SECONDARY BOOTH ORDER FORM – AVAILABLE FEBRUARY 15, 2015

ASMS has decided to update its policy of one booth per company for 2015. There is a limit of one booth per company including wholly-owned subsidiaries and divisions of a common parent except where a related company meets the guidelines set forth for a secondary exhibit booth.

- Secondary exhibit booths are available beginning February 15.
- The secondary booth MUST be non-adjacent to the primary booth.
- The booth must be staffed by different people than primary booth and must have distinct branding elements (colors, logo, and company name). The secondary exhibit booth order form must be accompanied by a sample graphic for the secondary booth (logo, banner, etc.)
- The name of the primary corporate member company cannot appear on signage or in display. For example, A primary corporate member Company cannot appear on any of the booth components for the secondary company.
- The penalty for not abiding by these guidelines is loss of option to have a secondary booth the following year.

Please provide complete information. Company name and website URL will be used on the ASMS website for exhibitor listing:

| Corporate Member Company (with Primary Booth) |  |
| Company Name for Secondary Booth: (as it will appear in all conference materials) | Contact Name for Secondary Booth: |
| Contact Information for Secondary Booth company: |  |
| Address: | Phone: |
| Address: | Fax: |
| City/State: | Contact Email: |
| Zip/Postal Code: | Company Email: |
| Country: | Company Website: |

☐ Reserve a SECONDARY Exhibit Booth for my company, limit one secondary booth per Corporate Member. Cost: $2,500

Exhibit booths will be located in the same hall with the technical posters. The secondary booth MUST be non-adjacent to the primary booth. Booth must be staffed by different people than primary booth. Booth must have distinct branding elements (colors, logo, company name). The name of the primary corporate member company cannot appear on signage or in display. For example, A primary corporate member Company cannot appear on any of the booth components for the secondary company. Request form must be accompanied by a sample graphic for the secondary booth (logo, banner, etc.). Penalty for not abiding by these guidelines is loss of option to have a secondary booth the following year. See guidelines on next two pages.

An official ASMS conference registration is required for admittance to the hall. Two exhibits-only passes are included with a secondary exhibit booth. There is a limit of one secondary booth per company. Booths will be 10 ft (wide) x 10 ft (deep) with 4 ft high side and 8 ft high back draping. Carpeting, furnishings and electric power are not included. Computers and data systems may be operating. Other products and hardware may be displayed, but may not be operational. Please see the revised Corporate Member Policies on pages 3 - 5 for poster-exhibit hall set up, tear-down and opening times.


- Booth Number Preferences: 1st ________ 2nd ________ 3rd ________
- Please indicate competitor(s) that you wish not to be adjacent to __________________________

Booth space is reserved as paid orders are received. ASMS will make every effort to accommodate preferences and requests, but cannot guarantee location.
SELECT PAYMENT METHOD FOR THE SECONDARY EXHIBIT BOOTH, $2,500.

- Check is enclosed for $2,500. Checks must be payable through a U.S. bank and payable to: ASMS.
- Charge $2,500 to credit card (Visa, Mastercard, or American Express). Complete details below.

<table>
<thead>
<tr>
<th>Credit Card Number:</th>
<th>Security Code (3-4 digits):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expiration Date:</td>
<td></td>
</tr>
<tr>
<td>Cardholder Name (as appears on card):</td>
<td></td>
</tr>
<tr>
<td>Billing Address:</td>
<td>Billing City, State / Region:</td>
</tr>
<tr>
<td>Billing Zip/Postal Code:</td>
<td>Billing Country (if outside of U.S.)</td>
</tr>
</tbody>
</table>

THIS ORDER FORM AND FULL PAYMENT SHOULD BE COMPLETED AND ACCOMPANIED BY:
1. Signed copy of ASMS Corporate Member Policies (rev. 02/13/2015) – please see the following pages.
2. A sample of graphics and logo that will be used for branding the Secondary Exhibit Booth.

SEND TO:
ASMS
2019 Galisteo Street, Bldg. i-1
Santa Fe, NM 87505 (USA)
office@asms.org - Fax: 505-989-1073
Faxed or emailed forms must include credit card payment

A confirmation will be sent to your company’s contact email address within 3 business days. If you do not receive a confirmation, please call the ASMS office.
1. Hospitality suites and events during the conference week (defined as 5:00 pm, Sunday, May 31 through 9:00 pm, Thursday, June 4) must be reserved through the ASMS office.

2. Corporate hospitality suites and events during the conference week (defined as 5:00 pm, Sunday, May 31 through 9:00 pm, Thursday, June 4) may be held only at the America’s Center and Renaissance Hotel.

3. COMPANY AND USER MEETINGS. No scheduled activities may be conducted either in the convention center or off-site hotels during the conference week (defined as 5:00 pm, Sunday, May 31 through 9:00 pm, Thursday, June 4). All corporate user meetings and scheduled activities or events, including off-site events, must take place prior to the official start of the conference, Sunday, May 31, 5:00 pm. For information on planning a users meeting prior to the ASMS conference, please look in the ‘Exhibitor Toolkit’ area of http://www.asms.org/conferences/annual-conference/exhibitors.

4. HOSPITALITY SUITE OPENING TIMES AND USE. Hospitality suite openings for programs, refreshments, and entertainment are limited to the days and hours prescribed by ASMS in the table below. Please note that suites are required to be open in the evenings.

<table>
<thead>
<tr>
<th>Renaissance Hotel Hospitality Suites</th>
</tr>
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<tbody>
<tr>
<td>Monday, Tuesday and Wednesday</td>
</tr>
<tr>
<td>Before 8:15 am and after 8:00 pm*</td>
</tr>
</tbody>
</table>

   *Hospitality suites must be open to all ASMS attendees a minimum of three (3) hours starting at 8:00 pm each evening (Mon, Tues, and Wed). Suites may remain open longer than three hours at the discretion of the host corporate member company.

   DAYTIME HOSPITALITY SUITE USE. Suites may be used during the daytime hours of 8:00 am – 8:00 pm for one-on-one and small group meetings (no more than 25 persons per organization) by appointment, no walk-ins. Daytime one-on-one or small group meetings are intended to be business activities and private meetings with clients or staff with no music, programs, seminars, or refreshments. One door to each suite may remain open during the day, if desired. Suites with multiple entrances/doors may have only one door at a single entrance open. Please note that lunch programs are not permitted. Breakfast programs may be held in hospitality suites as long as they conclude by 8:15 am. There is no limit to the number of guests for breakfast programs in hospitality suites as long as the room capacity is not exceeded. Please send an email by March 23 to office@asms.org if you wish to have your breakfast seminar in your suite listed in the conference program.

   HOSPITALITY SUITE MOVE-IN begins 8:00 am, Sunday, May 31. Move-out must be complete by 12:00 pm, Thursday, June 4.

5. HOSPITALITY SUITE ACTIVITIES. The materials within a hospitality suite must be consistent with the hotel policy. Computers and data systems may be operating in suites. Other equipment may be displayed but may NOT be operational. The only items that may be displayed in suites are those that are sold by a corporate member, NOT by non-member partners of the corporate member. The only item that may be set outside your suite is one easel sign (22”x 28”) or standard-sized banner stand – absolutely no registration tables, entrance units, music, or greeters may be outside the room. Any noise generated in a room must not be audible in adjacent rooms without written consent from neighboring suites. Noise violations may result in loss of priority during the suite selection process.

Initial Here ______ to acknowledge your understanding and agreement to abide by the policies listed on this page.
6. EXHIBIT BOOTHS. The tone of activities in exhibit booths is to be consistent with a scientific session. No music or other noise may be generated, and no contests (including raffles and treasure hunts) may be conducted, no food or beverages may be served including items such as mints or hard candies. Only product literature may be distributed in booths — printed on paper, burned on CD or DVD, or on memory sticks. No other gifts such as product samples, mugs, pens, candy, etc. may be distributed. Computers and data systems may be operating in exhibit booths. Other equipment may be displayed but may NOT be operational. Exhibit booth displays and furnishings may not exceed the designated space (10 ft wide by 10 ft deep). The only items that may be displayed in an exhibit booth are those sold by a corporate member, not by non-member partners of the corporate member. There is a limit of one booth per company including wholly-owned subsidiaries and divisions of a common parent except where a related company meets the guidelines set forth for a secondary exhibit booth (see below).

SECONDARY EXHIBIT BOOTHS. The secondary booth MUST follow all exhibit booth guidelines and be non-adjacent to the primary booth. Booth must be staffed by different people than primary booth. Booth must have distinct branding elements (colors, logo, company name). The name of the primary corporate member company cannot appear on signage or in display. For example, A ‘primary corporate member’ Company cannot appear on any of the booth components for the secondary company. Request form must be accompanied by a sample graphic for the secondary booth (logo, banner, etc.). Penalty for not abiding by these guidelines is loss of option to have a secondary booth the following year. In addition, the following guidelines must be followed:

SET-UP / STAFFING / TEAR-DOWN GUIDELINES FOR ALL BOOTHS:
- Professional Courtesy During Set Up: The exhibit rules state that you are not to have any components of your booth taller than 4’ in the front half of your exhibit booth space. This includes but is not limited to instruments, banners, monitors, and literature racks. Please extend a professional courtesy to your neighboring exhibitors by abiding by this rule.
- Set-up is 8:00 am - 3:00 pm on Sunday, May 31. Tear-down is 2:30 - 10:00 pm on Thursday, June 4. No early teardown is permitted. This rule will be strictly enforced. Any company violating this rule will lose priority for booth selection for 2016 (booth selection will be accommodated last instead of in order received). Note that Freeman delivery of empties (skids, crates, etc) will not begin until 3:00 pm.
- The poster-exhibit hall will be unlocked and open to attendees during the following hours: Sunday, 7:45 - 9:00 pm (Grand Opening and Welcome Reception); Monday, Tuesday, Wednesday, 7:30 am - 8:00 pm; and Thursday, 7:30 am - 2:30 pm
- Exhibit Booth Hours will be listed in the Program as follows: Sunday, 7:45 - 9:00 pm (Grand Opening and Welcome Reception); Monday, Tuesday, Wednesday, 9:00 am - 5:00 pm; Thursday, 9:00 am - 2:30 pm

7. APPS & TECHNOLOGY SPOTLIGHT (formerly Corporate Posters). Apps & Technology Spotlight posters are 8’x4’ and displayed in alphabetical order by company in the designated area of the exhibit-poster hall. No hardware, books, journals, accessories, gifts, computers, etc. may be displayed. An official ASMS conference registration is required for admittance to the poster hall. Posters may be changed throughout the week, if desired.
- Set-up for Posters is 8:00 am - 3:00 pm on Sunday, May 31 (during exhibit booth move-in).
- Tear-down is 2:30 - 10:00 pm on Thursday, June 4.

8. PUBLISHER’S LIBRARY TABLETOP. Tabletops will be located in the foyer space near conference registration. Tabletops are restricted to publishers. One 6-ft table and 2 chairs will be provided for each tabletop. Publishers may not order any additional furnishings for the library. Books and journals may be displayed and sold. Laptops are permitted. Electrical and internet service is not included. No conference registrations are included with tabletops. A representative from the publisher must be on-site to coordinate the table display. This area is public and no security is provided.
- Set-up for Tabletops is 10:00 am - 3:00 pm on Sunday, May 31. Tear-down is 3:30 - 10:00 pm on Thursday, June 4.

9. HOTEL ROOMS & ROOM BLOCKS. Exhibiting Corporate Member companies are required to book hotel rooms within the ASMS block. Companies requiring LESS than 20 rooms per night should book the rooms individually online at the ASMS website after January 5, 2015.
- Room Blocks of 20 or more rooms per night. Companies wishing to block 20 rooms or more per night should complete the enclosed request form. Maximum block size at a single hotel will be 50 rooms.
- Room Block Cancellations. The number of rooms and date pattern of Corporate Room Blocks must be confirmed by April 1 to the Housing Bureau. A $200 per room cancellation fee will be assessed for each room cancelled after April 1.

The Hotel Room Block policies set forth by ASMS assist in ensuring that all conferees have access to ASMS designated conference hotels.

Initial Here ________ to acknowledge your understanding and agreement to abide by the policies listed on this page.
CORPORATE MEMBER POLICIES  revised 02/13/2015 to include Secondary Booth Policies - Cont’d.

10. BREAKFAST ROOMS. A limited number of Breakfast Rooms are available in the America’s Center for companies wishing to host breakfast programs. Companies with hospitality suites may hold breakfast meetings in their suites, if desired. Companies with an exhibit booth are eligible to request a Breakfast Room and there is a limit of one room per day per company (unless unsold rooms remain available after February 1). Breakfast programs must conclude by 8:15 am. Companies assigned a Breakfast Room will have access for set-up one hour before and tear-down one hour following their program. There is no limit to the number of guests except room capacity.

11. STAFF ROOMS. A very limited number of Staff Rooms may be available to companies ordering a hospitality suite. Staff Rooms will be available after 9:00 am Sunday, May 31. Staff Rooms may be used by company employees only. It is prohibited to invite customers into staff rooms. These rooms are NOT intended as additional exhibit space; therefore, exhibit display material is prohibited in these rooms (including instrumentation, pop-up displays, etc.).

12. INDIVIDUAL MEMBERSHIPS AND CONFERENCE REGISTRATIONS. A corporate membership does NOT include any individual memberships or benefits of individual membership. Each primary exhibit booth comes with one complimentary full conference registration and two exhibits-only passes. Each secondary booth comes with two exhibits-only passes. Because a major part of the scientific program in the form of posters is located in the poster/exhibit hall, NO exhibits-only passes are available for purchase. If your company has an exhibit booth and requires more registrations, you will be directed to have the additional individuals register on-line via www.asms.org.

13. CANCELLATION POLICY. Cancellation of exhibit booth, hospitality suite, Publisher’s Library tabletop, or poster space in the Apps & Technology Spotlight before April 1, 2015: Company will be subject to a fee equal to 50% of cost of booth, suite, tabletop or poster. Corporate Member dues are non-refundable. Cancellations after April 1, 2015: No refunds.

14. These policies have been designed in the best interests of corporate members and conference attendees. Violation of these policies may result in immediate revocation of corporate member privileges and/or corporate membership.

Please sign and date below to acknowledge your understanding and agreement to abide by these fourteen policies.

<table>
<thead>
<tr>
<th>Company Name:</th>
<th>Name of Company Representative:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signature of Company Representative:</td>
<td>Date:</td>
</tr>
</tbody>
</table>

A signed copy of these Corporate Member Policies must accompany your Order Form.