



# ASM

## CLINICAL VIROLOGY SYMPOSIUM

SEPTEMBER 27-30, 2021 | WEST PALM BEACH, FL

### EXHIBITOR PROSPECTUS

**Palm Beach County Convention Center**

West Palm Beach, Florida  
September 27 - 30, 2021

The **Clinical Virology Symposium** brings together nearly 1,000 participants and is led by biomedical scientists engaged in research as well as primary care physicians and laboratories involved with patient care. For more than 35 years, this meeting has provided an unmatched forum for the meaningful exchange of ideas dealing with viral infections.

### GET TO KNOW OUR ATTENDEES\*

EMPLOYER		ROLE IN THE DECISION-MAKING PROCESS	
Hospital Diagnostic Lab	13%	Part of the process	27%
Medical/Diagnostics	25%	Makes the final decision	7%
Biotechnology	11%	Gathers info for final decision	10%
Hospital/Clinical	7%	Not part of the process	10%
Other	30%	No Reply	47%

  

PRIMARY JOB-RELATED ACTIVITY		DEGREE	
Clinical Microbiologist	24%	PhD	28%
Sales and Marketing	18%	Masters	11%
Industry Professional	12%	Bachelors	21%
Research	10%	MD	9%
Other	17%	Other	11%
No Reply	19%	No Reply	20%

# IMPORTANT INFORMATION FOR EXHIBITORS

## Booth Space Fees

The standard exhibit unit available for booth space is 10' x 10'. Multiple booth units may be purchased.

## Booth Fee Type

Standard Booth	\$22.50 per sq. ft.
Corner Booth	\$23.50 per sq. ft.
Island Booth	\$23.50 per sq. ft.

## What's Included With The Exhibit Space?

- Each exhibit space includes at no additional charge:
  - 10' backwall drape and 8' sidewall drape
  - One (1) 6' draped table
  - Two (2) chairs
  - One (1) wastebasket
  - One (1) 7" x 44" sign with company name and booth number
- Exhibitors are entitled to one (1) complimentary Exhibitor Full Conference Booth badge for each 10' x 10' booth. These badges will allow access to the Exhibit Hall and all scientific sessions and social events. Additional Exhibitor Booth Personnel badges may be purchased for \$75 each.
- (2) Exhibitor Personnel badges per booth allows access to the Exhibit Hall.
- (2) Complimentary Exhibit Hall Customer passes allow you to invite your customers to the Exhibit Hall on 1 designated day; not permitted for use by exhibit company personnel.
- Listing on the CVS 2021 website, the interactive floor plan and the Final Program (information must be received by July 1)

## How To Reserve Exhibit Space

There are two easy ways to reserve your exhibit space:

1. **Reserve online.** Go to ([www.asm.org](http://www.asm.org)), visit the Exhibitors page on the CVS sub site, and click the **Reserve A Booth** button.
2. **Complete the PDF application linked from the Reserve Your Exhibit Space web page.** Complete and return the Application and Contract for Exhibit Space via email or fax.

## Cancellation Reduction of Exhibit Space Policy

Organizations participating in the exhibition may cancel or reduce the lease of exhibit space reserved at any time with written notice to ASM Exhibits Management via email to [exhibitsinfo@asmusa.org](mailto:exhibitsinfo@asmusa.org).

The following schedule will be used for exhibit space cancellations or reductions:

- Booth cancellation or reduction requests received on or before **January 26, 2021** will be responsible for 10% of the canceled/reduced space fees.
- Booth cancellation or reduction requests received from **January 27, 2021 to May 4, 2021** will be responsible for 50% of the canceled/reduced space fees.
- No refunds will be made for cancellations received after **May 4, 2021** and exhibitors will be responsible for paying an unpaid balance if one exists.
- ASM reserves the right to resell any canceled exhibit

In the event that ASM must cancel CVS 2021 due to the COVID-19 pandemic, exhibitors may request a full refund of payments made to ASM for exhibit space and/or sponsorship.

## EXHIBIT HALL AND POSTER HOURS

### ASM Clinical Virology Symposium

September 27-30, 2021

West Palm Beach, Florida

### Monday, September 27

10:00 am–2:00 pm

3:45 pm–5:15 pm

### Tuesday, September 28

10:00 am–12:45 pm

4:30 pm–6:00 pm

### Wednesday, September 29

10:00 am–2:45 pm

## KEY DEADLINE DATES

### May 4, 2021

Final exhibit space payment due

### August 2, 2021

Company description due for mobile app

### September 24 – 26

Exhibitor Move-In

### September 27 – 29

Exhibit Hall Open

### September 29 – 30

Exhibitor Move-Out

## QUESTIONS

For questions contact:

### Exhibits Manager

#### Gavin McAuliffe

[gavin@corcexpo.com](mailto:gavin@corcexpo.com) or

+1.312.265.9649

### Exhibits Operation Specialist

#### Marissa Brown

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For current information on exhibiting at or sponsoring the ASM Clinical Virology Symposium, please visit **[www.asm.org](http://www.asm.org)**