Health Physics Society
58th Annual Meeting

EXHIBITOR PROSPECTUS & SPONSORSHIP OPPORTUNITIES

Monona Terrace Convention Center
Madison, Wisconsin • 7-11 July 2013
Exhibiting with HPS allows you to reach over 1,000 attendees from:

- Academia
- Government
- Industry
- Medicine
- Research & Development
- Analytical Services
- Consulting
- Non-Profit

About HPS:
The Health Physics Society, formed in 1956, is a scientific organization of professionals who specialize in radiation safety. Its mission is to support its members in the practice of their profession and to promote excellence in the science and practice of radiation safety. Today its nearly 5,000 members represent all scientific and technical areas related to radiation safety including academia, government, medicine, research and development, analytical services, consulting, and industry in all 50 states and the District of Columbia. The Society is chartered in the United States as an independent non-profit scientific organization and, as such, is not affiliated with any government or industrial organization or private entity. The Society also promotes education and training opportunities, and scientific information exchange through conferences and meetings, and posting current news items and conducts a program to accredit radiation instrumentation calibration laboratories.

About the Meeting
Don’t miss this opportunity to exhibit at the Annual Meeting in Madison, Wisconsin. This Annual Meeting, held at the Monona Terrace Convention Center, affords you the opportunity to meet the decision makers in the field. The speakers at this meeting represent the most recognized names in the industry and will attract a broad spectrum of attendees.

Exhibit and Sponsor with HPS to:
- Increase booth traffic
- Raise awareness of your company
- Demonstrate support of HPS

Become a sponsor!
There are multiple ways to get your company’s name out to the more than 1,000 HPS attendees - JOIN us! Stand out from the rest.

Stand out to:
Scientists
Researchers
Administrators
Educators
Policy Makers

Reserve your booth and sponsorship by 7 June 2013
**Why should you exhibit?**

- Complimentary meeting registration for two of your exhibit staff (two per 10’x10’ booth), allowing them to attend the scientific program, register for optional programs (AAHP, PEP Courses, or ticketed events). Additional ‘Exhibits Only’ personnel may be registered for $40 each.

- Preregistration labels sent to Exhibitors upon request

- Your Company’s contact information, including a description of your products and/or services will be printed in the Final Program and available online

- Listing of attendees sent to Exhibitors upon completion of the meeting to follow up with contacts

- Take advantage of negotiated rates at Conference Hotels, if reservations are made through the conference website

- Show Management will provide 24 hour perimeter security in Exhibit Hall, and the area will be locked between 6:00 PM-8:00 AM each show day

- Aisles will be carpeted at HPS expense

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**Become an Affiliate Member of the Health Physics Society**

Affiliate members are those organizations whose interests in the field of radiation safety are such as to warrant a formal working relationship with the Society. In general, they are organizations that provide services to the radiation safety profession. Ask for an Affiliate Membership Form if you are interested!
## HPS Exhibit Hall Sponsorship Opportunities

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<thead>
<tr>
<th>Sponsorship</th>
<th>Details</th>
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<tbody>
<tr>
<td><strong>S-1</strong> Advertising in Final Program&lt;br&gt;(multiple sponsors)</td>
<td>Inside Front Cover Color</td>
<td>$900.00</td>
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<td>Half Page Ad</td>
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<td></td>
<td>Meeting Handouts</td>
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<tr>
<td><strong>S-2</strong> Lunch in Exhibit Hall</td>
<td>Provides lunch for attendees in the Exhibit Hall on opening day of the Exhibits. Lunch will have signage, weblink on <a href="http://www.HPS.org">www.HPS.org</a>, and acknowledgement of your participation in the HPS Final Program.</td>
<td>$18,000</td>
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<tr>
<td><strong>S-3</strong> Welcome Reception&lt;br&gt;(multiple sponsors)</td>
<td>Provides food for Opening Reception for attendees. Reception will have signage, weblink on <a href="http://www.HPS.org">www.HPS.org</a>, and acknowledgement of your participation in the HPS Final Program.</td>
<td>$15,000 for 1, $7,500 for multiple</td>
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<tr>
<td><strong>S-4</strong> Conference Tote Bag</td>
<td>Provides a tote bag for attendees to carry through the Exhibit Hall and to all the Sessions. Your organization’s logo along with the conference logo will be screen-printed on the tote and distributed to all attendees, weblink on <a href="http://www.HPS.org">www.HPS.org</a>, and acknowledgement of your participation in the HPS Final Program.</td>
<td>$8,000</td>
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<td><strong>S-5</strong> Upgraded Coffee Break</td>
<td>Provides one morning or afternoon refreshment break for attendees with upgrades - muffins with coffee in the morning, and juices and cookies in the afternoon. Breaks will have signage, weblink on <a href="http://www.HPS.org">www.HPS.org</a>, and acknowledgement of your participation in the HPS Final Program.</td>
<td>$5,000 per break</td>
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<td><strong>S-6</strong> Internet Cafe&lt;br&gt;(1 or more sponsors)</td>
<td>Provides up to 3 online computers for attendees to access their email during the conference. Screensaver will show your company’s logo on each computer, weblink on <a href="http://www.HPS.org">www.HPS.org</a>, and acknowledgement of your participation in the HPS Final Program.</td>
<td>$2,500 per sponsor</td>
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<td><strong>S-7</strong> Lanyards&lt;br&gt;(1 sponsor)</td>
<td>Provides lanyards for attendee’s badges. Your organization’s logo will be screen-printed on the lanyard and distributed to all attendees, weblink on <a href="http://www.HPS.org">www.HPS.org</a>, and acknowledgement of your participation in the HPS Final Program.</td>
<td>$1,500</td>
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<td><strong>S-8</strong> Lounge Sponsorship</td>
<td>Your organization’s logo will be on signage, weblink on <a href="http://www.HPS.org">www.HPS.org</a>, and acknowledgement of your participation in the HPS Final Program.</td>
<td>$1,500</td>
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<td><strong>S-9</strong> Technical Tours&lt;br&gt;(1 sponsor)</td>
<td>Provides Technical Tours for attendees. Your organization’s logo will be on signage, weblink on <a href="http://www.HPS.org">www.HPS.org</a>, and acknowledgement of your participation in the HPS Final Program.</td>
<td>$1,400 per tour - General Support</td>
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S-10 5k Run Shirts
(1 sponsor) $600
Your organization’s logo screen-printed on the 5k run shirt and distributed to all runners, weblink on www.HPS.org, and acknowledgement of your participation in the HPS Final Program.

S-11 Open Mic Night
(Multiple sponsors) $500 each
Open Mic Night will have signage, weblink on www.HPS.org, and acknowledgement of your participation in the HPS Final Program.

S-12 Computer Projection
(Multiple Sponsors) $500 per day per session room
Your company’s name and logo on projection screen during all breaks. Weblink on www.HPS.org, and acknowledgement of your participation in the HPS Final Program.

S-13 Handouts in Tote Bag
$350 each handout
Your organization’s handout (maximum size, 8.5” x 11”) will be put in the HPS Tote Bags that are handed out to all attendees.

Sponsorship Levels
All sponsorships listed below will also have a weblink on www.HPS.org

Platinum Sponsorship - $10,000
Benefits: Three complimentary 10’x10’ booths, Full page color ad on inside front or back cover (based on availability) in Final Program, Program Acknowledgement, Signage at HPS Registration Desk with logo

Gold Sponsorship - $5,000
Benefits: Two complimentary 10’x10’ booths, Full page black and white ad in Final Program, Program Acknowledgement, Signage at HPS Registration Desk with logo

Silver Sponsorship - $2,500
Benefits: One complimentary 10’x10’ booths, Half page black and white ad in Final Program, Program Acknowledgement, Signage at HPS Registration Desk with logo

Bronze Sponsorship - $1,000
Benefits: Program Acknowledgement, Signage at HPS Registration Desk with logo
**Show Schedule**

Set-up:  Sunday 7 July  
        Noon-5:00 PM  
        Monday 8 July  
        8:00-11:00 AM

Exhibit Hrs: Monday 8 July  
            Noon-1:00 PM  
            Tuesday 9 July  
            1:00-3:00 PM  
            Poster Session  
            Noon-1:00 PM  
            Wednesday 10 July  
            9:30 AM-5:00 PM  
            Tear-down: Wednesday 10 July  
            Noon-6:00 PM

Schedule subject to change.

**Complimentary Lunch**  
Noon-1:00 PM  

**Poster Session**  
1:00-3:00 PM  

**Show Information**

**Monona Terrace Convention Center, Madison, Wisconsin**

The HPS Annual Meeting will officially end Thursday 11 July 2013.

All booths include pipe and drape and identification sign.

HPS expects each exhibit booth to be staffed during all show hours, Monday 8 July through Wednesday 10 July. Please note that perimeter security will be provided in the exhibit area during the optional break hours; however, at all times each exhibiting company or organization will be responsible for its inventory and materials.

Only HPS 2013 Annual Exhibitors are permitted to do business on the show floor. All exhibitors are expected to act appropriately and in a professional manner. Any sales people who are disrupting the business of another exhibitor will be asked to leave the show floor.

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**HPS Exhibit Hall Layout and Hours**

The HPS Exhibit Hall will be located in the Monona Terrace Convention Center, Madison, Wisconsin. The layout is available for exhibitors to review and plan their display arrangements.

Coffee Breaks from Monday afternoon to Wednesday morning will be held in the Exhibit Hall.

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**Exhibit Hall Layout**

The exhibit area is divided into several sections, each marked with booth numbers and names of companies exhibiting. The layout includes restrooms, entrances, and lounge areas.

Booth numbers are indicated on the map, and specific companies are located in designated areas. The exhibit floor is open to the public and will feature various companies providing health physics solutions.
Meeting Dates: 7-11 July 2013
Exhibit Dates and Hours: Monday 8 July Noon-5:00 PM
Tuesday 9 July 9:30 AM-5:00 PM
Wednesday 10 July 9:30 AM-Noon
Set Up: Sunday 7 July Noon-5:00 PM
Monday 8 July 8:00-11:00 AM
Tear Down: Wednesday 10 July Noon-6:00 PM

The Following Booth Space is Requested (please choose 3!):
1._______ 2._______ 3._______

- HPS Affiliate Member Booth $1,700 ................................................................. $________
- HPS Affiliate Additional Booths $1,500 ............................................................. $________
- Non-Member Booth $1,900 ................................................................................. $________
- Non-Member Additional Booths $1,700 ............................................................. $________
- Non-Profit Organization Booth $1,000 ................................................................. $________

Sponsorship:

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<td>S-2</td>
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Advertising:

- Inside Front Cover Color 8 1/2 x 11 $900 ......................................................... $________
- Outside Back Cover Color 8 1/2 x 11 $900 ...................................................... $________
- Inside Back Cover Color 8 1/2 x 11 $800 ........................................................ $________
- Full Page Ad 8 1/2 x 11 $500 ........................................................................... $________
- Half Page Ad 8 1/2 x 5 1/2 or 4 1/4 x 11 $300 ................................................. $________
- Handouts in Conference Tote Bag $350 ............................................................... $________

TOTAL $________

See the next page for payment and to provide Final Program description and booth attendee information

Questions? Call us at 703.790.1745, or email Jennifer Rosenberg at JRosenberg@BurkInc.com
HPS Exhibit Payment Form

Booth Attendees
Two are complimentary with each Booth, and enjoy full conference registration. If you would like additional attendees with the Exhibits Only rate, an additional $40 per attendee, please list their name(s) as well:

________________________________________________________________________________________________________________
Card Number CVV Exp. Date
________________________________________________________________________________________________________________
Cardholder Name
________________________________________________________________________________________________________________
Cardholder Signature
________________________________________________________________________________________________________________
Cardholder Address
________________________________________________________________________________________________________________
Cardholder Email Cardholder Phone

Booth Description
Please submit your 50-word description of your Company’s Booth for placement in the Final Program, or submit electronically to JRosenberg@BurkInc.com:

___________________________________________________________________________________________________________
___________________________________________________________________________________________________________
___________________________________________________________________________________________________________
___________________________________________________________________________________________________________
___________________________________________________________________________________________________________
___________________________________________________________________________________________________________
___________________________________________________________________________________________________________

Payment Information
Full payment is due within 30 days of reservation to secure your Booth and/or Sponsorship opportunity. Payment must be received by 1 June in order to be included in the Final Program.

If paying by check, make payable and mail to: Health Physics Society, 1313 Dolley Madison Blvd., Suite 402, McLean, VA 22101

VISA  MasterCard  American Express

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<tr>
<th>Card Number</th>
<th>CVV</th>
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Cardholder Name

Cardholder Signature

Cardholder Address

Cardholder Email Cardholder Phone

Booth Total $__________
Sponsorship Total $__________
Advertising $__________
TOTAL FEES $__________
1. Location, Dates, and Hours of Exhibit: The Exhibition will be held at the Monona Terrace Convention Center. The exhibit area will be open free of charge to the meeting registrants as follows:
   
   Monday 8 July  Noon-5:00 PM  
   Tuesday 9 July  9:30 AM-5:00 PM  
   Wednesday 10 July  9:30 AM-Noon  
   
   These hours are subject to change as dictated by program requirements.

2. Installation and Dismantling: Booths will be accessible to Exhibitors for setting up displays between Noon-5:00 PM Sunday 7 July and Monday 8 July from 8:00-11:00 AM, and are to be ready for display by Monday 8 July at Noon. Packing and removal can begin at Noon until 6:00 PM, Wednesday 10 July 2013.

3. All booth personnel must register using the exhibitor reservation form. Two registrants per booth are allowed; these registrants may attend sessions. Each additional booth personnel must register as “Exhibits Only” for an additional $40.

4. Standard and Special Booth Equipment: Standard booth equipment consists of draperies assembled with polished aluminum attachments, backs 8’ high and side roll dividers 3’ high. These are included in the booth charge. A sign 7” by 44” with one line of copy for identification is furnished for the backdrop. Official decorator for the Exhibitors is Summit Expo. A complete line of furniture, display tables, and other items is available. Official Drayage Company is Summit Expo.

   All independent service companies performing work at the show site will be required to submit certificates of insurance for both workers comprehensive and general liability insurance at amounts established by the state of Wisconsin. Deadline for receipt of these materials is 17 June 2013—three weeks prior to the start of the show. In addition, such contractor must submit his request in writing to the show management and list the names of all company representatives working in the exhibit area and must adhere to all exhibitor move-in and move-out hours and regulations.

5. Space assigned to an Exhibitor may be transferred by the Exhibit Manager to affect balance against congestion, to avoid confusion in firm names, to solve competitive conditions, or similar reasons. No such transfer will be made without notice to Exhibitor in writing. An Exhibitor may not share or sublet space to another party. One Exhibitor may not exhibit the named “end product” of another Exhibitor without permission of that Exhibitor and the Exhibit Manager in writing.

6. General Regulations: Loud speaking sound displays are prohibited. The Society reserves the right to refuse any exhibit not in good taste or inconsistent with a meeting of this kind. All exhibits, back walls, and decorations will be limited to 8’ in height and not extending more than 2’ from the back wall except actual equipment which in normal operation exceeds this height. Permission to exhibit equipment with abnormal heights must be obtained from the Exhibit Manager. Any large items must be placed in the rear 4’ of the booth.

7. Exhibitor will be responsible for sales tax owed to Wisconsin, on any transactions made on the show floor. Exhibitee will be responsible for any business license required by Wisconsin. No exhibitor will be permitted to give away premium items, nor to conduct any prize drawings, awards for signing of names, and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage.

8. Photographing booths is limited to non-exhibit hours or candid shots only. Exhibitors and photographers shall not disrupt visitor traffic by clearing booths or aisles for photography during the regular conference hours.

9. All exhibit and booth materials, particularly drapes, curtains, table covers, etc., must comply with Federal, State and City Fire Laws, Insurance Underwriter and Hotel Safety Regulations, and must be flame-proof. All packing containers, excelsior and similar materials are to be removed from the exhibit area upon completion of the booth arrangement. The Exhibitor is restricted to materials which will pass fire inspection. Decorations of paper, pine boughs, leafy decorations or tree branches are prohibited. Volatile or flammable oils, gases, unprotected picture films, other explosives or flammable matter, or any substance prohibited by the City Departments or authorities will not be permitted in the exhibition areas. Likewise, all electrical wiring must be approved and installed in accordance with State and Local Regulations. Smoking in exhibits may be prohibited. Crowding will be restricted. Aisles and fire exits cannot be blocked by exhibits.

10. In their own best interest, and for security, Exhibitors shall keep an attendant in their own booths during all exhibit hours. No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed, once it has been set up, without permission of the Exhibit Manager.

11. Due to the tremendous value of exhibits, it is impractical and impossible to insure Exhibitor’s equipment against loss, theft, damage and breakage. Neither the Hotel nor any of its employees, nor representatives, nor any representatives of Health Physics Society, nor Burk and Associates Inc., nor any subcontractor will be responsible for any injury, loss or damage to the Exhibitor, the Exhibitor’s employees or property, however caused. In addition, the Exhibitor must assume responsibility for damages to the Hotel property and indemnify and hold harmless the Hotel from liability, which might ensue from any cause, whatsoever, including accidents or injuries to Exhibitors, their agents or employees. The Exhibitor must also assume responsibility for any accident, injury or property damage to any person viewing his exhibit where such accident, injury or property damage is caused by the negligence of the Exhibitor, his agents or employees. In view of the foregoing, Exhibitors are urged to place “extraterritorial” and other coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage.

12. Health Physics Society and the Exhibit Manager for the meeting will cooperate fully, but cannot assume responsibility for damage to Exhibitor’s property, lost shipments either coming in or going out of the premises or for moving costs. Any damage due to inadequately packed property is Exhibitor’s own responsibility. If exhibit fails to arrive, Exhibitor will be, nevertheless, responsible for booth rent and no refund will be made. Exhibitors should carry insurance against such risks.

13. Exhibitors wishing to have Hospitality Suites must reserve them through the Exhibit Manager. Such Suites cannot be open during any Meeting or Exhibit Hours and can be open after midnight only with Exhibit Manager’s permission.

14. The Exhibit Management will attempt to assist and generally protect Exhibitors, keep them informed and will assume responsibility for its own misconduct and negligence all in good faith.

15. Rejected Displays: Unethical conduct or infraction of rules on the part of the Exhibitor or his representatives or both will subject the Exhibitor or his representatives to dismissal from the exhibit area, in which event it is agreed that no refund shall be made and further that no demand for redress will be made by the Exhibitor or his representatives. Alcoholic beverages may not be distributed from any booth, its attendees or company representative.

16. Care of Building and Equipment and Safety Precautions: Exhibitors, or their agents, must not injure or deface the walls or floors of the building, the booths, or the equipment in the booths, when such damage appears, the Exhibitor is liable to the owner of the property so damaged.

17. The Exhibitor will engage at its expense, and through the Hotel where the Hotel so requires, all necessary labor and trade performing functions directly related to the exhibit. The Exhibitor agrees that any person employed to perform such functions on a temporary basis at the Hotel shall be represented by the appropriate bona fide Union.

18. HPS will process refunds equal to 50% of the paid exhibitor fee if space is cancelled by 17 May 2013. No refunds will be made after 17 May 2013. If booth space is not occupied by 6:00 AM Tuesday 9 July 2013, HPS will have right to use such space as it sees fit to eliminate blank spaces in the exhibit area.

19. Amendment to Rules: Any and all matters or questions not specifically covered by the preceding Rules and Regulations shall be subject solely to the discretion of Health Physics Society.

The foregoing regulations have been formulated for the best interests of all Exhibitors; the cooperation of all Exhibitors is requested.

Pre-Meeting Contact Telephone Number: Summit Expo, (412) 882-1420 or email: info@summitexpo.com

Please Note: Upon receipt of your contract and payment, the official decorator and drayage company will forward a service kit complete with information regarding furniture rental, freight and storage, installation, dismantling, labor and signage requirements. The service kit will be forwarded to you approximately 30 days prior to the show date.