

GRADUATE SCHOOL FAIR EXHIBIT PROSPECTUS



McCormick Place, Chicago, IL
November 13-16, 2021

TERMS FOR EXHIBITING in the GRADUATE SCHOOL FAIR

Eligibility for Exhibiting

The purpose of the Graduate School Fair is to provide prospective students and graduate schools with an opportunity to meet face-to-face during the meeting. Exhibits must emphasize graduate programs and opportunities.

The character of the exhibition space and program are subject to approval by the Society. SfN reserves the right even after an application is received to refuse applications not meeting standards required or expected, as well as the right to curtail or to close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. **This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.**

Exhibit Space Assignments

Applications for exhibit space are subject to approval by the Society for Neuroscience. Exhibit space is limited. Application and payment reserves an exhibiting program's booth at the Graduate School Fair. All booth assignments will be made by SfN. The Society reserves the right to modify the floor plan and reassign exhibit space if a change in the original assignment is necessary.

Applications

Application and full payment must be received by **August 31**. See Terms of Payment for further instruction.

The application can be found on the graduate school fair [website](#).

EXHIBIT FEE INFORMATION

Contract for Space Exhibitors agree to accept and comply with the policies, rules, and regulations contained in this Exhibit Prospectus and on the Society's web site, and all policies, rules, and regulations adopted after publication of the Prospectus. The acceptance of an application by the Society and the deposit for rental charges constitute a contract.

Terms of Payment Full payment is due with the application by **August 31, 2021**.

Booth Fees **Saturday, November 13 - Tuesday, November 16**
\$690 for [Institutional Program \(IP\)](#) Members | \$1150 for non-IP Members

Saturday November 13 - Sunday, November 14
\$440 for IP Members | \$910 for non-IP Members

Monday, November 15 - Tuesday, November 16
\$440 for IP Members | \$910 for non-IP Members

ACORD 25 is SfN's approved insurance program for exhibitors. The fee also includes four exhibitor badges per booth space and carpeting for exhibit area. Please contact training@sfn.org with any questions.

Payment Information

Credit Card payment:

To pay by credit card, go to the "My Organizations" tab in your SfN.org account to access your Grad Fair invoice

Check payment:

Society for Neuroscience
Attn: Graduate School Fair 2021
1121 14th Street, NW, Ste. 1010
Washington, DC 20005

Wire transfer:

Branch Banking & Trust (BB&T)
Corporate Banking Deposit Officer
8200 Greensboro Drive, Ste. 800
McLean, VA 22102

Wire & ACH Payments:
0005163349053

Routing Number:
054001547

SWIFT Code for International Wires:
BRBTUS33

Cancellations or Space Reductions Cancellation of an application between the date the application is received and **August 31** will result in an administrative fee of \$50. Cancellations of Graduate School Fair exhibit space between **August 31** and **September 30** will result in a change to 50 percent of the total cost of the cancelled exhibit space. Refunds will not be granted after **September 30**.

Failure to Occupy Space Any exhibitor failing to occupy space is not relieved of the obligation to pay full rental price for space. The Society will have the right to use exhibit space as it sees fit, provided the space is not occupied one hour prior to the scheduled exhibit hall opening.

CONTRACTUAL CONSIDERATIONS

Violations	<p>As a condition for exhibiting, each exhibitor will agree to observe all Society policies, inclusive of, but not limited to the following:</p> <ul style="list-style-type: none">▸ Tearing down prior to 2:00 pm, Sunday, November 14 or Tuesday, November 16▸ Exceeding the height limit▸ Obstructing the view of a neighbor's booth▸ Distributing/posting advertising or literature outside the exhibitor's exhibit space
Insurance Requirements	<p>Insurance is included in your booth fee.</p>
Indemnification and Limitations of Liability	<p>The exhibitor shall defend, indemnify and hold the Society for Neuroscience and SMG, Owner, Chicago Park District and Their agents, trustees, officers, board members and employees harmless from and against any loss, damage, liability, claim, demand, action, cost and expense (including reasonable attorneys' fees and costs) arising out of or relating to personal injury (including death), property damage or any other damage caused or alleged to be caused by the negligence, willful misconduct, bad faith, failure to obtain proper licensing, copyright violations, or fraud, by exhibitor or its employees, agents or subcontractors. In addition, the exhibitor acknowledges and understands that Society for Neuroscience and SMG, Owner, Chicago Park District and Their agents, trustees, officers, board members and employees do not maintain insurance that will cover Exhibitor's property, or any business interruption resulting from any injury or damages resulting from the exhibitor not being able to participate in any portion of the event, and that it is the sole responsibility of the exhibitor to obtain business interruption and property insurance as in their judgment may be required.</p>
Cancellation of Meeting and Exhibition	<p>It is mutually agreed that in the event Neuroscience 2021 is canceled due to the unavailability of the convention center for any reason, or due to acts of God, war, strikes, government regulation or advisory warnings (including travel advisory warnings by the government or World Health Organization), civil disturbance, terrorism, or threats of terrorism substantiated by governmental warnings or advisory notices, curtailment of transportation, epidemics, disaster, fire, earthquakes, hurricanes, unseasonable extreme inclement weather, shortages or disruption of the electrical power supply causing blackouts or rolling blackouts in Chicago, IL or any other comparable conditions or circumstances occurring either in the location of SfN's meeting or in the countries/states of origin of at least 30% of the attendees or along their routes of travel, making it, at the sole discretion of SfN, commercially impracticable, illegal, or impossible to operate the event. If the event is cancelled pursuant to this paragraph, then the application and contract for exhibit space will be terminated. In the event of such termination neither party shall be liable to the other for delay or failure to perform its obligations, except there shall be a prorated reduction of any fees payable or otherwise due under this agreement and/or refund of any deposits paid.</p>

BOOTH INFORMATION

Non-Contracted Exhibit Space	Any person, firm, or organization not having contracted with the Society for the occupancy of space in the exhibit hall will not be permitted to display or demonstrate any products, processes, or services; solicit orders; or distribute advertising materials in McCormick Place or in any hotel used by the Society to house registrants. Any noncompliance with this regulation will result in the prompt removal of the offending person and property from the area. No exhibit will be permitted in a hotel room.
Americans with Disabilities Act	Exhibitors shall be responsible for compliance with the Americans with Disabilities Act of 1992 with regard to their exhibit space, including, but not limited to wheelchair access. Further information regarding ADA compliance is available online via the ADA Information Line at (800) 514-0301. Please also visit McCormick Place for additional ADA information .
Booth Layouts	Each 10' x 10' exhibit space will have 8' high white back drape and 36" white side rail defining the confines of the space. One (1) 6' x 42" draped table and two (2) stools, and (1) wastebasket. Exhibit area is carpeted. A booth identification sign measuring 7" x 44" and showing only the company name will also be supplied in all booths. Please remember to supply your own methods to hang display material in the booths (eg. binder clips to secure signs to hanging drape).
Standard Booths	All display material is restricted to a maximum height of 48" except for the back wall of the display, which is limited to 8' in height. The booth height may be maintained up to 50 percent of the distance from the back wall toward the front of the space. No obstructions in the front half of the booth above the height of 48" will be permitted.

EXHIBITOR REGISTRATION AND SESSION INFORMATION

Exhibit Dates and Hours	Saturday, November 13, 1:00 pm – 3:00 pm Sunday, November 14 - Tuesday, November 16, 12:00 pm – 2:00 pm
Booth Staffing	As a courtesy to meeting attendees and your fellow exhibitors, exhibitors must open their exhibit on time and staff it throughout the day. Exhibiting programs are urged to have at least one staff member or security personnel in their booth at all times. Exhibit personnel shall conduct themselves and wear attire consistent with the professional decorum of the meeting.
Badges	Each exhibiting organization is entitled to 4 exhibitor badges per booth space. Exhibitors may pick up their badges at the exhibitor registration desk located in Hall A beginning Friday, November 12 at 8:00am. Badges must be worn at all times while in the exhibit area. Exhibitor Badges are <u>necessary</u> to access the Graduate School Fair exhibit space in Hall A for booth installation. Supplementing SfN badges with business cards, ribbons, or company logos is not permitted. Exhibitor badges will be made out only in the names provided by the program. On-site registrants must submit proof of affiliation with the exhibiting company.
Badge Reprints	Attendees and Exhibitors will incur a \$25 fee for badge reprints. ID is required to receive badge reprints.

BOOTH ACTIVITIES

Operation of Exhibits and Conduct	SfN reserves the right to restrict exhibits that become objectionable due to sound, method of operation, materials, content, or any other reason, and prohibit or evict any exhibit that, in the opinion of Exhibit Management, may detract from the general character of the exhibits as a whole. This reservation includes persons, things, conduct, printed matter, food and beverages, or anything of a character Exhibit Management determines is objectionable to the exhibit. In the event of such restriction or eviction, the Society is not liable for any refunds or rentals of other exhibit expenses.
Photo and Video Release	Photography and Recording Policy for SfN's Annual Meeting SfN is committed to honoring the rights of copyright owners and to respectful sharing of scientific research and data. Attendees at SfN-sponsored scientific meetings or events are expected to adhere to this policy. In response to a changing culture, SfN will now permit photography and recording during scientific meetings and events within the boundaries discussed in the following policy.
Security	Do not store anything of value in crates going into storage. Professional security guard service will be provided for the perimeter of the exposition (not booths) on an around-the-clock basis beginning with the first day of move-in and continuing through move-out. The Society for Neuroscience, McCormick Place and The Expo Group are not responsible for loss or damage to exhibitor property. Exhibitors wanting to stay past the published times for move-in will need to hire security for their booth.
Parking at the Convention Center	Directions and parking information Public transportation information

PROHIBITED PRACTICES

The prohibited practices below apply to exhibitors and non-exhibitors:

- ▶ Distributing giveaway items that do not comply with stated policy
 - ▶ Distributing or using stick-on decals and/or similar adhesive-backed promotional items in McCormick Place
 - ▶ Suitcasing - canvassing or distributing any materials or product samples outside the exhibitor's own space, the convention center and any SfN contracted hotel unless approved through an official SfN support or advertising opportunity
 - ▶ Advertisements including, but not limited to; billboards, displays of signs, promotional items, or any form of technology outside the exhibit space, convention center and any SfN contracted hotel unless approved through an official SfN support or advertising opportunity
 - ▶ Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area
 - ▶ Hanging signs or banners from the ceiling (island booths only are permitted)
 - ▶ Entering another exhibitor's space without permission
 - ▶ Photographing or examining another exhibitor's equipment without permission (see [SfN's policy for photography and recording](#)). This policy also applies to any scientific session.
 - ▶ Wearing buttons, unofficial badges, company name plates, etc., in lieu of the official SfN exhibitor badge
 - ▶ Altering badges in anyway (i.e., ribbons or buttons)
 - ▶ Operating X-ray equipment
 - ▶ Use of minors as models
 - ▶ Noisy electrical or mechanical apparatus interfering with other exhibitors
 - ▶ Use of the Society's name is forbidden on signs inside or outside the exhibit area and on descriptive product literature
 - ▶ No subletting or sharing of exhibit space
 - ▶ Using helium balloons or glitter products
 - ▶ Selling and/or otherwise distributing demographic information obtained by scanning attendees name badges that visit their booth with lead retrieval devices
 - ▶ Exhibitors or their agents may not negotiate blocks of hotel rooms directly with contracted SfN participating hotels
 - ▶ Tipping contracted labor
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INSTALLATION AND DISMANTLE

Installation and Dismantling Dates and Hours	Installation 9:00 am – 11:00 am Saturday, November 13 or Monday, November 15	Dismantling 2:00 pm – 4:00 pm Sunday, November 14 or Tuesday, November 16
Online Exhibitor Service Manual	The Online Exhibitor Service Manual containing a complete set of service forms will be available July 28 .	
Service Desk	The Exhibitor Service Desk will be open during installation to assist exhibitors with verification and adjustments of their orders for labor, furniture, and other auxiliary services. The Service Desk will be staffed throughout the meeting.	
Convention Center Rules and Regulations	Exhibitor compliance with the McCormick Place is mandatory.	
	Floor Load and General Lighting The exhibit floor load of McCormick Place is 350 lbs. per sq. ft. For heavy machinery or displays, contact The Expo Group. 25% of lighting is provided during move-in and move-out. Lighting one (1) hour prior to show opening each day will be 100%. At the close of the show each day, lighting will be reduced to 50%.	Electricity-Air-Water-Drain Order forms will be available in the Online Exhibitor Service Manual. Electrical service is 120, 208, 227, 480 volt (single and three-phase).
	Fire Regulations No volatile or flammable fluids, substances, or materials of any nature prohibited by local ordinances, the City of Chicago Fire Marshal, McCormick Place Fire Safety Manager or insurance carriers, may be used in any booth. The use of any type of crepe or corrugated paper is prohibited. Details will also be included in the Online Exhibitor Service Manual.	
Exhibitor Appointed Contractor (EAC)	All EACs and contractors, suppliers and vendors who work in the facility must be identified with the WIS Badge or the credential issued by McCormick Place.	
Safety	Standing on chairs, tables, or other rental furniture is prohibited. Rental furniture is not engineered to support standing weight. The Expo Group cannot be responsible for injuries or falls caused by the improper use of rental furniture. If assistance is required in the assembly/dismantle of your booth, please order labor in advance using the forms that will be provided in the Online Exhibitor Service Manual.	
Labor Rates	Straight Time \$165.08/\$214.60 Monday - Friday 8:00 a.m. - 4:30 p.m. CST	Over Time \$247.62/\$321.91 Monday - Friday 4:30 p.m. - 8:30 p.m. CST Saturday – All Day
	Double Time \$330.16/\$429.21 Monday - Friday 8:30 p.m. - 8:00 a.m. CST All day Sunday and Holidays	

Union Regulations

To assist you in planning for your participation in the forthcoming convention, we are certain you will appreciate knowing in advance that union labor will be required for certain aspects of your exhibit handling. To help you understand the various union jurisdictions in the Chicago, IL area, we ask you to read the following.

Exhibitor Booth Set-Up/Dismantle Information

There are two options available to exhibitors to have their displays set-up and taken down at McCormick Place. Exhibitors can either set-up / dismantle their display with their own employees, or the exhibitor can hire union labor. The guidelines for booth options are detailed below.

1. Consistent with safety and the skills and training necessary to perform the task, as determined by the Authority, an exhibitor and exhibitor employees ("Exhibitor employee" means any person who has been employed by the exhibitor as a fulltime employee for a minimum of 6 months before the show's opening date) are permitted in a booth of any size with the use of the exhibitor's ladders and hand tools to:
 1. Set-up and dismantle exhibits displayed on Authority premises;
 2. Assemble and disassemble materials, machinery, or equipment on Authority premises
 3. Install all signs, graphics, props, balloons, other decorative items, and the exhibitor's own drapery, including the skirting of exhibitor tables, on the Authority's premises.
2. An exhibitor and exhibitor employees are permitted in a booth of any size to deliver, set-up, plug in, interconnect, and operate an exhibitor's electrical equipment, computers, audio-visual devices, and other equipment.
3. An exhibitor and exhibitor employees are permitted in a booth of any size to skid, position, and re-skid all exhibitor material, machinery, and equipment on Authority premises.
4. An exhibitor and exhibitor employees are prohibited at any time from using scooters, forklifts, pallet jacks, condors, scissor lifts, motorized dollies, or similar motorized or hydraulic equipment on Authority premises.

Union Jurisdictions

Should you choose to utilize a contractor for your labor, the following guidelines apply at McCormick Place. (see McCormick Place forms for jurisdictions pertaining to services provided by McCormick Place):

- McCormick Place is a union building, and jurisdictions are clearly established.
- Above all, there should be no need for disputes. If there is a disagreement, contact your Floor Manager. They will contact the appropriate contractor, who will take up the matter with the appropriate union official. There are established procedures for settling disagreements and using them will prevent problems.

Riggers

Responsible for uncrating, un-skidding, positioning and re-skidding of all machinery.

Teamsters

Responsible for the handling of all material (except machinery) in and out of the exhibit hall.

Display Labor (Unified Labor Force Combining Carpenters and Decorators)

Responsible for uncrating of exhibits and display materials; installing, and dismantling exhibits, including cabinets, fixtures, shelving units, furniture; laying of floor tile and carpets; hanging and installation of non-electric signs; re-crating of exhibits and machinery; installing and dismantling scaffolding, bleachers and ganging of chairs; installing of all drape, cloth and/or tacked fabric panels; and Velcro signs.

Hanging Signs

Depending on the type of hanging sign, it will be assembled & installed by decorators or electricians.

Shipping Information

The Expo Group will receive shipments at the McCormick Place dock; delivery to the exhibitor's booth; removal, storage, and return of empty crates and containers; and removal of packed shipments from the booth and transferring to the outgoing carriers at the McCormick Place dock. Exhibitors are urged to ensure that all materials are delivered to booths on setup days because deliveries cannot be made during exhibit hours.

All exhibitors are urged to verify the delivery of their freight before arrival in Chicago, IL. Many shipments cannot be traced or delivered on the weekend. USPS, UPS, and Federal Express packages going to the McCormick Place must be sent directly to The Expo Group, they will then be delivered to the exhibitor's booth.

Shipping Instructions

Advanced Warehousing

Advance Warehouse is available to receive shipments on **October 11**. These shipments, which must be prepaid, are consigned to the warehouse and must arrive no later than **Friday, November 5**. Crated advance shipments are to be consigned as follows:

Graduate School Fair 2021
Company Name
Booth #
The Expo Group
c/o CCS Trucking
4108 W 52nd Place, Chicago, IL 60632

Uncrated shipments will not be received at the warehouse.

Advance Warehouse Billing

A copy of the bill of lading for motor freight and air shipments should be forwarded to:

The Expo Group
5931 W. Campus Circle Dr.
Irving, TX 75063
Attention: Exhibitor Service
Phone: 972-580-9000
Email: exhibitorservice@theexpogroup.com

Direct to Convention Center

Direct to Convention Center receiving is available during exhibit setup beginning 8 a.m. on **Thursday, November 11**. Direct prepaid uncrated/crated shipments are to be consigned as follows:

Graduate School Fair 2021
c/o The Expo Group
Exhibit Company
Booth #
McCormick Place – South Hall B
2301 S. Lake Shore Drive, Chicago, IL 60616

Note: Any freight arriving directly at McCormick Place before Thursday, November 11, that has not been confirmed as an early target move-in by The Expo Group, will be refused and returned to the exhibitor.

Direct to Convention Center Billing

A copy of the bill of lading showing the number of pieces, weight, classification, carrier, and routing are to be sent to:

The Expo Group
5931 W. Campus Circle Dr.
Irving, TX 75063
Attention: Exhibitor Service
Phone: 972-580-9000
Email: exhibitorservice@theexpogroup.com

Crate Storage

Empty crates, boxes, and cartons must be ready for removal from the exhibit area by 6 p.m., **Friday, November 12**. These materials should be nested as much as possible. "Empty" stickers, which must be placed on all containers to be stored and returned at the close of the exhibit, will be available at the exhibit service desk.

Containers or skids without the "empty" stickers will be considered refuse and disposed of accordingly. Crates, boxes, and cartons may not be stored behind booth backgrounds.

Note: Nothing may be stored behind booths. All packing containers, wrapping materials, carrying cases, etc., must be stored off the exhibit floor. McCormick Place inspects all exhibits to ensure compliance.

Return Shipping

Please note that exhibitors are responsible for all return shipping. A business center is located in the convention center for your convenience.
