

Welcome SLAS2025 Exhibitors!

Thank you for planning to exhibit at the Society for Laboratory Automation and Screening International Conference & Exhibition. We are looking forward to welcoming you to San Diego and appreciate your support of SLAS exhibition and mission!

The Service Manual is designed to help you have a successful and hassle-free experience at the exhibition. Please read this Exhibitor Service Manual thoroughly, as it contains all the information you will need to plan your exhibition participation, as well as multiple opportunities to expand your outreach and visibility to SLAS2025 attendees. Please pay close attention to deadlines and use the order forms for each service included.

If you have any questions that have not been covered in this Service Manual, please feel free to contact us at any time. You may also contact the official show contractor concerning their services, as outlined on the following page.

Once again, thank you for your support - we look forward to seeing you there!

Sincerely,

Andrea Schermerhorn  
SLAS Exhibits & Sponsorship Sr. Sales Manager  
[SLAS@discoversb.com](mailto:SLAS@discoversb.com)  
301-200-4616 ext. 108

Kathy Hoshko  
SLAS Exhibits Operations Manager  
[SLASOps@discoversb.com](mailto:SLASOps@discoversb.com)  
301-200-4616 ext. 135





## YOUR BOOTH INCLUDES

- Access to SLAS2025 registered attendee mailing list (based on availability, \$390 service fee applies).\*  
*\*Important Scam Warning: SLAS is aware of unscrupulous vendors who falsely claim to have the SLAS2025 attendee list. They DO NOT have the list, and any such claims are false. We are committed to keeping your data secure at all times.*
- One full-conference exhibitor registration per 10' x 10' booth (includes access to entire SLAS2025 event, including scientific sessions; additional full-conference registrations for your staff can be purchased for \$1,050 through 01/22/25 or \$1,275 after)
- Five exhibitor booth personnel registrations per 10' x 10' booth (includes access to the SLAS2025 exhibit hall only; additional booth personnel registrations for your staff can be purchased for \$250 through 01/22/25 or \$300 after)
- Complimentary exhibition-only passes to distribute to customers (3 per 10' x 10' booth)
- Company listing and description on the SLAS2025 online floor plan and in the SLAS2025 conference app
- Dedicated networking time with our diverse global membership
- Additional sponsorship opportunities across the conference program
- Opportunity to apply for the SLAS New Product Award

Please Note: Exhibiting companies are responsible for carpet, furnishings, cleaning, electricity, and all other services for their booth space. **SLAS requires that ALL exhibit booths have flooring.** Forms for these services are included in the Exhibitor Service Kit.

## SLAS2025 EXHIBITION HOURS

DAY	DATE	HOURS	NOTES
Friday	January 24, 2025	8:00 AM - 1:00 PM 1:00 PM - 6:00 PM	Exhibitor Setup 600 sqft and above only All Exhibitor Setup
Saturday	January 25, 2025	8:00 AM - 6:00 PM	All Exhibitor Setup
Sunday	January 26, 2025	8:00 AM - 6:00 PM	All Exhibitor Setup
Monday	January 27, 2025	10:00 AM - 6:00 PM	Exhibition Open
Tuesday	January 28, 2025	10:00 AM - 6:00 PM	Exhibition Open
Wednesday	January 29, 2025	9:00 AM - 1:00 PM 1:30 PM - 9:00 PM	Exhibition Open Exhibitor Move Out
Thursday	January 30, 2025	8:00 AM - 12:00 PM	Exhibitor Move Out

- \*NOTE:
1. During setup, exhibitors are permitted to work until 8:00 PM without in and out privileges.
  2. On show days, exhibitors can enter the exhibition hall two (2) hours before opening.



## EXHIBITOR REGISTRATION

For each 10'x10' booth space rented, an exhibitor receives one (1) complimentary full meeting registration (registrants have access to the entire SLAS2025 event, INCLUDING scientific sessions) and five (5) complimentary exhibitor booth personnel registrations (registrants have access to the SLAS2025 exhibition hall only).

**The deadline to register exhibitor staff is January 22, 2025.** This is a REQUIREMENT and is not optional. All exhibitor registrants must be registered at this deadline in order to receive access to the event. When Exhibitor Registration opens, you will be notified via email and will need to log in to your [EXHIBITOR PORTAL](#) to register your booth staff in the "Registration: Register Your Booth Staff" task.

You may purchase additional exhibitor registrations at these rates per badge:

- Full Conference Exhibitor - \$1,050 before January 22, 2025 / \$1,275 after January 22, 2025
- Exhibitor Booth Personnel - \$250 through January 22, 2025 / \$300 after January 22, 2025

If you need to purchase additional badges over and above what is listed in the task, email [slasreg@discoversb.com](mailto:slasreg@discoversb.com) with the type and additional quantity needed.

### Take Advantage of Your Complimentary Customer Passes!

Each exhibiting company at SLAS2025 can invite customers to obtain a complimentary exhibition-only badge. Your allocation of Complimentary Customer Passes is based on your booth size (3 per 10' x 10'). You can find more information and instructions on how to invite your customers by clicking on the "Marketing: Complimentary Customer Passes For SLAS2025" task in the exhibitor portal.

**IMPORTANT REMINDER:** All staff associated with an exhibiting company should register as an **Exhibitor**. A paid Exhibitor Full Conference badge is \$1,050 before January 22 and \$1,275 after. Registering as an exhibitor will save you money and give you and your staff early access to the exhibition hall!

**BADGE SHARING:** *Sharing of registration badges is not permitted at any time before or during the event. Badges are issued to, can be picked up by, and used only by the Attendee named in the registration record confirmed by SLAS. Sharing of badges is against this policy and will result in removal from the event and loss of current and future registration, and exhibitor privileges.*

## SLAS2025 EXHIBITOR PORTAL

Log into the [SLAS2025 Exhibitor Portal](#) to:

- Upload your company logo, description, and resources for digital company listing on the website and event app.
- Register staff for badges
- Make booth payments/view receipts
- Upload Certificate of Insurance
- View/ Purchase Additional Marketing Opportunities



# HOUSING INFORMATION

## Beware of Unauthorized Hotel Solicitations

SLAS has partnerships in place with the following hotels and service providers to provide conference delegates with the best rates and convenience. SLAS has negotiated discounted rates at these hotels. While the hotel rates include a rebate to SLAS to help offset the costs of the Convention Center rental and to keep registration costs down, the negotiated rates are below standard guest rates quoted at the hotels if you are using the SLAS group discount site or code.

The majority of the hotels are adjacent to or within walking distance to the San Diego Convention Center. All hotels require a walk outdoors to get to the convention center. The DoubleTree by Hilton San Diego Mission Valley is farther away than the others at a six-mile distance.

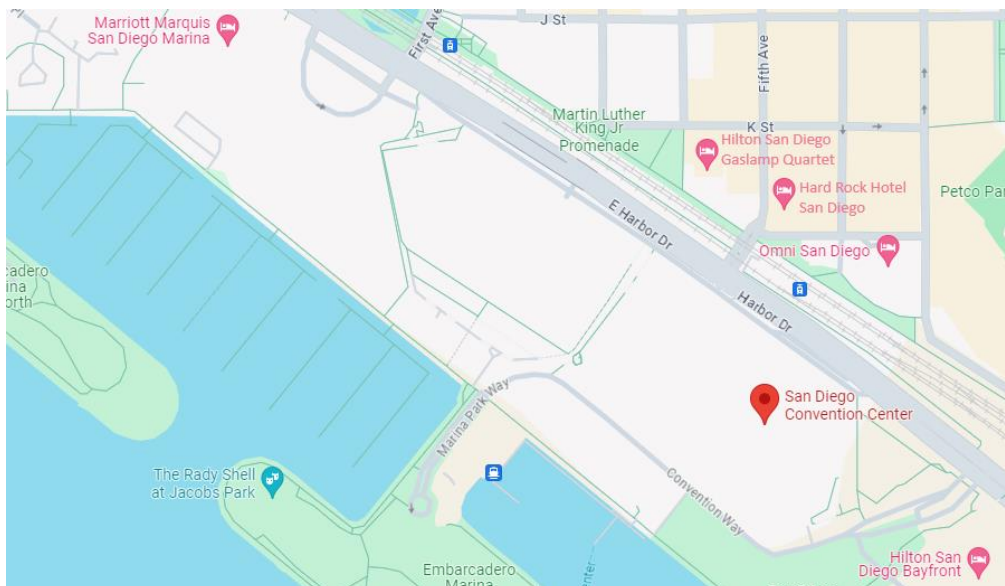
**The deadlines for booking hotel accommodations at the negotiated SLAS2025 rates are December 20, 2024 to January 6, 2025 and vary by hotel.** Bookings are based on availability, and rooms may sell out before this date. Bookings made after this date will receive the group rate based only on individual hotel availability.

### Official SLAS2025 Hotels

- Marriott Marquis San Diego Marina
- Hilton San Diego Bayfront
- Hilton San Diego Gaslamp Quarter
- Omni San Diego Hotel
- Hard Rock Hotel San Diego
- DoubleTree by Hilton San Diego Missions Valley

Click [HERE](#) to book your hotel/room block reservations.

## MAP OF CONVENTION CENTER AND HOTELS





## IMPORTANT DEADLINES

DATE	TASK / DEADLINE	EVENT PARTNER
September 9, 2024	Full payment Due	SLAS2025 <a href="#">Exhibitor Portal</a>
October 25, 2024	Certificate of Insurance (COI) Upload	SLAS2025 <a href="#">Exhibitor Portal</a>
November 22, 2024	Island Booth Rendering Upload	SLAS2025 <a href="#">Exhibitor Portal</a>
November 22, 2024	Exhibitor Appointed Contractor (EAC)	SLAS2025 <a href="#">Exhibitor Portal</a>
December 6, 2024	Priority Points Calculated – last chance to purchase sponsorships for \$\$ to be counted towards SLAS2026 booth selection	SLAS2025 <a href="#">Exhibitor Portal</a> <a href="#">SLAS Sponsorship Sales</a>
December 9, 2024	New Product Award Submission	SLAS
December 18, 2024	Freeman Advanced Warehouse Begins Accepting Exhibitor Shipments	Freeman
December 20, 2024	Housing Discount Deadline	Omni San Diego Hotel
December 22, 2024	Housing Discount Deadline	<ul style="list-style-type: none"> <li>• Marriott Marquis San Diego Marina</li> <li>• Hilton San Diego Bayfront</li> </ul>
December 27, 2024	Freeman Discount Deadline for the following services: <ul style="list-style-type: none"> <li>• Audio Visual Services</li> <li>• Electrical</li> <li>• Furnishings</li> <li>• Flooring</li> <li>• Labor Services               <ul style="list-style-type: none"> <li>• Install &amp; Dismantle</li> <li>• Forklift</li> <li>• Rigging</li> </ul> </li> </ul>	Freeman
December 27, 2024	Photography	<ul style="list-style-type: none"> <li>• The Photo Group</li> </ul>
January 3, 2025	Housing Discount Deadline	<ul style="list-style-type: none"> <li>• Hilton San Diego Gaslamp Quarter</li> <li>• Omni San Diego Hotel</li> <li>• Hard Rock Hotel San Diego</li> <li>• DoubleTree by Hilton San Diego Mission Valley</li> </ul>
January 8, 2025	Cleaning Order Deadline	San Diego Convention Center
January 8, 2025	Internet Order Deadline	SmartCity Networks
January 10, 2025	Catering Order Deadline	San Diego Convention Center, Food & Beverage Department
January 16, 2025	Freeman Advanced Warehouse Deadline before Add'l Fees Apply	Freeman
January 22, 2025	Exhibitor Badge Registration Deadline	SB Expos & Events
January 24, 2025	Exhibitor Shipments can begin to arrive at the San Diego Convention Center	Freeman
Coming Soon!	Lead Retrieval	SB Expos & Events



# OFFICIAL VENDORS

Please use this quick reference guide to identify the proper contact to answer all of your questions regarding your participation in SLAS2025.



Official Vendors can be identified with the SLAS Official Vendor logo.

SERVICES	PROVIDERS	CONTACT INFORMATION
General Services Contractor	Freeman	<a href="#">Freeman Exhibitor Support</a> 1.888.508.5054 or 1.817.210.4869 <a href="#">Click HERE to Order</a>
Audio Visual	Freeman	<a href="#">Freeman Exhibitor Service Kit</a>
Booth Design/ Rental	Freeman	<a href="mailto:solutions@freemanco.com">solutions@freemanco.com</a>
Catering	San Diego Convention Center Food & Beverage Department	619-525-5831 <a href="mailto:jan.souza@visitsandiego.com">jan.souza@visitsandiego.com</a>
Cleaning	San Diego Convention Center	1.619.977.0009 <a href="https://boothcleaning.sdccc.org/">https://boothcleaning.sdccc.org/</a>
Compressed Air	Freeman	<a href="#">Freeman Exhibitor Service Kit</a>
Electrical	Freeman	<a href="#">Freeman Exhibitor Service Kit</a>
Exhibitor Liability Insurance Program	Rainprotection Insurance	Click <a href="#">HERE</a> for Insurance Program
Exhibit Transportation/ Shipping	Freeman Transportation	1.817.607.5183 <a href="mailto:exhibit.transportation@freeman.com">exhibit.transportation@freeman.com</a>
Housing	Marriott Marquis San Diego Marina Hilton San Diego Bayfront Hilton San Diego Gaslamp Quarter Omni San Diego Hotel Hard Rock Hotel San Diego DoubleTree by Hilton San Diego Missions Valley	To receive the SLAS2025 discounted rate, please book rooms/ room blocks using the links on the <a href="#">Official Housing Page</a>
Internet	SmartCity Networks	<a href="http://orders.smartcitynetworks.com">orders.smartcitynetworks.com</a>
Lead Retrieval	SB Expos & Events	<a href="mailto:slasleads@discoversb.com">slasleads@discoversb.com</a>
Photography	The Photo Group	<a href="mailto:nicole@thephotogroup.com">nicole@thephotogroup.com</a>
Registration	SB Expos & Events	<a href="mailto:SLASReg@discoversb.com">SLASReg@discoversb.com</a>
Rigging	Freeman	<a href="#">Freeman Exhibitor Service Kit</a>
Security	Summit Services	<a href="mailto:Summitsvs@aol.com">Summitsvs@aol.com</a>
SLAS Exhibits & Sponsorship Dept	SB Expos & Events	<a href="mailto:SLASOps@discoversb.com">SLASOps@discoversb.com</a>
SLAS Sponsorship Purchases	SB Expos & Events	<a href="mailto:SLAS@discoversb.com">SLAS@discoversb.com</a>
SERVICES	ADDITIONAL PROVIDERS	CONTACT INFORMATION
Official Media Coordinator	Zyme Communications	<a href="mailto:ben.rutter@zymecommunications.com">ben.rutter@zymecommunications.com</a>
Sustainability	Honeycomb Strategies	<a href="https://www.hcsustainability.com">https://www.hcsustainability.com</a>
Media Partner Recordings	Select Science	<a href="https://www.selectscience.net/">https://www.selectscience.net/</a>



## ADDITIONAL MARKETING OPPORTUNITIES

Accelerate your impact on SLAS2025 attendees in San Diego! [CLICK HERE](#) to explore branding, communication, signage, educational content, networking or online marketing opportunities available to boost your presence.

Please contact [Andrea Schermerhorn](#) with any questions about exhibiting or sponsoring at SLAS2025.

### **Andrea Schermerhorn, CEM, DES**

Sr. Sales Manager – Exhibits and Sponsorships

+1-301-200-4616 Ext. 108

[slas@discoversb.com](mailto:slas@discoversb.com)

## INSURANCE

All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither SLAS, its service contractors, the management of the exhibit hall nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor. All exhibitors are required to carry general liability coverage from a reputable insurance company in good standing with these minimum policy requirements at their own expense. Insurance coverage is NOT optional.

### **Minimum General Liability Policy Coverage**

\$1,000,000 USD per occurrence

\$1,000,000 aggregate

### **Policy Effective/Expiration Dates**

Effective Date: January 24, 2025

Expiration Date: January 30, 2025

### **Additional Insured**

The following organizations must be named as additional insured:

The Society for Laboratory Automation and Screening (SLAS)

SB Expos & Events

Freeman

San Diego Convention Center

Use this [Sample COI](#) to ensure that your insurance meets all the mandatory requirements. Proof of insurance must be submitted to SLAS prior to booth setup for the Event. Please submit your COI via the Certificate of Insurance Upload task in your Exhibitor Portal. The same certificate of insurance upload task provides details on purchasing insurance.

SLAS, Freeman, and the San Diego Convention Center assume no responsibility for products left unattended at the end of SLAS2025.



## EXHIBITOR APPOINTED AND/OR INDEPENDENT CONTRACTORS

Independent contractors must adhere to the International Association of Exhibitions and Events (IAEE), and Exposition Service Contractors Association (ESCA) display guidelines and be signatories to a current local collective bargaining agreement. Exhibitors using Exhibitor Appointed and/or Independent Contractors must provide a copy of an insurance certificate naming SLAS as the policyholder and Show Management and Freeman as additional insurers.

Log into your [Exhibitor Portal](#) and go to the Exhibitor Appointed Contractor (EAC) task to input EAC Information.

## SECURITY

SLAS will provide security around the perimeters of the exhibit hall. Please review the Exhibitor Rules and Regulations included in this exhibitor service manual. Information about individual booth security will be available upon request. Please note any additional security service will be at your own expense.

## UNION JURISDICTION - San Diego Convention Center

**Decorators Union** - Members of this union claim jurisdiction over all set-up and dismantling of exhibits including signs and laying of carpet. This does not apply to the unpacking and placement of your merchandise. You may install and/or dismantle your exhibit display if one person, who is a full-time employee, can accomplish the task in an hour or less without the use of tools. If your exhibit preparation, installation or dismantling requires more than 1 hour, you must use union personnel supplied by the Official Decorating Contractor. As an exhibitor, you will be pleased to know that when union labor is required, you may provide your company personnel to work along with a union installer in Southern California on a one-to-one basis.

**Teamsters Union** - This union claims jurisdiction over the operation of all material handling equipment, all unloading and reloading, and the handling of empty containers. An exhibitor may move the material that is hand-carryable by one person in one trip without the use of dollies, hand trucks, or other mechanical equipment.

**Electrical Union** - IBEW Electricians' jurisdiction covers all electrical labor for each booth, including but not limited to cable distribution under your carpet or flooring and throughout the booth structure. Included are connections & hardwiring of all electrical equipment (e.g., 208volt & higher services, panels, and motors), installation of all lighting hung from truss or beams & distribution of all cabling throughout the booth & truss structures. All stagehand/AV labor used in the exhibit area will be provided by the organizer named official AV contractor for the show or an EAC AV contractor with the exception of their company representative/supervisor. Unless contracted directly with the in-house AV / Internet provider, all data and coaxial cable run within the booth, overhead, or on the floor will be installed by our electricians. Electrical services are provided on a time and material basis and cannot be performed by other unions, I&D houses, or Exhibitors.

**Specific to Recordings** - Should an exhibitor want to record in their exhibitor tutorial, solutions spotlight, or any other location in the SDCC, including exhibit hall and foyers, they need to order a labor shadow personnel through Freeman.

- Recording on your phone or handheld device using a tri-pod can also fall under the union rules.
- All media partners or outside vendors must comply with these union rules and have a Union shadow.
- Please contact Freeman to order audiovisual labor personnel regarding recordings.





## RULES AND REGULATIONS

Exhibitors should read and be familiar with the general rules and regulations and [Terms & Conditions](#) on the application and contract in the [Exhibitor Portal](#). It is the exhibitor's responsibility to ensure their personnel and agents are familiar with these rules and regulations. A copy of the General Rules & Regulations and the Exhibit Construction Guidelines are included.

These rules and regulations are a bona fide part of the contract for exhibit space with the Society of Lab Automated Systems, hereinafter referred to as SLAS, for the SLAS2025 International Conference & Exhibition, hereinafter referred to as the event. SLAS reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well-being of the event. Each exhibitor agrees to abide by these regulations and by any amendments or additions hereafter made by SLAS.

SLAS reserves the right to decline, prohibit, deny access, or remove any exhibit which, in its sole judgment, is contrary to the character, objectives, and best interests of the event or suitable for its attendee audience.

This reservation includes but is not limited to, any violation of any public policy or these rules and regulations and extends to persons, things, printed matter, products, and conduct. SLAS reserves the right to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. SLAS' decision and interpretation shall be accepted as final in all cases.

**Island Booths:** Island booths are booths exposed to aisles on all four sides, with a minimum size of 20x20 feet. The maximum height of an island booth is 20 feet when ceiling height and rigging permit (20 feet from the floor to the top of any booth components and signs). No signage, lighting fixtures, or light/sign trusses are allowed outside the boundaries of the exhibit space.

**Linear Booths:** Linear booths may not exceed eight feet (8') in height. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8 feet is only allowed in the rear half of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.



# EXHIBIT CONSTRUCTION GUIDELINES – LINEAR BOOTH

## LINE-OF-SIGHT STYLE

Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed below with specific insight on how to implement Line-of-Sight regulations.

### LINEAR BOOTH

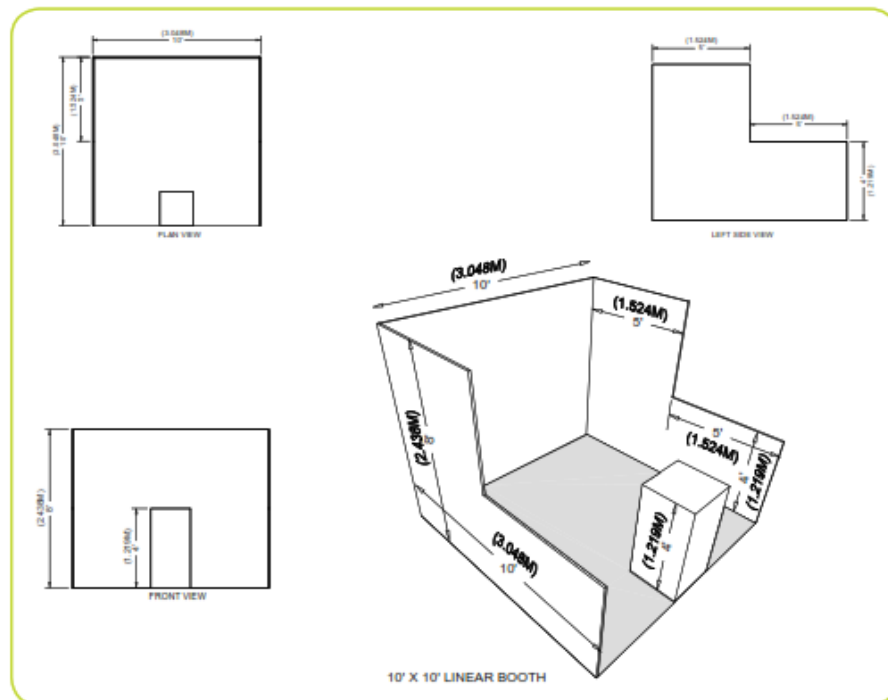
The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

#### Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified to prevent display materials from imposing on neighboring exhibits behind the back wall.

#### Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

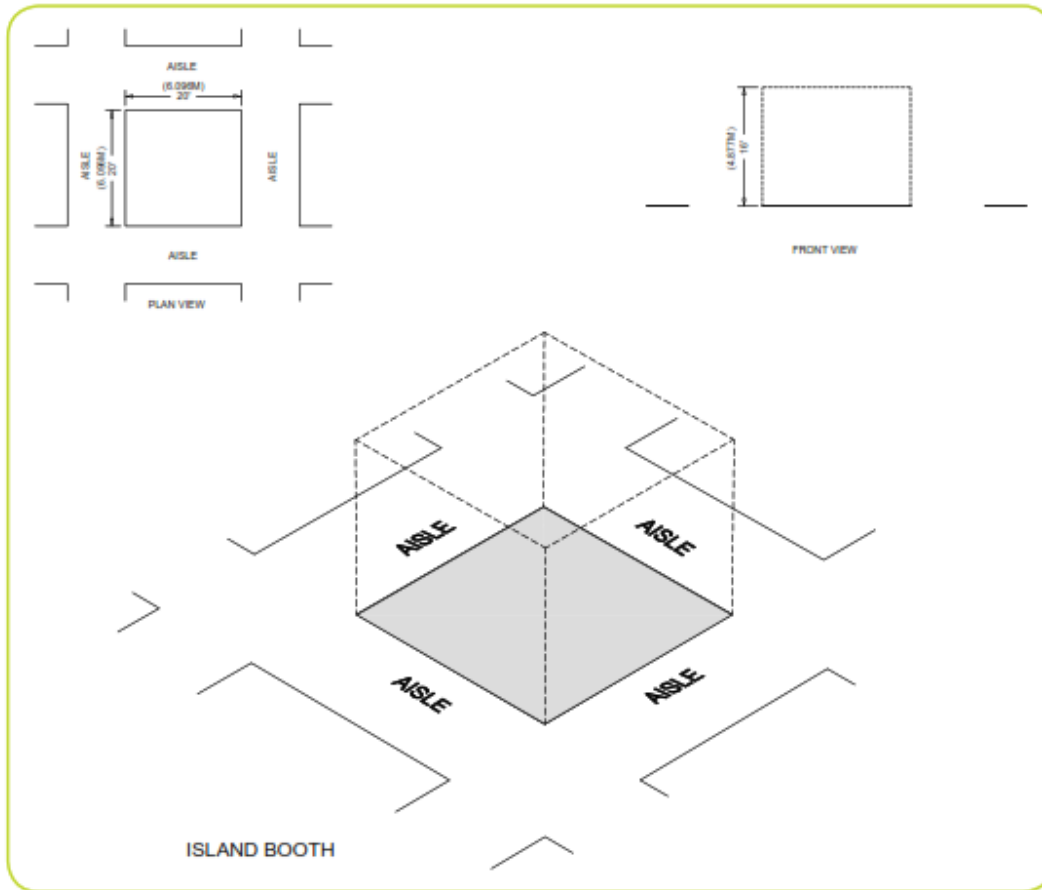




# EXHIBIT CONSTRUCTION GUIDELINES – ISLAND BOOTH

## ISLAND BOOTH

An Island Booth is any size booth exposed to aisles on all four sides.



### Dimensions and Use of Space

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently. The entire Cubic Content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.