



## Plant & Animal Genome XIX

- January 15-19, 2011
- Town & Country Hotel
- San Diego, CA

### BOOTH SIZES

All booths are 10ft deep x 10ft wide. There is no height limit in the Grand Exhibit Hall.

### BOOTH PRICE

All 10' x 10' booths are \$2,400.  
(Includes electronic bar code lead retrieval system)

### BOOTH CANCELLATIONS

Any company wishing to cancel their exhibit space on or before November 5 is entitled to a full refund.

Any company cancelling after November 5 but before December 4 is responsible for 50% of the contracted exhibit space.

Any company cancelling after December 3 is responsible for the full cost of the contracted exhibit space.

# APPLICATION FOR EXHIBIT SPACE

You are hereby authorized to reserve space for our use in the exhibit of the Plant & Animal Genome Conference.

- Please list (5) choices of exhibit space.

Space will be assigned based on support level then on a first come, first served basis. Application and product description must be completed in full. All exhibitors contracted by Dec. 3 will be listed in the final program & exhibit guide.

1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_

Please list companies you do not want located next to you.

\_\_\_\_\_

- Important: Please forward with this application a deposit of \$1,200 for each booth requested. No booth assignment will be made without a full deposit. Checks should be made payable to Scherago Int'l./Plant & Animal Genome.

We agree to abide by all requirements, restrictions and obligations outlined in the Exhibit Prospectus.

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

POSTAL CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

E-MAIL \_\_\_\_\_

PHONE (\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_) \_\_\_\_\_

Website Address: \_\_\_\_\_

CONTACT \_\_\_\_\_

TITLE \_\_\_\_\_  
(Please Print)

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

### ▼ FOR OFFICE USE ONLY

Date rec'd \_\_\_\_\_

Computer # \_\_\_\_\_

No. (s) of Booths \_\_\_\_\_

Space Assignment No. (s) \_\_\_\_\_

\_\_\_\_\_

Cost of Space \$ \_\_\_\_\_

Deposit Rec'd \$ \_\_\_\_\_

Date Rec'd \_\_\_\_\_

Check # \_\_\_\_\_

Balance Due \$ \_\_\_\_\_

Balance Rec'd \$ \_\_\_\_\_

Date Rec'd \_\_\_\_\_

Check # \_\_\_\_\_

Please make checks payable to: SCHERAGO INT'L./PLANT & ANIMAL GENOME

And forward to:

Scherago International, Inc.  
525 Washington Blvd., Suite 3310  
Jersey City, NJ 07310  
TEL: 201-653-4777, ext. 20 • FAX: 201-653-5705

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## ■ PROGRAM DESCRIPTION

A 50 word description of products or services must be submitted with your application for Exhibit Management approval. Descriptions exceeding 50 words may be returned or edited at the discretion of Show Management. Please do not list prices and avoid the use of superlatives. Only trade names should be capitalized. Please prepare your description carefully as it will be used for the exhibit program.

Please submit the description by e-mail (pag@scherago.com) in any PC format.  
Label the attachment or message with your company name.

COMPANY NAME: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ (use 2-letter abbreviation)

Do not send text copy in "all caps."

With the exception of products that are registered/trademarked, limit the use of upper case to accepted grammatical practices.

PROGRAM DESCRIPTION:

### **SAMPLE FORMAT**

Scherago International, Inc.  
Jersey City, NJ  
201-653-4777  
www.scherago.com  
info@scherago.com

A full-service firm that meets the demands of today's tough market. Scherago International provides a full range of advertising, marketing and meeting management services including advertising representation and market research. The firm's full service convention management group is one of the most experienced and highly professional organizations in the business.

**PROGRAM DESCRIPTION MUST ACCOMPANY APPLICATION.**