bethesda, MD. We are looking forward to a fantastic event.

This will be the last newsletter before the Know Before You Go edition, which will include all the last minute details and important information you and your exhibit team will need as you travel to and arrive at show site.

Email sales@ispe.org with contact information of anyone on your team that should also be receiving the 2020 Aseptic exhibitor newsletters.

EXHIBIT PERSONNEL REGISTRATION - Register Now!

Don’t forget to register your exhibit team. Registrations received after February 24th will not be processed. Exhibit personnel will need to register when they arrive on show site.

To register your exhibit staff, simply complete the exhibitor registration form and email it to sales@ispe.org.

ISPE will provide complimentary exhibitor badges as follows:

- **Table tops**: 2 exhibitor badges
- **10’x10’ booths**: 3 exhibitor badges

Exhibitor badges include access to the Plenary Session, Welcome Reception, Networking Breaks, and Lunches in the exhibit hall.

Two additional exhibitor badges per exhibiting company can be purchased at a cost of $350 each. To register your additional exhibit staff, simply complete page 2 of the exhibitor registration form and email it to sales@ispe.org. Payment information must be included with the form.

Exhibitor badges do not include access to the education sessions. All badged exhibitors can add the education sessions to their registrations and receive a 20% discount off the conference registration price.

Contact the ISPE Member Services team if you are interested in adding the conference registration. Call +1-813-960-2105 or email ask@ispe.org.

HAVE QUESTIONS?

The Exhibitor Resources web page is a great resource when you need an answer in a hurry. It includes links to many of the forms you may need as well as the Exhibitor Service Kit.

MARKETING YOUR PRESENCE

Market your presence at the 2020 Aseptic Conference. ISPE has provided you with a few tools to help with your promotions. Visit the Exhibitor Resources web page for the downloads. There are graphics for use on your website, LinkedIn, Facebook, email blasts, flyers, and advertisements. They are ready to download today!

Get Social! Use the official conference hashtag in your social media marketing efforts and your message will be retweeted in ISPE’s Twitter feed - #ISPEAseptic
EXHIBIT RULES

Electric IS NOT included with the exhibit packages. If you will need power to your booth, you must order it through the hotel. The order form can be found in the Exhibitor Kit or on the Exhibitor Resources web page.

The exhibit space is carpeted, so you are not required to purchase carpet for your exhibit space. However, if you would like a specific color and padding, it can be ordered through Shepard Exposition Services. The available options and order form can be found in the Exhibitor Kit.

10’x10’ booth:

- Displays may not exceed a back wall height of 8’ and no part of the exhibit or equipment may exceed a height of 4’ in the front half of the booth.
- No exhibit is permitted to obstruct the view of adjacent booths.
- All signs must be one sided only and must be set back within the Exhibitors’ space so as not to detract from the overall impact of the exhibit that is directly adjacent.
- Requests to deviate from these guidelines must be submitted in writing to ISPE for approval prior to set-up.

Table top display:

- Materials must be confined to the table top only.
- Nothing will be allowed to hang off, be located underneath, behind, in front, or along side the table.
- The maximum height including lights, signs, etc., of any display shall be 60 inches (1.5m) from the top of the table.
- Operating machinery, if it can fit on top of the table and is unobtrusive, will be allowed. Computer terminals and video monitors will also be permitted.
- Displays obstructing the view of the adjacent exhibit space will not be permitted.

VENDOR HOSTED EVENTS

All organized functions that compete for attendees’ time, during the hours of the Expo Hall, education sessions or ISPE social functions are strictly prohibited. Exhibitor shall not host, sponsor, or participate in any hospitality suites/rooms, social functions, education seminars, outings, group activities, or similar events during the Event or distribute sales or promotional materials, any item with exhibitor’s logo, or gifts to attendee sleeping room doors, meeting rooms, or anywhere else in the hotel and/or exhibit facility except as expressly authorized by ISPE. Violations of this Section will be governed by Section 13 of the exhibit contract. Enforcement of Rules. The applicant is responsible for monitoring the conference schedule and avoiding conflicts. The applicant may also contact a member of the ISPE Exhibit Services Team for approved days and times.
HOTEL & TRAVEL

Conference Hotel:

Bethesda North Marriott Hotel and Conference Center
5701 Marinelli Road
North Bethesda, Maryland 20852 USA
Hotel & Reservations: +1 301-822-9200 or +1-800-859-8003

Call +1-800-859-8003 or make your reservation online. When making your reservation by phone, mention ISPE for the discounted rate of US$219 single/double. This rate is good until Friday, 7, February 2020, or until the room block is full, whichever comes first. Please contact the hotel as early as possible to make your reservations to ensure you are in the headquarters hotel.

FRAUD ALERT:

ISPE has been alerted that several groups claiming to officially represent the 2020 ISPE Aseptic Conference have contacted exhibiting companies directly via phone and/or email. These groups are attempting to have you book a hotel room though them or claiming that they have the ISPE Aseptic Conference attendee list. Unfortunately, this is a wide spread issue throughout the trade show industry.

ISPE has NOT contracted with any outside vendor to contact our exhibitors or attendees to book or pay for hotel rooms. If you are contacted by a company other than ISPE, please do not provide them with your contact or credit card information, these transactions could be fraudulent.

AUTHORIZED VENDOR LIST

With any exhibition there are always multiple vendors and individuals to deal with and it is often hard to remember who to contact. To help you with this, here is a list of the exhibition authorized vendors. These companies are contracted with ISPE for the 2020 Aseptic Conference.

- Shepard Exposition Services | General Services Contractor
  Phone: (410) 737-9270    Fax: (410) 737-9274    Email: baltimore@shepardes.com

- Marriott Bethesda North | Audio/Visual and Electrical Orders
  Phone: (301) 822-9200     Email: NBCC@Mariott.com

- SmartSource | Lead Retrieval
  Phone: (877) 876-4111     Email: drogers@smartsourcerentals.com

We have been notified of a handful of unauthorized companies soliciting our exhibitors, specifically selling attendee lists. ISPE does not provide our attendee data to any third-party organization to sell to exhibitors. If at any time you have doubts as to whether a company has been approved to represent or work for ISPE 2020 Aseptic Conference, please email sales@ispe.org. ISPE will not have the ability to assist you with any issues that may arise from using an unauthorized vendor.

FOOD & BEVERAGE ORDERS

If you plan on having food & beverage in your exhibit space, you will need to work directly with Bethesda North Marriott Hotel and Conference Center.

Elaina Smith-Brodie | Senior Event Manager
Office: +1-301-822-9271    Cell: +1-202-438-8532    Email: Elaina.Smith-Brodie@marriott.com
LEAD RETRIEVAL APP

Exhibiting companies have the opportunity to capture and follow-through on sales leads via the lead retrieval mobile app from SmartSource.

Be sure to place your order today! The order form is located on the Exhibitor Resources web page.

For assistance, you can contact Debra Rogers at (877) 876-4111 or via email at drogers@smartsourcerentals.com.

DOWNLOAD THE MOBILE APP

With the ISPE mobile app, you can:

• Stay organized with up-to-the-minute Exhibitor, Speaker, and Event information
• Receive important real-time communication from ISPE
• Share your event photos and experiences
• Connect with other conference mobile app users
• And much, much more!

Be sure to create and publish your profile in the mobile app. You will be able to engage with other conference mobile app users.

Downloading the app is easy!

Search The App Store or Google Play for "ISPE Events".

ADDITIONAL EXHIBIT & SPONSORSHIP OPPORTUNITIES

• Europe Annual Conference | 30 March-1 April | Madrid, Spain
• Biopharmaceutical Manufacturing Conference | 1-3 June | Boston, MA
• Asia Pacific Pharmaceutical Manufacturing Conference | September | Hong Kong and China
• Europe Aseptic and Biotechnology Conference | September | Amsterdam, The Netherlands
• Annual Meeting & Expo | 1-4 November | Philadelphia, PA
• Europe Pharma 4.0 Conference | November | Cork, Ireland
• Global Pharmaceutical Regulatory Summit | 2-3 December | Washington, DC

ISPE EXHIBIT TEAM

If you have any questions or need assistance, contact your ISPE Exhibit Services Team.

Exhibit, Advertising & Sponsorship Opportunities

Alisa Pachella, Account Manager | apachella@ispe.org | +1-813-739-2274
Doug Whittemore, Account Manager | dwhittemore@ispe.org | +1-813-739-2272

Exhibit Team Registrations, Billing and Payments

Diane Munda, Sales Operations Manager | dmunda@ispe.org | +1-813-739-2275
Barbara Bender, Sales Coordinator | bbender@ispe.org | +1-813-960-2105 ext. 235