

ASM Microbe 2021 Frequently Asked Questions

Q: Who do I contact about ordering furnishings/materials for my booth (carpet, furnishings, electricity, etc.)?

A: Order using the Exhibitor Service Manual (available late January). For detailed questions, please contact the official general service contractor, Freeman Exposition Services.

Q: When is booth installation?

A: Booth installation begins on Wednesday, 6/2 at 8:00 AM and must be completed by Thursday, 6/3 at 5:00 PM. See the Quick Facts in the Exhibitor Service Manual for exact hours. Exhibitors who are not installed by 5:00 PM on 6/3—and have not requested late set-up with ASM Show Management—will forfeit their booth.

Q: Does my booth need to be carpeted?

A: Yes. The official decorator will, at the exhibitor's expense, install carpet in any booth in which carpet or flooring installation has not begun by 5:00 PM on Thursday, 6/3. The exhibit area is not carpeted; however the aisles will be carpeted in tuxedo.

Q: When can I begin to dismantle my booth?

A: Booth dismantle begins when the Exhibit Hall closes on Sunday, 6/6 at 4:00 PM. Exhibitors are not permitted to break down early under any circumstances. Due to scientific programming, move-out activity will not begin until 4:30 PM. Freeman will begin returning empty containers 30 minutes after show close; the entire process will take approximately 6 hours.

Q: What does my booth include?

A: Each 10' x 10' booth will be set with 8' high gray/purple/gray back drape and 8' high gray side dividers. Booths 300 sq. ft. or less will receive a one-line identification sign. Booths larger than 300 sq. ft. may receive a one-line identification sign upon request.

Q: Does my booth include electricity?

A: Electrical service is not included with your booth equipment but to accommodate possible power requirements, electrical outlets will be installed in every inline booth. Per Freeman, an audit will be conducted by electricians and on-site charges will apply if the electrical service is utilized without an order on file.

Q: I need to cancel or reduce my exhibit space. Can I get a refund?

A: Booth cancellation or reduction requests received before February 14, 2021 will be responsible for 50% of the canceled/reduced space fees. No refunds will be made for cancellations/reductions received after February 14, 2020 and exhibitors will be responsible for paying an unpaid balance if one exists. Cancellation or reduction requests should be emailed to exhibitsinfo@asmusa.org

Q: How many Exhibit Hall badges will I get? And are scientific sessions included?

A: Exhibitors are entitled to:

- One (1) complimentary Exhibitor Full Conference badges which allow admittance to scientific sessions and Exhibit Hall per exhibiting company. Additional Exhibitor Full Conference may be purchased at the Member (\$625)/Non-Member (\$840) attendee rate.
- Two (2) complimentary Exhibitor Booth Personnel badges for each 10'x10' unit purchased to be used by exhibit company personnel in Exhibit Hall only. Additional Exhibitor Booth Personnel Badges may be purchased for \$150 (allows entry to the Exhibit Hall Only.)
- Two (2) complimentary Customer Pass Badges for each 10' x 10' booth purchased, which allows exhibitors to provide non-registered customers entry into Exhibit Hall ONLY on designated day. [Exhibit Customer Pass Badge registration will open at a later date.](#) This pass cannot be used for exhibit personnel or non-customers.